New Mexico Agriculture, Food & Natural Resources Course Framework

Floriculture (0145)

Suggested Course Length: 180 Days

AFNR Pathway: Plant Systems (PS), Agribusiness Systems (ABS), Career Ready Practices (CRP)

Prerequisite: Agricultural Science (0132) Recommended

Instructional Design Philosophy

Floriculture is a comprehensive horticulture course focused on floral crop production, floral design, greenhouse operations, interior plantscaping, retail floral sales, marketing, and entrepreneurship. Students develop technical plant science skills while gaining practical experience operating a school-based enterprise or simulated floral shop.

The SAE serves as the backbone of instruction. Students should develop and maintain a floriculture, greenhouse management, floral design, interior plantscape, retail sales, or horticultural entrepreneurship SAE. Every unit should contribute to the development of a final floral business portfolio.

Course-at-a-Glance

Quarter	Units	Days
Q1	Units 1-3	45
Q2	Units 4-6	45
Q3	Units 7-9	45
Q4	Units 10-12	45

Unit 1: Introduction to the Floriculture Industry

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Floriculture Industry Overview	PS.01 Plant Systems Industry Applications	Industry Research Report	SAF, FFA Resources	Exploratory Floriculture SAE
International Flower Market	ABS.01 Economic Principles & Markets	Flower Market Analysis	USDA Market Reports	Floriculture Career Exploration
Floriculture Career Opportunities	CRP.01 Career Planning & Management	Career Portfolio	AgCareers	Floriculture Proficiency Award

Unit Assessment

- Floriculture Industry Report
- Career Exploration Portfolio

Unit 2: Horticulture Safety and Plant Classification

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Horticulture Safety	PS.01 Safe Plant Production Practices	Safety Certification	Greenhouse Safety Curriculum	Greenhouse SAE
Classifying Ornamental Plants	PS.02 Plant Classification	Plant Identification Collection	Floriculture Manuals	Plant Science SAE
Ornamental Plant Selection	PS.02 Plant Characteristics	Plant Selection Activity	Industry Catalogs	Floral Shop Operations

Unit Assessment

- Plant Identification Practicum
- Safety Certification Exam

Unit 3: Plant Nutrition and Floral Crop Production

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Supplying Nutrients to Floriculture Crops	PS.01 Plant Growth Factors	Fertility Plan	Extension Resources	Greenhouse Production SAE
Floral Crop Production	PS.01 Plant Production Systems	Crop Production Journal	Greenhouse Curriculum	Floriculture SAE
Plant Health Management	PS.03 Plant Health Management	Plant Problem Diagnosis	Plant Diagnostic Resources	Agriscience Fair

Unit Assessment

- Crop Production Record Book
- Plant Nutrition Project

Unit 4: Fresh Flower Care and Postharvest Handling

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Caring for Fresh Flowers	PS.03 Plant Quality Management	Flower Care Demonstration	Floral Industry Guides	Floral Design SAE
Handling Floral Products	PS.03 Postharvest Management	Flower Handling Lab	SAF Educational Materials	School Floral Shop
Floral Product Quality	ABS.01 Customer Satisfaction Principles	Quality Evaluation Activity	Floral Industry Standards	Sales SAE

Unit Assessment

- Floral Product Quality Evaluation

Unit 5: Principles and Elements of Floral Design

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Principles of Floral Design	PS.05 Landscape and Design Principles	Floral Design Portfolio	FFA Floriculture CDE Resources	Floral Design SAE
Elements of Floral Design	PS.05 Design Applications	Design Evaluation	Floral Design Textbooks	Floriculture CDE
Design Techniques	PS.05 Artistic Design Applications	Floral Design Practicum	Industry Examples	Entrepreneurship SAE

Unit Assessment

- Floral Design Portfolio
- Floral Design Demonstration

Unit 6: Specialty Floral Design

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Corsages and Boutonnieres	PS.05 Floral Design Applications	Corsage Project	Floral Supply Vendors	Floral Design SAE
Centerpieces and Holiday Arrangements	PS.05 Design Techniques	Holiday Arrangement	Design Manuals	Floral Sales
Wedding and Sympathy Arrangements	PS.05 Advanced Floral Design	Client Design Project	Industry Examples	Entrepreneurship SAE

