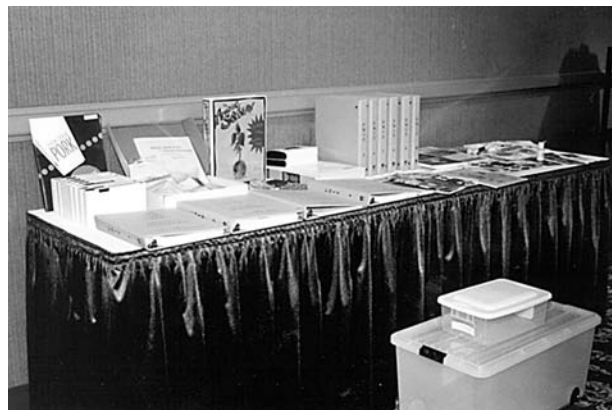


MAKING DOLLARS AND SENSE... ADDING VALUE TO AGRICULTURAL PRODUCTS

“Course in a Box”

This course examines the social, economic, and scientific concepts related to adding value to raw and processed agricultural products.

This material can easily be adapted to your teaching style, to what you need the students to learn, and placed immediately into your existing classes. This “Course in a Box” can also be used as the basis for a stand-alone course or utilized in a team-teaching environment. This curriculum is designed to lead you and your students through the process of adding value to agricultural commodities and establishing an entrepreneurship program. The lessons will help prepare students for an entrepreneurship SAE and the Ag Marketing and Ag Sales Career Development Events (CDE).



The strength of this curriculum is in its design. **Minimal teacher prep time is needed** since each lesson includes a detailed lesson plan, problem statements, learning objectives, principles and practices, transparency masters, worksheet/quiz masters, student activity masters, other support materials, suggested time and activity sequence charts, and comprehensive content outlines that include “teacher helps.”

This curriculum is ideal for beginning instructors and seasoned veterans alike!

UNIT 1: INTRODUCTION TO VALUE-ADDED AGRICULTURE

One notebook containing 5 lessons, Soybean: *The Miracle Crop* video, Commodity Cards

Order Number: VA-1\$39.50

UNIT 2: AGRICULTURAL PRODUCT UTILIZATION

One notebook containing 12 lessons, Soybeans...*Designed for Life & A New Look at Pork* videos, Pork Manual, Crop ID Kit

Order Number: VA-2\$114.50

UNIT 3: PROCESSING & MANUFACTURING OF AGRICULTURAL PRODUCTS

One notebook containing 4 lessons, *Milk & Main Street* video, *Sustainable Agriculture Decision Case Study* video & teaching guide

Order Number: VA-3\$75.50

UNIT 4: SOCIAL, ECONOMIC, & ENVIRONMENTAL IMPACT OF AGRICULTURE

One notebook containing 5 lessons, *Global Vision & Reviving Renville Co-op* videos

Order Number: VA-4\$39.50

UNIT 5: PRODUCT DEVELOPMENT

One notebook containing 6 lessons

Order Number: VA-5\$19.50

UNIT 6: MARKET RESEARCH

One notebook containing 5 lessons, *Marketing: It's More Than You Think* video, *Agrimarketing Project Training Manual*

Order Number: VA-6\$46.50

UNIT 7: CREATING A BUSINESS PLAN

One notebook containing 8 lessons

Order Number: VA-7\$46.50

UNIT 8: PRODUCING THE PRODUCT

One notebook containing 5 lessons

Order Number: VA-8\$19.50

UNIT 9: SELLING SKILLS

One notebook containing 5 lessons, *Agricultural Sales Training* video, *Agricultural Sales Training Manual*

Order Number: VA-9\$46.50

UNIT 10: EVALUATION

One notebook containing 4 lessons and evaluation tools

Order Number: VA-10\$19.50

PRODUCT SAMPLES

One reusable plastic box containing approximately 20 value-added product samples

Order Number: VA-SAMPLES.....\$39.50

COMPLETE TEN UNIT “COURSE IN A BOX”

Ten notebooks containing the 62 lesson plans and materials listed above, plus two supplemental reference books, and a Soybean Instructional Kit (CD-ROM, video, and teacher’s manual), all packaged in two reusable plastic boxes.

