

What is it?

This CDE builds your knowledge and skills in arranging and pricing flowers and foliage. The competition includes the creation of an assigned arrangement and the creation of a design of choice arrangement. In addition, you will create an itemized bill for the design of choice arrangement.

Career Opportunities

Career Clusters

- Agriculture, Food & Natural Resources
- Business Management & Administration
- Marketing
- Finance
- Science Technology, Engineering & Mathematics
- Human Services
- Education & Training

Career opportunities found in the career cluster areas:

- **Agriculture, Food, & Natural Resources** - flower producer, floral designer, florist
- **Marketing** – flower grader
- **Business Management & Administration** - floral shop operator
- **Education & Training** – writer/editor for flower magazine or publication

Educational Requirements

Associate Degree and/or industry training – floral shop operator, flower producer, floral designer, florist

Bachelor Degree – writer/editor for flower magazine or publication

SAE Opportunities

Design and sell floral arrangements, job placement at a floral shop, grow and dry flowers to be used in floral arrangements for local craft shows

Proficiency Award Areas

Diversified Horticulture

Curriculum Resources

- *Arranging Cut Flowers*. 1985. Ortho Books. Chevron Chemical Company.
- *Floral Design and Marketing*. 1988. Ohio Agricultural Education Curriculum Materials Service. The Ohio State University, Room 254, 2120 Fyffe Road, Columbus, OH 43210
- *The Art of Floral Design*. 2000. Norah T. Hunter. Delmar Learning.
- *Introductory Horticulture*. 2002. H. Edward Reiley & Carroll Shry. Delmar Learning.
- *The Floral Artist's Guide, A Reference to Cut Flowers and Foliages*. 2001. Pat Diehl Scafe. Delmar Learning.
- CAERT Library Lessons – *Horticulture Library*