

activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065, FAC.

Classroom, shop, and laboratory activities are an integral part of this program. These activities include instruction in the use of the safety procedures, tools, equipment, materials, and processes found in the industry. Equipment and supplies should be provided to enhance hands-on experiences for students in their chosen occupation. A generic equipment list is available for this program.

This program may be offered in postsecondary adult vocational (PSAV) courses. Vocational credit shall be awarded to the student on a transcript in accordance with Rule 6A-10.040, FAC.

Cooperative training - OJT is appropriate for this program. Whenever cooperative training - OJT is offered, the following are required for each student: a training plan, signed by the student, teacher, and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a workstation that reflects equipment, skills, and tasks that are relevant to the occupation which the student has chosen as a career goal. The student must receive compensation for work performed.

In accordance with Rule 6A-10.040, FAC, the minimum basic-skills grade levels required for postsecondary adult vocational students to exit the program are listed before the intended outcomes for the program. These grade-level numbers correspond to grade-equivalent scores obtained on one of the state-designated basic-skills examinations. If a student does not meet the basic-skills level required for completion of the program, remediation should be provided concurrently in Vocational Instructional Preparation (VIP). Please refer to the Rule for exemptions.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards which the student must master to earn credit must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired post school outcome statement on the Transition Individual Educational Plan (Transition IEP).

SCANS Competencies: To accomplish the Secretary's Commission on Achieving Necessary Skills (SCANS) competencies, instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities and higher-order thinking skills.

- IV. **INTENDED OUTCOMES**: After successfully completing the appropriate outcomes for this program, the student will be able to:

OCCUPATIONAL COMPLETION POINT - DATA CODE A

Sales Representative, Farm and Garden Equipment and Supplies - DOT
- 272.357-014

- 01.0 Describe the socioeconomic role of the agricultural industry.
- 02.0 Apply scientific and technological principles to the agricultural industry.
- 03.0 Practice agricultural safety.
- 04.0 Demonstrate the use of tools, equipment, and instruments in the agricultural industry.
- 05.0 Describe the principles of integrated pest management (IPM).
- 06.0 Describe the principles of plant and/or animal growth and reproduction.
- 07.0 Apply business skills and economic principles to the agricultural industry.
- 08.0 Explain the basic marketing processes in the agricultural industry.
- 09.0 Demonstrate human-relations, communications, and leadership skills.
- 10.0 Demonstrate an understanding of the basic concepts of agribusiness.
- 11.0 Operate and maintain equipment and maintain the facilities.
- 12.0 Handle merchandise.
- 13.0 Demonstrate positive customer-relations skills.
- 14.0 Demonstrate employability skills.
- 15.0 Demonstrate knowledge of the general principles of agribusiness.
- 16.0 Perform agricultural business activities.
- 17.0 Merchandise and sell agricultural products and services.
- 18.0 Perform promotional activities.
- 19.0 Observe local, state, and federal rules and regulations.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Agricultural Sales and Services
Secondary Number: 8116000
Postsecondary Number: A010501

OCCUPATIONAL COMPLETION POINT - DATA CODE A

Sales Representative, Farm and Garden Equipment and Supplies - DOT -
272.357-014

01.0 DESCRIBE THE SOCIOECONOMIC ROLE OF THE AGRICULTURAL INDUSTRY--The student will be able to:

- 01.01 Prepare a report on the history of the agricultural industry.
- 01.02 Discuss the impact of agricultural products and services on the local, state, national, and global economy.
- 01.03 Investigate career opportunities in the agricultural industry and identify educational experiences necessary to prepare for those careers.
- 01.04 Discuss the role of the agricultural industry in the interaction of population, food, energy, and the environment.