Order Number: VA-MN.....\$345.00

FARM AND RANCH BUSINESS MANAGEMENT, 5E



Developed with the cooperation of the National FFA Farm Business Management Contest Committee, this book remains the definite text on managing a farm or ranch on sound business principles. The new breed of farmer and rancher must know how to apply management principles to their operation and be able to compete and win in a highly volatile worldwide commodity marketplace. This requires extensive knowledge

of all aspects of the business. This book explains the principles and techniques farmers and ranchers must know. JOHN DEERE

Text: 200 pages, 2004, softcover

Order Number: FBM10105NC.....\$45.95 each, \$41.36 (10 or more)

Instructor's Guide: 172 pages, softcover

Order Number: FBM10505T\$42.95

Student Guide: softcover

Order Number: FBM10605SW\$29.95, \$26.96 (10 or more)

FARM & RANCH BUSINESS MANAGEMENT TRANSPARENCY MASTERS

This set of 78 Transparency Masters was developed to accompany the *John Deere Text* by the same name. The set has a good mix of illustrations, charts and graphs, and outlined subject matter to assist the instructor in teaching this important topic. There are masters for each of the 12 chapters included in the text. An excellent teaching tool for presenting those key principles covered in the text. AGRI EDUCATION/HOBAR

Order Number: FRBM-TM\$29.00

CREATING ABUNDANCE

Visionary Entrepreneurs of Agriculture



"It is impossible to do justice to the unique contribution of the entrepreneurs of agriculture whose accomplishments Dr. Drache recounts in *Creating Abundance*. These leaders, together with their extended families, are continuing to change the structure of the U.S. agribusiness system from genetic inputs to sophisticated, healthy, and nutritious food products to the development of functional food, nutraceuticals, pharmaceuticals, fiber, and energy." writes

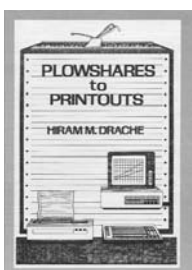
Ray Goldberg, Moffett Professor of Agriculture and Business emeritus, at Harvard in the book's forward.

408 pages, 2001, hardcover

Order Number: DRA3208\$29.95

PLOWSHARES TO PRINTOUTS

Farm Management as Viewed Through 75 Years of the Northwest Farm Managers Association



This book offers lively review of one of the most overlooked and yet critical factors in farm management. This is an account of how business-like, management-oriented farmers have succeeded through the erratic economic cycles and may provide insight into the future of American agriculture.

352 pages, 1985, hardcover

Order Number: DRA2459\$20.95

AMERICAN FARMER



Create and manage your own successful farm with this program. Decide what crops to plant, livestock to raise, employees to hire, equipment to purchase, and structures to build. Plagues, weather, market trends, employee skill level and much more will play a role as you make the decisions that will determine the ultimate success of your farm. Ten diverse scenarios, each with three levels of difficulty. GLOBE STAR SOFTWARE

Windows CD-ROM: 2000 or XP

Order Number: GSS-JDCD\$29.95

RISK MANAGEMENT FOR AGRICULTURE



This book addresses the issue of price risk as a management function versus a marketing function. The use of derivatives such as futures contracts, options contracts, and swaps need to be viewed as tools that can be used solely or in combinations to control price risk. Price forecasting as well as fundamentals of futures hedging and options hedging. A complete glossary of terms. DELMAR

Text: 210 pages, 2007 hardcover

Order Number: 1441-0\$83.95 each, \$67.16 (10 or more)

MARKETING AGRICULTURAL COMMODITIES

The focus of the book is on the marketing decisions of the farm producer: What does it take for that producer to make effective marketing decisions? How important is it? Is this the way farmers can differentiate themselves from neighbors and make a decent income? How much potential is there if the farmer starts to get as good in making wise marketing decisions as in making smart production decisions? This book is dedicated to helping producers become global marketers. JOHN DEERE

Text: 168 pages, 1995, softcover

Order Number: FBM14101NC.....\$21.95 each, \$17.56 (10 or more)

