

Floriculture

Sponsored By:
TN Dept. of Ag.
Ag. Tag Funds



Purpose: FFA members are awarded for using the best management practices available to efficiently produce and market field or greenhouse production of flowers (fresh and dried), foliage, and related plant materials for ornamental purposes, including the arranging, packaging and marketing of these materials. Students with placement or entrepreneurship programs may enter in this area.

Background: The production of floriculture products is an expanding business in Tennessee. Both rural and urban FFA members are using floriculture as their supervised agricultural experience program.

Visibility: The sponsor of this award will be recognized in the following ways:

- ✓ Immediate press release recognizing the new partnership.
- ✓ Statewide recognition at the state FFA Convention in front of 2500 FFA members.
- ✓ Statewide media recognition through press releases in agricultural publications.
- ✓ Name of sponsor on plaques received by FFA members.
- ✓ Up to thirty applicants statewide annually.

Budget: The annual cost of this three-year commitment is \$500.00. This amount of support each year will provide for cost of award plaques with sponsor's name on each of three regional levels and on the statewide level and cash awards.

Expected Results: This partnership will generate added interest and excitement in this award area. Through this increased interest more students will focus their skill development in the area of Floriculture.