02.0 APPLY SCIENTIFIC AND TECHNOLOGICAL PRINCIPLES TO THE AGRICULTURAL INDUSTRY--The student will be able to:

- 02.01 Discuss the importance of scientific classification in agriculture.
- 02.02 Use the scientific method to solve problems in agriculture.
- 02.03 Explain the use of genetics in agriculture, including probability applications.
- 02.04 Analyze the impact of recent technology on the agricultural industry.
- 02.05 Identify and describe the components of an ecosystem both biotic and abiotic.
- 02.06 Construct and analyze a diagram of a biological food web and subsequent food chains.
- 02.07 Describe and diagram the water, carbon, nitrogen, oxygen, sulfur, and phosphorus cycles.
- 02.08 Evaluate soil profiles, land-capability classes, and soil conservation practices.
- 02.09 List the components of Florida's fresh water systems (lakes, ground water, aquifer, sink holes, rivers, and swamps) and explain the importance of managing these resources.
- 02.10 Explain the interaction of one natural resource with another.
- 02.11 Describe the causes and effects of air, water, and land pollution and identify ways to prevent pollution.
- 02.12 Explain the flow of energy from the sun through agricultural systems.
- 02.13 Describe the environmental requirements necessary for a productive natural or man-made aquaculture system.
- 02.14 Apply principles of waste management to environmental problems common to agricultural systems.

- 02.15 Understand the concept of best management practices (BMP) as applied to agriculture.
 - 02.16 Identify advances in biotechnology impacting agriculture such as transgenic crops and biological controls.
 - 02.17 Identify computer technology advances such as Geographic Information Systems (GIS) and Global Positioning Systems (GPS).
- 03.0 PRACTICE AGRICULTURAL SAFETY--The student will be able to:
- 03.01 List the most common causes of agricultural accidents.
 - 03.02 Discuss the importance of following proper safety precautions in the agricultural industry.
 - 03.03 Demonstrate safety procedures in the classroom, laboratory, and workplace.
 - 03.04 Describe symptoms of pesticide poisoning.
 - 03.05 Extract pertinent information from a pesticide label and Material Safety Data Sheet (MSDS).
 - 03.06 Select, mix, and apply a nonrestricted chemical, according to the label and according to Environmental Protection Agency (EPA), MSDS, and Worker Protection Standard regulations.
 - 03.07 Clean and store pesticide application equipment, safety clothing, and safety equipment.
 - 03.08 Identify the proper disposal of containers and residual pesticides.
 - 03.09 Discuss the proper procedures of basic first aid and cardiopulmonary resuscitation (CPR).
- 04.0 DEMONSTRATE THE USE OF TOOLS, EQUIPMENT AND INSTRUMENTS IN THE AGRICULTURAL INDUSTRY--The student will be able to:
- 04.01 Choose the proper tools, equipment, and instruments for a specific job.
 - 04.02 Describe the principles of selected mechanical applications (e.g. levers, pulleys, hydraulics, internal combustion).
 - 04.03 Calibrate spray equipment; solve time, distance, area, volume ratio, proportion, and percentage problems in agriscience.
 - 04.04 Demonstrate the ability to use an equipment manual.
 - 04.05 Demonstrate the use of selected tools, equipment, and instruments.
 - 04.06 Service, maintain, and store tools, equipment, instruments, and supplies.
- 05.0 DESCRIBE THE PRINCIPLES OF PEST MANAGEMENT --The student will be able to:
- 05.01 Identify types of pests and beneficials.
 - 05.02 Identify and select an appropriate control for each type of pest and/or weed.
 - 05.03 Describe the principles and benefits of integrated pest management.
- 06.0 DESCRIBE THE PRINCIPLES OF PLANT AND/OR ANIMAL NUTRIENT GROWTH AND REPRODUCTION--The student will be able to:

For plant:

- 06.01 Describe the structure functions of plant parts including roots, stems, leaves, and flowers.
- 06.02 Describe the processes of plant growth including photosynthesis, respiration and nutrient uptake.
- 06.03 Propagate plants through sexual and asexual means.
- 06.04 Identify the nutrients required for plant growth and development and the role of each.
- 06.05 Extract pertinent information from a fertilizer label.

For animal:

- 06.07 Identify the nutrients required for animal growth and development and the role of each.
- 06.08 Identify and describe the anatomical systems of animals and the functions of each, including major components.
- 06.09 Describe the process of animal reproduction.