Instructor's Guide: 189 pages

Order Number: FBM14501T\$39.95

Student Guide: 174 pages

Order Number: FBM14601W\$22.95 each

MANAGING PRICE RISK IN AG COMMODITY MARKETS

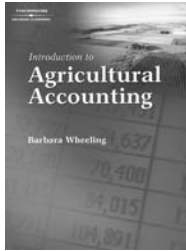
The big challenge facing producers now and in the future is to respond to and manage the risk associated with highly volatile prices. Unprecedented changes in farm policy and New World trade agreements are two of the more important reasons why change is ensured. This book will help you develop the ability to cope in an uncertain marketplace. It looks at marketing skills and savvy, and develops management strategies that can be used to ensure and protect profitability. JOHN DEERE

Text: 176 pages, 1997, softcover

Order Number: FBM15101NC.....\$22.95 each, \$18.36 (10 or more)

INTRODUCTION TO AGRICULTURAL ACCOUNTING

This text offers an approach for compiling and analyzing accounting information specific to agricultural operations. Cash-based accounting, prevalent in many farm operations is explained in the text through an accrual-adjusted system. This system provides more accurate information for the measurement of profitability of the farm operation. Figures and tables are presented throughout for easy reference, and to simplify accounting practices. The easy-to-understand approach is appropriate for learners without any accounting background. DELMAR



Text: 332 pages, 2008, hardcover
 Order Number: 3834-2\$66.95 each, \$53.56 (10 or more)



FARM MANAGEMENT AND MARKETING LIBRARY

Each lesson on this CD is complete with a student portion, exercises, test and teacher's guide. Some lessons have PowerPoints® and some also have interactive crossword puzzles using vocabulary terms from. This lesson library covers understanding management, planning operations, cost control, production decisions, estimating production costs and farm safety. Marketing lessons include understanding markets, futures, options, crop prices, livestock prices, using futures and options markets, crop and livestock marketing decisions, and market planning. For Windows and Mac. 2006. AGEDNET



Order Number: AEN-FMM\$74.95



ORGANIC LIBRARY

This CD includes 26 lessons that include a student portion, exercises, test, and teacher's guide. Some lessons have PowerPoint® and some lessons also have interactive crossword puzzles using vocabulary terms. Areas covered in this library include the basic concepts of organic production and how to be certified. Also covered are organic management, producing organic crops and producing organic livestock products. For Windows and Mac. AGEDNET



Order Number: AEN-O\$74.95

**ORGANIC FUTURES
 The Case for Organic Farming**

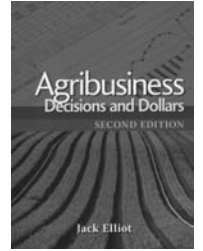
This book presents an overwhelming argument for replacing modern farming methods with organic techniques. Exploring the history, politics, and practicalities of organic farming, this book shows how the current agriculture and horticulture techniques based on chemical fertilizers, which inevitably deteriorate soil health, cannot provide a sustainable future for humankind. It explains how organic farming is different from conventional agriculture and discusses the importance of maintaining soil fertility and much more. CHELSEA GREEN



256 pages, 2005, softcover
 Order Number: CG69-7\$22.50

AGBUSINESS DECISIONS AND DOLLARS, 2E

This text provides students the important "need to know" information necessary to make effective decisions, and to value financial progress and success regardless of agricultural enterprise size. As the first agricultural education high school level text based on the Generally Accepted Accounting Principles (GAAP) students will learn the most basic life skills such as the mechanics of writing a check to better understanding complex enterprise analysis. The text gives foremost attention to dollar and sense management, but also helps students hone skills necessary for solving problems and evaluating the management of resources. Agribusiness: Decisions & Dollars, presents students with relatable scenarios by following two high school students interested in agribusiness, as they learn the complexities of the financial world, and why records are important. This informal, approachable writing style is used to engage and help students gain a clear understanding of the importance of basing decisions on financial records. DELMAR



