



New Mexico FFA

Floriculture

Career Development Event

FLORICULTURE

CAREER DEVELOPMENT EVENT

12/2023

PURPOSE

To stimulate the study of and interest in the production and retailing of flowers, plants and foliage through the agricultural education curriculum.

OBJECTIVES

- To be able to identify floriculture and bedding plant materials.
- To be able to identify and treat unhealthy plants due to pest, nutritional, mechanical or chemical injury.
- To be able to understand the biological and scientific principles and develop the skills underlying propagation, growth requirements, growing techniques, harvesting, marketing and maintenance of established floriculture plants.
- To be able to understand principles and develop skills of floral design.
- To be able to identify and select appropriate supplies and equipment for flower shop and greenhouse.
- To be able to understand and demonstrate the use of safety procedures and practices in floriculture operations.
- To be able to operate and maintain appropriate equipment for floriculture operations.
- To be able to understand and demonstrate interpersonal skills prerequisite to successful employment in the floriculture industry.
- To be able to understand and demonstrate proper sales and service skills.
- To be able to maintain records and proper reports that are accurate and legible.
- Effectively work together as a team.

COMMON CORE REFERENCES

7th Grade

CCSS.ELA-Literacy.W.7.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

8th Grade

CCSS.ELA-Literacy.SL.8.4 Present claims and findings, emphasizing salient points in a focused, coherent manner with relevant evidence, sound valid reasoning, and well-chosen details; use appropriate eye contact, adequate volume, and clear pronunciation.

9-10th Grade

HS-LS1-2. Develop and use a model to illustrate the hierarchical organization of interacting systems that provide specific functions within multicellular organisms.

10-12th Grade

CCSS.ELA-Literacy.RST.11-12.3 Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

RULES AND PROCEDURES

- 1 A team representing a chapter will consist of four members. The three highest-scoring members will count towards the team score.
- 2 The event will have three phases: identification of plant materials, and two practicums per team.
- 3 Under no circumstances will any participant be allowed to touch or handle plant material during the event except during the practicums.
- 4 Observers will not be permitted in the event area while the event is in progress.
- 5 Any communication between participants from the same team during the career development event will be sufficient cause for elimination of the team.
- 6 Any participant caught cheating during the career development event will be, along with his or her team members, expelled from the event.
- 7 All participants are expected to be prompt at their stations throughout the career development event. No provisions will be made for tardiness which will, in most cases cause late participants to lose event points.
- 8 Participants will be assigned to groups for the career development event. Each participant is to stay with his or her group throughout the duration of the event or until told to change by career development event officials.
- 9 To facilitate the holding of scorecards during the career development event, each participant will be given a clear plastic clipboard. Also, all participants must bring their own pencils (a minimum of two No. 2 pencils).
- 10 All participants will be given a participant number by which they will be designated throughout the career development event.
- 11 Teams will be divided into groups so that no two or three participants from the same chapter will be in the same group.

Event Format

MATERIALS STUDENTS NEED TO PROVIDE:

- * Two sharpened No. 2 pencils
- * Floral cutters/clippers
- * Ribbon shears
- * Wire cutters
- * Participants may also bring an apron and/or a tool belt and towels.

Individual Activities

Phase 1 - IDENTIFICATION OF PLANT MATERIALS/EQUIPMENT (200 POINTS)

Fifty specimens total will be displayed for participants to identify by technical and common names. Forty from the Floriculture Plant Identification/tools/equipment list(s) and ten from the Plant Disorders List. Each specimen will be designated by a number. Four points will be awarded for each specimen that is correctly identified. Each participant will be allowed 25 minutes to complete this phase of the event.

Phase 2 - General Knowledge Examination (100 POINTS)

Participants will answer 25 multiple-choice questions that cover material from the National FFA Floriculture contest test from the past three years. This phase of the event will test participants' knowledge of understanding basic biological and scientific principle of producing and marketing flowers, plants and foliage. Each participant will be allowed 30 minutes to complete the exam. Each answer has a value of four points. You can find previous year's tests at nmffa.org or at ffa.org.

Phase 3 – Rotational Practicums (150 POINTS)

Each participant will complete three practicums selected from the list for the appropriate year. The practicums will include 1 design or arrangement, 1 growing procedure, and 1 other rotational practicum, (Each participant will provide his or her own florist shears, knife and pencil for this phase of the event.)

2024

Design a Corsage
One-on-one selling
Growing procedures - Pinching/Asexual/Potting

2025

Make a bud vase
Media Selling
Growing procedures - Pinching/Asexual/Potting

2026

Make a Mixed Planter
One-on-One Selling
Growing procedures - Pinching/Asexual/Potting

2027

Design a Corsage
Media Selling
Growing procedures - Pinching/Asexual/Potting

Growing Procedures (75 pts)

Ten minutes will be allowed for this section including questions from the judges. Seven (7) minutes to complete the assigned task, 1 minute for judges' questions, and 2 minutes for judges scoring.

1. Potting of Plant Cuttings (75 points - 10 minutes)

Plant five rooted cuttings in the pot provided. (Each participant will be given 20 cuttings from which to select five; a 5 1/2 to 6 inch pot; a 1-1 soil mixture at correct moisture level; marking pencil.) Ten minutes will be allowed for completion of this practicum including the judging of the potted plant cuttings. Scoring criteria are presented on the Potting of Young Plants Practicum Rubric, which will be recorded by a judge.