07.0 APPLY BUSINESS SKILLS AND ECONOMIC PRINCIPLES TO THE AGRICULTURAL INDUSTRY--The student will be able to:

- 07.01 Explain the basic economic principles in the agricultural industry.
- 07.02 Explain the importance and impacts of local, state, and federal regulations and required documentation affecting the agricultural industry.
- 07.03 Describe the types of agribusiness by organizational structure (i.e. sole proprietorship, partnership, corporation, cooperatives).
- 07.04 Select and use computer applications.
- 07.05 Analyze and interpret agribusiness data.
- 07.06 Keep and maintain supervised agricultural experience (SAE) records.
- 07.07 Interpret legal descriptions of land.

08.0 EXPLAIN THE BASIC MARKETING PROCESSES IN THE AGRICULTURAL INDUSTRY--The student will be able to:

- 08.01 Describe key factors in marketing agricultural products.
- 08.02 Select agricultural products according to grades and standards.

09.0 DEMONSTRATE HUMAN-RELATIONS, COMMUNICATIONS, AND LEADERSHIP SKILLS--The student will be able to:

- 09.01 Demonstrate acceptable work habits and attitudes.
- 09.02 Correctly follow oral and written directions and ask questions that clarify directions, as needed.
- 09.03 Communicate effectively in verbal, written, and nonverbal modes.
- 09.04 Recognize and demonstrate good listening skills.
- 09.05 Conduct small informal and formal group meetings.

- 09.06 Identify the opportunities for leadership development available through an appropriate student and/or professional organization.
 - 09.07 Recognize and demonstrate communications skills in the workplace.
 - 09.08 Demonstrate effective telephone skills.
- 10.0 DEMONSTRATE AN UNDERSTANDING OF THE BASIC CONCEPTS OF AGRIBUSINESS--The student will be able to:
- 10.01 Explain the following concepts:
 - a. business cycle
 - b. profit
 - c. competition
 - 10.02 Describe relevant ethical issues in agribusiness.
- 11.0 OPERATE AND MAINTAIN EQUIPMENT AND MAINTAIN THE FACILITIES--The student will be able to:
- 11.01 Operate and maintain the equipment appropriate to an agribusiness.
 - 11.02 Maintain grounds, walkways, and facilities.
 - 11.03 Assemble tools and equipment, using manufacturers' manuals.
 - 11.04 Perform routine maintenance on agricultural equipment, using manufacturers' manuals.
 - 11.05 Construct and repair structures, observing safety precautions.
 - 11.06 Follow safety precautions when working with equipment.
 - 11.07 Maintain maintenance and repair records, using the computer-application program where applicable.
- 12.0 HANDLE MERCHANDISE--The student will be able to:
- 12.01 Load and unload delivery vehicles.
 - 12.02 Process incoming merchandise, including checking against the invoice and returning unusable merchandise.
 - 12.03 Store received agricultural products according to the manufacturer's specifications.
 - 12.04 Prepare agricultural products for shipment.
 - 12.05 Safely store flammable liquids and agricultural chemicals.
 - 12.06 Conduct an inventory and utilize a computerized inventory-control system.
 - 12.07 Rotate the inventory.
- 13.0 DEMONSTRATE POSITIVE CUSTOMER-RELATIONS SKILLS--The student will be able to:
- 13.01 Maintain a customer file system.
 - 13.02 Exercise self-control.
 - 13.03 Identify and demonstrate appropriate responses to criticism and praise.
 - 13.04 Explain the effects of positive human relations on success in the business.
 - 13.05 Demonstrate respect for the customer's desires and property.

