Competency: Economics
Tasks
1. Utilize economic principles to establish and manage an Agriculture, Food, and Nature Resource (AFNR) enterprise.
2. Describe the role of global supply and demand on AFNR.
3. State the economic output of AFNR-related industries in the United States.
4. Evaluate the impact of AFNR activities in your local community.
5. Apply economic principles to marketing.
6. Differentiate types of ownership and outline the structure of AFNR businesses in a capitalistic economic system.
7. Classify the characteristics of successful entrepreneurs in AFNR businesses.
Competency: Finance and Accounting
1. Manage cash budgets, credit budgets, and credit for an AFNR business using generally accepted accounting principles.
2. Budget resources (e.g., capital, human, financial, time).
3. Manage assets for optimum utilization.
4. Manage risk of liabilities.
5. Prepare and interpret financial statements (e.g., balance sheet, profit/loss statement, cash flow statement).
6. Prepare tax forms (e.g., W-4, I9, Depreciation, 1099, Workers Compensation).
7. Determine cost of doing business.
8. Compare and examine advantages and disadvantages of banking procedures (e.g., bank reconciliation).
9. Analyze investment options (e.g., buy, lease, finance, risk).
10. Calculate costs of carrying inventory.
11. Use record keeping to accomplish AFNR business objectives, manage budgets, and comply with laws and regulations.
12. Describe how to manage inventory and determine selling price.
13. Explain the importance of return on investment for an agribusiness enterprise.

Competency: Health, Safety, and Environmental Management
Tasks
1. Use tools, equipment, machinery, and technology appropriate to work within areas related to AFNR.
2. Define what level of possible contamination or injury is considered a risk in order to set safety priorities.
3. Identify insurance needs used in agricultural business, including: property, health, life, crop and liability, (personal and environmental).
4. Develop response plans to handle emergencies.
5. Identify hazards and acquire first aid skills to promote environmental safety.
6. Examine required regulations to maintain/improve safety, health, and environmental management systems and sustainable business practices.
7. Enact procedures that demonstrate the importance of safety, health, and environmental responsibilities in the workplace.
8. Demonstrate methods to correct common hazards.
9. Demonstrate application of personal and group health and safety practices.

Competency: Management Analysis and Decision Making
Tasks
1. Identify and compare the four types of agricultural business organizations: sole proprietorship, partnership, cooperative, and corporation.
2. Explain the environmental considerations of decision making in AFNR management.
3. Predict the positive and negative impacts of AFNR activities.
4. Analyze the strengths, weaknesses, opportunities, and threats to an AFNR enterprise or business unit.
5. Develop an operation and/or production plan to provide required levels of product or service.
6. Develop business goals and strategies that capitalize on opportunities in an AFNR market.
7. Identify and observe ethical standards in planning and operating AFNR businesses.

Competency: Marketing
Tasks
1. Use industry-accepted marketing principles to accomplish AFNR business objectives.
2. Communicate the importance of AFNR to general public.
3. Evaluate alternative marketing strategies, such as value-adding, branding, and niche marketing, and propose and implement appropriate modifications to achieve AFNR business goals.

4.	Perform a marketing analysis, including evaluation of the competitors, customers, international and domestic policy environment, regulations and rules, standards and AFNR business resources.
5.	Develop and implement marketing strategies with agricultural commodities, products, and services.

Competency: Terminology and Trends
Tasks

1.	Examine economic, social, and technological changes to spotlight their impact on AFNR organizations and the industry.
2.	Analyze the interaction among ANFR systems in the production, processing, and management of food, fiber, fuel, and sustainable use of natural resources.
3.	Explain foundational cycles and systems of AFNR (plant and animal life cycles, nutrient and water cycles, and animal production).
4.	Explain how changes in one system in AFNR can benefit and cost components of other systems (e.g., using less irrigation water and the impact on soil systems, economic systems, and watersheds).
5.	Explain how regulations and major laws impact management of AFNR activities.
6.	Describe current issues impacting AFNR activities.
7.	Explain the impact of sustainability on AFNR activities and practices.
8.	Envision emerging technology and globalization to project its influence on widespread markets.

References:

Career Cluster Resources for Agriculture, Food & Natural Resources. 2012. National Association of State Directors of Career Technical Education Consortium. Washington, DC.

"E-Learning Modules." LifeKnowledge Online. 2012. https://www.ffa.org/FFAResources/ffalearn/LifeKnowledge_Online/elearningmodules/Pages/default.aspx.

"Intro to AFNR Standards Alignments Matrices." 2012. CASE Curriculum for Agricultural Science Education. http://www.case4learning.org/curriculum/introduction-to-afnr/91-intro-to-afnr-standards-alignment-matrices.html.