West Virginia CTE

Floriculture

Demonstrate understanding of agribusiness (e.g., creating & designing floral arrangements, operating a floral shop & floral retail). 0213.1

1. **Designing live, dried, or artificial flowers and foliage.** 0213.1.1
2. **Cutting live, dried, or artificial flowers and foliage.** 0213.1.2
3. **Arranging live, dried, or artificial flowers and foliage.** 0213.1.3
4. **Floral design concepts.** 0213.1.4
5. **Tools and equipment used in floral design.** 0213.1.5
6. **Water plants, and cut, condition, and clean flowers and foliage for storage.** 0213.1.6
7. **Select flora and foliage for arrangements, working with numerous combinations to synthesize and develop new creations.** 0213.1.7
8. **Wrap and price completed arrangements.** 0213.1.8
9. **Trim material and arrange bouquets, wreaths, terrariums, and other items using trimmers, shapers, wire, pins, floral tape, foam, and other materials.** 0213.1.9
10. **Decorate or supervise the decoration of buildings, halls, churches, or other facilities for parties, weddings, and other occasions.** 0213.1.10
11. **Grow flowers for use in arrangements or for sale in shops.** 0213.1.11
12. **Organizing a floral shop to operate effectively and efficiently.** 0213.1.12
13. **Perform general cleaning duties in the store to ensure the shop is clean and tidy.** 0213.1.13
14. **Unpack stock as it comes into the shop.** 0213.1.14
15. **Conduct classes or demonstrations, or train other workers.** 0213.1.15
16. **Marketing floral products.** 0213.1.16
17. **Retail selling of floral products.** 0213.1.17
18. **Confer with clients regarding price and type of arrangement desired and the date, time, and place of delivery.** 0213.1.18

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19 **Order and purchase flowers and supplies from wholesalers and growers.** 0213.1.19

20 **Plan arrangement according to client's requirements, utilizing knowledge of design and properties of materials, or select appropriate design pattern.** 0213.1.20

21 **Perform office and retail service duties such as keeping financial records, serving customers, answering telephones, selling giftware items, and receiving payment.** 0213.1.21

22 **Inform customers about the care, maintenance, and handling of various flowers and foliage, indoor plants, and other items.** 0213.1.22

Demonstrate knowledge of leadership development through FFA. 0213.2

1 **Participate in FFA leadership opportunities offered at the local, state, and national level.** 0213.2.1

2 **Participate in FFA intracurricular competitive opportunities at the local, state, and national level.** 0213.2.2

3 **Participate in community service and career awareness activities at the local, state, and national level.** 0213.2.3