- 13.06 Demonstrate effective telephone skills to enhance customer relations.
- 14.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:
 - 14.01 Conduct a job search and identify advanced-training opportunities and their requirements.
 - 14.02 Calculate the employer's investment cost for an employee.
 - 14.03 Secure information about a job, including employee benefits.
 - 14.04 Write a resume.
 - 14.05 Evaluate a job offer, considering various factors such as career advancement, job satisfaction, employee benefits, etc.
 - 14.06 Demonstrate ethical and responsible practices.
 - 14.07 Exhibit pride in the quality of work performed.
 - 14.08 Describe the advantages of a good driving record and the ramifications of a poor driving record on employability opportunities.
 - 14.09 Describe Florida's "Right-to-Know" Law.
 - 14.10 Explain the importance of confidentiality in the workplace.
 - 14.11 Demonstrate appropriate responses to performance evaluations from the employer, the supervisor, and other persons in the workplace.
- 15.0 DEMONSTRATE KNOWLEDGE OF THE GENERAL PRINCIPLES OF AGRIBUSINESS--The student will be able to:
 - 15.01 Explain the different types of record-keeping systems used in agribusiness.
 - 15.02 Explain and differentiate variable and fixed costs.
 - 15.03 Identify the various types and sources of credit.
 - 15.04 Calculate the time value of money.
 - 15.05 Describe the decision-making process involved in purchasing capital and sales products.
- 16.0 PERFORM AGRICULTURAL BUSINESS ACTIVITIES--The student will be able to:
 - 16.01 Open and close the store or facility.
 - 16.02 Operate sales counter equipment.
 - 16.03 Maintain business records.
 - 16.04 Order supplies and equipment through various methods, including catalogs and tele- and electronic-communication devices.
 - 16.05 Calculate margins and discounts for agricultural supplies and products (e.g., cash, bulk, quantity, early season, etc.).
 - 16.06 Label and price merchandise, considering the factors involved in pricing agricultural products and services.
 - 16.07 Update prices on merchandise.
 - 16.08 Code and date merchandise.
 - 16.09 Maintain a ledger of accounts, including the calculation of interest.
 - 16.10 Use a computer, demonstrating word-processing skills and the ability to maintain a database, produce a spreadsheet, and access an electronic network.

17.0 MERCHANDISE AND SELL AGRICULTURAL PRODUCTS AND SERVICES--The student will be able to:

- 17.01 Analyze marketing and pricing alternatives.
- 17.02 Differentiate marketing, pricing, value, and grading standards for different agricultural products.
- 17.03 Merchandise/display agricultural products.
- 17.04 Explain the purpose, benefit, and quality of the products sold.
- 17.05 Determine customer needs and wants.
- 17.06 Recommend products and services that meet the customer's needs or wants.
- 17.07 Demonstrate effective sales principles and techniques.
- 17.08 Take and fill customer orders by various means, including electronic communications.
- 17.09 Perform sales counter activities (e.g., processing sales transactions, completing a purchase order and an invoice, calculating state sales tax, etc.).
- 17.10 Follow up to ensure the quality of services provided to customers.
- 17.11 Provide technical assistance to customers.
- 17.12 Process customer complaints.

18.0 PERFORM PROMOTIONAL ACTIVITIES--The student will be able to:

- 18.01 Identify potential customers.
- 18.02 Collect and analyze market information.
- 18.03 Develop a plan for advertising an agricultural product or service.
- 18.04 Identify and participate in appropriate trade shows and demonstrations.
- 18.05 Make an oral presentation in a promotional meeting, utilizing visual aids.

19.0 OBSERVE LOCAL, STATE, AND FEDERAL RULES AND REGULATIONS--The student will be able to:

- 19.01 Identify current basic government agricultural programs.
- 19.02 Maintain licensing, inspection, and government-record requirements.
- 19.03 Maintain state and federal tax records.
- 19.04 Identify the governmental and regulatory agencies related to agribusiness and explain their impact on agribusiness.
- 19.05 Identify the sources of technical assistance available from private and government agencies.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8106810
Course Title: Agriscience Foundations I
Course Credit: 1

COURSE DESCRIPTION:

This course was developed as a core and is designed to develop competencies in the areas of agricultural history; global importance of agriculture; career opportunities; applied scientific and technological concepts; ecosystems; agricultural safety; principles of integrated pest management; principles of plant and animal growth; economic principles; agricultural marketing; and human relations skills.

01.0 DESCRIBE THE SOCIOECONOMIC ROLE OF THE AGRICULTURAL INDUSTRY--The student will be able to:

- 01.01 Prepare a report on the history of the agricultural industry.
- 01.02 Discuss the impact of agricultural products and services on the local, state, national, and global economy.
- 01.03 Investigate career opportunities in the agricultural industry and identify educational experiences necessary to prepare for those careers.
- 01.04 Discuss the role of the agricultural industry in the interaction of population, food, energy, and the environment.

