

# Fruit Production

**Sponsored By: Florida  
Farm Bureau  
Marketing Division**



**Purpose:** FFA members compete by using the best management practices available to efficiently produce and market crops for fruit such as stone fruits, pome fruits, citrus fruits, pineapples, coconuts, berries, watermelon, grapes, nuts and all common fruits. Students with placement or entrepreneurship programs may enter in this area.

**Background:** The products produced in this area are increasing in Tennessee as traditional producers are looking for alternative agriculture products to replace or add to the products that are more common to Tennessee Agriculture.

**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 Fruit Production.