2. Pinching Plants (75 points - 10 minutes)

A plant will be placed before each participant. Participants will be judged on the procedures they follow in pinching the plant in compliance with the scenario provided. Scoring criteria are presented on the Pinching Plants Rubric, which will be recorded by a judge.

3. Asexual Propagation of Plants (75 points - 10 minutes)

Each participant will be provided the parent plant materials and all other materials needed to propagate plants asexually. Using the available materials, participants will take five cuttings from the plant before them and stick them in the correct rooting media. Participants should sanitize all equipment and use it appropriately in a safe manner. Scoring criteria are presented on the Asexual Plant Propagation Rubric, which will be recorded by a judge. Ten minutes will be allowed for completion of this practicum including the judging of the participant's performance in completing the practicum.

Rotational Practicums (75 Points)

➤ **SELLING PRACTICUM (75 Pts, One will be chosen)**

1. One - On - One Selling (75 points - 10 minutes)

Each participant will assume the role of a sales person in a floriculture business (grower, florist shop, garden center, etc.) a customer (judge) with a specific need will approach the participant. The participant will help the customer meet his or her need by using sales skills. All supplies, information and the business setting in which the participant works will be provided. Ten minutes will be allowed for this practicum. Of the 10 minutes, participants will be allowed five minutes for dialogue with the customer and completion of the sales form. Judges will be allowed five minutes to score the participant. Scoring criteria are presented on the selling One-on-One Practicum Rubric, which will be recorded by a judge.

2. Media Selling (75 points - 20 minutes)

Each participant will be asked to create or evaluate advertising from the following media sources:

- Newspaper/catalog ad
- Radio script
- Newsletter
- Brochure/flyer
- Email
- Social media
- Facebook
- Twitter
- Video – YouTube
- Web homepage

All information and materials needed to develop the advertisement will be provided. Up to Fifteen minutes will be allowed for this practicum depending on the task assigned. Scoring criteria are presented on the Media Selling Practicum Rubric, which will be recorded by a judge

➤ **DESIGN PRACTICUM (75 Points)**

1. Make a Mixed Planter Combination (75 points – 20 minutes)

Each participant will make a \$35 retail priced mixed combination planter. All plant materials, growing media and containers will be provided. Twenty (20) minutes will be allowed for each participant to make their mixed combination planter and complete the itemized listing of costs. At the beginning of the practicum, the participant will be provided with the retail price of plants and other materials to be used in their mixed combination planter. The markup is built into the retail price. Selection of materials should be combined to create a floral display according to the acceptable retail practices, using appropriate elements and principles of design within the floral industry. Scoring criteria are presented on the Making a Mixed Combination Planter Rubric, which will be recorded by a judge

2. Make and Package a Corsage (75 points - 20 minutes)

Each participant will make and package a \$25 retail-priced corsage including 20% labor. The type of corsage and information about the corsage will be provided to the participants through a given scenario at the beginning of the practicum by the event assistant in charge. All plant and non-plant materials needed to construct and package the corsage will be provided. The selection of materials should be combined to create a floral display according to acceptable retail purposes, using appropriate elements and principles of design. Each participant will be allowed 20 minutes to complete the construction of the corsage and complete an itemized listing of costs for the corsage constructed. Scoring criteria are presented on the Making and Packing a Corsage Rubric, which will be recorded by a judge.

3. Make a Bud Vase (75 points - 20 minutes)

Make and package a \$15 bud vase. The type of bud vase and information about the bud vase will be announced by the event coordinator in charge at the beginning of the practicum. All plant and non-plant materials needed to construct and package the bud vase will be provided. Participants should be knowledgeable and possess skills in the use of glue in making a bud vase. Each participant will be allowed 20 minutes to complete the construction of the bud vase and complete an itemized bill for the bud vase constructed.

Phase 4 Problem Solving (75 points – 30 minutes)

Each participant will solve 5 problems related to the various aspects of the floriculture industry identified in the event objectives. Each problem will describe the situation or create the problem and list four possible solutions to the problem. The participant must decide on the best possible solution to the problem. All materials and information necessary to solve the problem will be available to the participant as he or she solves the problem. Each participant will be allowed 30 minutes to complete this phase of the event. Each correct solution has a value of 15 points.

Team Activity (400 Points)

Each team will perform an assignment routinely performed in some phase of the floriculture industry that requires teamwork. Prior to the event, the event coordinator will select a theme and series for floriculture industry assignments that span the breadth of the industry from production to design. These tasks will be described in situational terms for presentation to each team. Forty-five minutes will be allowed for completing the activity. There will be an additional fifteen minutes for preparation and clean up. All materials needed to complete the assignment will be provided.

The type of assignments that may be used in this phase of the event include, but are not limited to, the following:

- Prepare floral products for an event.
- Prepare and pack floral products for shipping and updating inventory.
- Create a floral product display.
- Create a greenhouse production and task schedule to meet the needs of a given customer.

Scoring criteria for the team preparation and presentation are on the Team Activity Rubric, which will be recorded by a judge.

<u>Scoring</u>	<u>Possible Points</u>
Phase 1 Identification of Plant Materials	200
Phase 2 General Knowledge Examination	100
Phase 3 Practicums	225
Phase 4 Problem Solving	75
TOTAL Possible Individual Points	600
Team Activity Possible Points	400

	<u>Max Team Score</u>
Top 3 Individual Scores	1800
Team Activity	400
Max Possible Team Score	2200

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