02.0 APPLY SCIENTIFIC AND TECHNOLOGICAL PRINCIPLES TO THE AGRICULTURAL INDUSTRY--The student will be able to:

- 02.01 Discuss the importance of scientific classification in agriculture.
- 02.02 Use the scientific method to solve problems in agriculture.
- 02.03 Explain the use of genetics in agriculture, including probability applications.
- 02.04 Analyze the impact of recent technology on the agricultural industry.
- 02.05 Identify and describe the components of an ecosystem both biotic and abiotic.
- 02.06 Construct and analyze a diagram of a biological food web and subsequent food chains.
- 02.07 Describe and diagram the water, carbon, nitrogen, oxygen, sulfur, and phosphorus cycles.
- 02.08 Evaluate soil profiles, land-capability classes, and soil conservation practices.
- 02.09 List the components of Florida's fresh water systems (lakes, ground water, aquifer, sink holes, rivers, and swamps) and explain the importance of managing these resources.
- 02.10 Explain the interaction of one natural resource with another.
- 02.11 Describe the causes and effects of air, water, and land pollution and identify ways to prevent pollution.
- 02.12 Explain the flow of energy from the sun through agricultural systems.

- 02.13 Describe the environmental requirements necessary for a productive natural or man-made aquaculture system.
 - 02.14 Apply principles of waste management to environmental problems common to agricultural systems.
 - 02.15 Understand the concept of best management practices (BMP) as applied to agriculture.
 - 02.16 Identify advances in biotechnology impacting agriculture such as transgenic crops and biological controls.
 - 02.17 Identify computer technology advances such as Geographic Information Systems (GIS) and Global Positioning Systems (GPS).
- 03.0 PRACTICE AGRICULTURAL SAFETY--The student will be able to:
- 03.01 List the most common causes of agricultural accidents.
 - 03.02 Discuss the importance of following proper safety precautions in the agricultural industry.
 - 03.03 Demonstrate safety procedures in the classroom, laboratory, and workplace.
 - 03.04 Describe symptoms of pesticide poisoning.
 - 03.05 Extract pertinent information from a pesticide label and Material Safety Data Sheet (MSDS).
 - 03.06 Select, mix, and apply a nonrestricted chemical, according to the label and according to Environmental Protection Agency (EPA), MSDS, and Worker Protection Standard regulations.
 - 03.07 Clean and store pesticide application equipment, safety clothing, and safety equipment.
 - 03.08 Identify the proper disposal of containers and residual pesticides.
 - 03.09 Discuss the proper procedures of basic first aid and cardiopulmonary resuscitation (CPR).
- 04.0 DEMONSTRATE THE USE OF TOOLS, EQUIPMENT AND INSTRUMENTS IN THE AGRICULTURAL INDUSTRY--The student will be able to:
- 04.01 Choose the proper tools, equipment, and instruments for a specific job.
 - 04.02 Describe the principles of selected mechanical applications (e.g. levers, pulleys, hydraulics, internal combustion).
 - 04.03 Calibrate spray equipment; solve time, distance, area, volume ratio, proportion, and percentage problems in agriscience.
 - 04.04 Demonstrate the ability to use an equipment manual.
 - 04.05 Demonstrate the use of selected tools, equipment, and instruments.
 - 04.06 Service, maintain, and store tools, equipment, instruments, and supplies.
- 05.0 DESCRIBE THE PRINCIPLES OF PEST MANAGEMENT --The student will be able to:
- 05.01 Identify types of pests and beneficials.
 - 05.02 Identify and select an appropriate control for each type of pest and/or weed.
 - 05.03 Describe the principles and benefits of integrated pest management.
- 06.0 DESCRIBE THE PRINCIPLES OF PLANT AND/OR ANIMAL NUTRIENT GROWTH AND REPRODUCTION--The student will be able to:

For plant:

- 06.01 Describe the structure functions of plant parts including roots, stems, leaves, and flowers.
- 06.02 Describe the processes of plant growth including photosynthesis, respiration and nutrient uptake.
- 06.03 Propagate plants through sexual and asexual means.
- 06.04 Identify the nutrients required for plant growth and development and the role of each.
- 06.05 Extract pertinent information from a fertilizer label.