Unit Assessment

- Specialty Arrangement Portfolio

Unit 7: Interior Plantscaping

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Installing Interior Plantscapes	PS.05 Interior Landscape Systems	Interior Design Plan	Interior Plantscape Resources	Plantscape SAE
Maintaining Interior Plantscapes	PS.01 Plant Maintenance Systems	Maintenance Schedule	Industry Guides	Service-Based SAE
Plant Selection for Interiors	PS.02 Plant Characteristics	Plant Recommendation Project	Interior Plant Resources	Entrepreneurial SAE

Unit Assessment

- Interior Plantscape Installation Project

Unit 8: Floral Shop Management

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Managing the Floral Shop	ABS.01 Business Operations	Floral Shop Management Plan	SBA Resources	Entrepreneurship SAE
Human Relations in the Workplace	CRP.03 Professionalism & Teamwork	Customer Service Evaluation	Industry Resources	Placement SAE
Effective Communication	CRP.04 Communication Skills	Customer Interaction Activity	FFA Leadership Materials	Sales SAE

Unit Assessment

- Floral Shop Operations Plan

Unit 9: Marketing Floral Products

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Marketing Floral Crops	ABS.01 Marketing Principles	Marketing Analysis	Marketing Templates	Entrepreneurship SAE
Selling Floral Orders	CRP.04 Customer Communication	Sales Project	Floral Shop Records	Retail Sales SAE
Advertising and Product Display	ABS.01 Product Promotion	Advertising Campaign	Canva, Marketing Resources	Floriculture Business

Unit Assessment

- Floral Marketing Campaign

Unit 10: Financial Management for Floriculture Businesses

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Personal Financial Goals	ABS.02 Financial Planning	Financial Goals Plan	Farm Credit Resources	Entrepreneurship SAE
Sources of Credit	ABS.02 Financial Decision Making	Credit Analysis Activity	Local Financial Institutions	Floral Business Growth
Recordkeeping	**ABS.02.01.01.a** Describe accounting systems and procedures used for recordkeeping. [2024 AFNR...e Document | PDF]	Record Book Project	AET	Floral Enterprise SAE

Unit Assessment

- Floral Business Financial Portfolio

Unit 11: Horticulture Entrepreneurship

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Establishing a Horticulture Business	ABS.01 Business Planning & Development	Business Concept Plan	SBA Business Builder	Entrepreneurship SAE
Business Goals and Planning	ABS.01 Strategic Planning	Business Goals Project	SCORE Mentors	Startup SAE
Agribusiness Organization	ABS.01 Business Structure Development	Business Organization Plan	Local Business Partners	Floriculture Enterprise

Unit Assessment

- Horticulture Business Plan Draft

Unit 12: Floriculture Capstone

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Floral Business Management	ABS.01 Business Operations & Entrepreneurship	Comprehensive Business Plan	SBA Resources	Entrepreneurship SAE
Floral Design Mastery	PS.05 Floral Design Applications	Floral Design Portfolio	FFA Floriculture CDE Materials	Floriculture CDE
Marketing and Sales	ABS.01 Marketing Principles	Marketing Portfolio	Industry Resources	Sales SAE
Financial Planning	**ABS.02.02.01.b** Prepare financial reports to describe AFNR business performance. [2024 AFNR...e Document | PDF]	Startup Budget	Farm Credit	Floral Enterprise SAE

Capstone Assessment

Students develop and present a complete **Floriculture Business Portfolio** including:

1. Floral Industry Analysis
2. Floral Design Portfolio
3. Interior Plantscape Project
4. Marketing Plan
5. Sales Strategy

6. Financial Records
7. Startup Budget
8. Floral Shop Operations Plan
9. Business Plan
10. SAE Documentation and Presentation

SAE Backbone Model

Quarter	SAE Milestone
Q1	Establish floriculture or greenhouse SAE and begin production records
Q2	Develop floral design competencies and customer service skills
Q3	Operate floral enterprise, market products, and manage inventory
Q4	Complete floral business plan and capstone portfolio

End Goal

Every student completes a documented Floriculture, Greenhouse, Floral Design, Interior Plantscape, Retail Sales, or Horticulture Entrepreneurship SAE while developing competencies in:

- Floral Design
- Plant Production
- Greenhouse Management
- Interior Plantscaping

- Marketing and Sales
- Entrepreneurship
- Customer Relations
- Financial Management
- Business Planning

This course serves as New Mexico's advanced floriculture and floral entrepreneurship course and aligns naturally with the Floriculture CDE, Entrepreneurship Proficiency Awards, and horticulture industry career pathways.