**FLORICULTURE**
**CAREER DEVELOPMENT EVENT**

**What is it?**
This CDE builds your knowledge and skills in arranging, propagation and merchandising flowers and foliage. The competition includes plant identification, judging of arrangements and problem solving. Members also demonstrate their skills in flower arranging, propagation, preparation of floral and foliage products for sale.

**Career Opportunities**

**Career Clusters**
- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing and Financial Specialties
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:
- **Agricultural and Forestry Production** – flower producer, floral designer, florist, floral shop operator, greenhouse manager
- **Marketing and Financial Specialties** – flower grader
- **Science and Engineering** – cell biologist
- **Education and Communication** – writer/editor for flower magazine or publication

**Educational Requirements**

- **Associate Degree and/or industry training** – floral shop operator, flower producer, floral designer, florist, floral shop operator
- **Bachelor Degree** – greenhouse manager, writer/editor for flower magazine or publication
- **Graduate Degree** – cell biologist

**SAE Opportunities**
Design and sell floral arrangements, job placement at a floral shop, raise poinsettias and sell them, grow, process, and ship flower bulbs, grow and dry flowers to be used in floral arrangements for local craft shows, work in the school greenhouse, propagate orchids through tissue culture

**Proficiency Award Areas**
Floriculture

**Curriculum Resources**
- All About Perennials. 1981 Ortho Books. Chevron Chemical Company, 6001 Bolinger Canyon Road, San Ramon, CA 94583
- Floral Design and Marketing. 1988. Ohio Agricultural Education Curriculum Materials Service, The Ohio State University, Room 254, 2120 Fyffe Road, Columbus, OH 43210