For animal:

- 06.07 Identify the nutrients required for animal growth and development and the role of each.
- 06.08 Identify and describe the anatomical systems of animals and the functions of each, including major components.
- 06.09 Describe the process of animal reproduction.

07.0 APPLY BUSINESS SKILLS AND ECONOMIC PRINCIPLES TO THE AGRICULTURAL INDUSTRY--

The student will be able to:

- 07.01 Explain the basic economic principles in the agricultural industry.
- 07.02 Explain the importance and impacts of local, state, and federal regulations and required documentation affecting the agricultural industry.
- 07.03 Describe the types of agribusiness by organizational structure (i.e. sole proprietorship, partnership, corporation, cooperatives).
- 07.04 Select and use computer applications.
- 07.05 Analyze and interpret agribusiness data.
- 07.06 Keep and maintain supervised agricultural experience (SAE) records.
- 07.07 Interpret legal descriptions of land.

08.0 EXPLAIN THE BASIC MARKETING PROCESSES IN THE AGRICULTURAL INDUSTRY--The

student will be able to:

- 08.01 Describe key factors in marketing agricultural products.
- 08.02 Select agricultural products according to grades and standards.

09.0 DEMONSTRATE HUMAN-RELATIONS, COMMUNICATIONS, AND LEADERSHIP SKILLS--The

student will be able to:

- 09.01 Demonstrate acceptable work habits and attitudes.
- 09.02 Correctly follow oral and written directions and ask questions that clarify directions, as needed.
- 09.03 Communicate effectively in verbal, written, and nonverbal modes.
- 09.04 Recognize and demonstrate good listening skills.
- 09.05 Conduct small informal and formal group meetings.
- 09.06 Identify the opportunities for leadership development available through an appropriate student and/or professional organization.
- 09.07 Recognize and demonstrate communications skills in the workplace.
- 09.08 Demonstrate effective telephone skills.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8116010
Course Title: Agricultural Sales and Services 2
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop competencies in the basic concepts of agribusiness; the operation and maintenance of equipment and maintenance of facilities; handling merchandise; demonstration of positive customer-relations and employability skills.

10.0 DEMONSTRATE AN UNDERSTANDING OF THE BASIC CONCEPTS OF AGRIBUSINESS--The student will be able to:

- 10.01 Explain the following concepts:
 - a. business cycle
 - b. profit
 - c. competition
- 10.02 Describe relevant ethical issues in agribusiness.

11.0 OPERATE AND MAINTAIN EQUIPMENT AND MAINTAIN THE FACILITIES--The student will be able to:

- 11.01 Operate and maintain the equipment appropriate to an agribusiness.
- 11.02 Maintain grounds, walkways, and facilities.
- 11.03 Assemble tools and equipment, using manufacturers' manuals.
- 11.04 Perform routine maintenance on agricultural equipment, using manufacturers' manuals.
- 11.05 Construct and repair structures, observing safety precautions.
- 11.06 Follow safety precautions when working with equipment.
- 11.07 Maintain maintenance and repair records, using the computer-application program where applicable.

12.0 HANDLE MERCHANDISE--The student will be able to:

- 12.01 Load and unload delivery vehicles.
- 12.02 Process incoming merchandise, including checking against the invoice and returning unusable merchandise.
- 12.03 Store received agricultural products according to the manufacturer's specifications.
- 12.04 Prepare agricultural products for shipment.
- 12.05 Safely store flammable liquids and agricultural chemicals.
- 12.06 Conduct an inventory and utilize a computerized inventory-control system.
- 12.07 Rotate the inventory.

13.0 DEMONSTRATE POSITIVE CUSTOMER-RELATIONS SKILLS--The student will be able to:

- 13.01 Maintain a customer file system.
- 13.02 Exercise self-control.
- 13.03 Identify and demonstrate appropriate responses to criticism and praise.
- 13.04 Explain the effects of positive human relations on success in the business.
- 13.05 Demonstrate respect for the customer's desires and property.
- 13.06 Demonstrate effective telephone skills to enhance customer relations.

14.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 14.01 Conduct a job search and identify advanced-training opportunities and their requirements.
- 14.02 Calculate the employer's investment cost for an employee.
- 14.03 Secure information about a job, including employee benefits.
- 14.04 Write a resume.
- 14.05 Evaluate a job offer, considering various factors such as career advancement, job satisfaction, employee benefits, etc.
- 14.06 Demonstrate ethical and responsible practices.
- 14.07 Exhibit pride in the quality of work performed.
- 14.08 Describe the advantages of a good driving record and the ramifications of a poor driving record on employability opportunities.
- 14.09 Describe Florida's "Right-to-Know" Law.
- 14.10 Explain the importance of confidentiality in the workplace.
- 14.11 Demonstrate appropriate responses to performance evaluations from the employer, the supervisor, and other persons in the workplace.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8116020
Course Title: Agricultural Sales and Services 3
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop competencies in the general principles of agribusiness; performing agricultural business activities; merchandising and selling agricultural products and services; performing promotional activities and local, state, and federal rules and regulations.

15.0 DEMONSTRATE KNOWLEDGE OF THE GENERAL PRINCIPLES OF AGRIBUSINESS--The student will be able to:

- 15.01 Explain the different types of record-keeping systems used in agribusiness.
- 15.02 Explain and differentiate variable and fixed costs.
- 15.03 Identify the various types and sources of credit.
- 15.04 Calculate the time value of money.
- 15.05 Describe the decision-making process involved in purchasing capital and sales products.

16.0 PERFORM AGRICULTURAL BUSINESS ACTIVITIES--The student will be able to:

- 16.01 Open and close the store or facility.
- 16.02 Operate sales counter equipment.
- 16.03 Maintain business records.
- 16.04 Order supplies and equipment through various methods, including catalogs and tele- and electronic-communication devices.
- 16.05 Calculate margins and discounts for agricultural supplies and products (e.g., cash, bulk, quantity, early season, etc.).
- 16.06 Label and price merchandise, considering the factors involved in pricing agricultural products and services.
- 16.07 Update prices on merchandise.
- 16.08 Code and date merchandise.
- 16.09 Maintain a ledger of accounts, including the calculation of interest.
- 16.10 Use a computer, demonstrating word-processing skills and the ability to maintain a database, produce a spreadsheet, and access an electronic network.

17.0 MERCHANDISE AND SELL AGRICULTURAL PRODUCTS AND SERVICES--The student will be able to:

- 17.01 Analyze marketing and pricing alternatives.
- 17.02 Differentiate marketing, pricing, value, and grading standards for different agricultural products.
- 17.03 Merchandise/display agricultural products.
- 17.04 Explain the purpose, benefit, and quality of the products sold.

- 17.05 Determine customer needs and wants.
 - 17.06 Recommend products and services that meet the customer's needs or wants.
 - 17.07 Demonstrate effective sales principles and techniques.
 - 17.08 Take and fill customer orders by various means, including electronic communications.
 - 17.09 Perform sales counter activities (e.g., processing sales transactions, completing a purchase order and an invoice, calculating state sales tax, etc.).
 - 17.10 Follow up to ensure the quality of services provided to customers.
 - 17.11 Provide technical assistance to customers.
 - 17.12 Process customer complaints.
- 18.0 PERFORM PROMOTIONAL ACTIVITIES--The student will be able to:
- 18.01 Identify potential customers.
 - 18.02 Collect and analyze market information.
 - 18.03 Develop a plan for advertising an agricultural product or service.
 - 18.04 Identify and participate in appropriate trade shows and demonstrations.
 - 18.05 Make an oral presentation in a promotional meeting, utilizing visual aids.
- 19.0 OBSERVE LOCAL, STATE, AND FEDERAL RULES AND REGULATIONS--The student will be able to:
- 19.01 Identify current basic government agricultural programs.
 - 19.02 Maintain licensing, inspection, and government-record requirements.
 - 19.03 Maintain state and federal tax records.
 - 19.04 Identify the governmental and regulatory agencies related to agribusiness and explain their impact on agribusiness.
 - 19.05 Identify the sources of technical assistance available from private and government agencies.