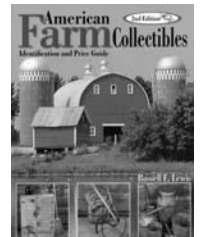
Text: 334 pages, 2009, hardcover
 Order Number: 1912-7\$106.95 each, \$85.56 (10 or more)

Instructor's Guide:
 Order Number: 1913-4\$34.95

Student Workbook:
 Order Number: 1914-1\$29.95 each, \$23.96 (10 or more)

**AMERICAN FARM COLLECTIBLES 2E
 Identification and Price Guide**

American farming is stepped in family and the tradition of hard work and this full-color edition of the book captures that tradition with 1,000 color photos, pricing and details that represent farming's role in the evolution of society. This enhanced new edition includes chapters on farming in print, farm tools, small-scale farming, farm kitchen collectibles, and vintage tractors. Rich in tradition, nostalgia and information, American Farm Collectibles is for anyone who farms, grew up on a farm or simply enjoys the promise of simplicity in an ever more complicated world. KRAUSE



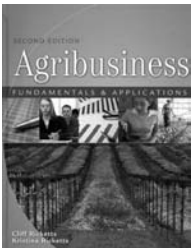
286 pages, 2007, softcover
 Order Number: VAP224\$24.99

**ENTREPRENEURSHIP IN THE CLASSROOM:
 CONNECTION TO THE WORKPLACE**

This curriculum provides the background information and resources to establish school-based businesses that teach entrepreneurial skills. This guide provides worksheets for developing creative problem-solving projects, determining the entrepreneurial personality, developing the business project, raising capital, hiring employees (the students), marketing, and more. LINX

60 pages, 2008, 3-ring binder
 Order Number: LXTG01\$29.95

AGRIBUSINESS, 2E Fundamentals & Applications



This text discusses the broad spectrum of the agribusiness world. Several chapters focus on the agricultural input sector. Some examples include the feed, seed, fertilizer, chemical, and farm machinery agribusinesses. Once basic production economics and farm management are discussed, several more chapters cover the agribusiness output sectors that include agribusinesses.

The fundamentals and applications of agribusiness are detailed showing how products go from their source to the consumer highlighting the many steps in this process. Basic principles of commodity marketing, international agriculture marketing and food and fiber processing channels are some of the topics explored in detail. This book not only discusses employment opportunities, but also explains how to start-up, run and manage your own agribusiness. DELMAR

Text: 512 pages, 2009, hardcover
Order Number: 3231-9\$104.95 each, \$83.96 (10 or more)

Instructor's Guide:
Order Number: 3232-6\$20.95

ClassMaster CD-ROM:
Order Number: 3233-3\$426.95



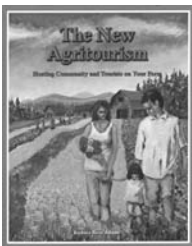
INTRODUCTION TO AGRICULTURAL BUSINESS

Five lessons constitute this unit: (1) Role of Agricultural Businesses, (2) Career Opportunities, (3) Personal Skills Needed, (4) Economic Principles of Success, (5) Activities. Each lesson in the Instructor's Guide includes motivational techniques, a discussion of the study questions, evaluation, transparency masters, and activity sheets. 2001. IML

Instructor Packet: 87 pages, loose leaf/drilled, includes student reference & **Windows CD-ROM**
Order Number: 10-9202-1\$68.25

Student Reference: 27 pages, softcover/drilled
Order Number: 10-9202-S\$7.00

THE NEW AGRITOURISM Hosting Community and Tourists on Your Farm



Agritourism—the practice of attracting travelers or visitors to an area used primarily for agricultural purposes—may be the most dependable cash crop available to modern-day farmers. For those interested in developing their own agritourism project, this book offers an overview of the origins of agritourism and provides useful information on developing an original plan. With profiles

of farmers and their micro-farms from around the world, this book shows innovative ways to develop and structure a plan that is safe, legal, promotes the enterprise, and is sure to progress and prosper in coming years. NEW WORLD

208 pages, 2008, softcover
Order Number: IND8144\$24.95

AGRIBUSINESS SALES, MARKETING, AND MANAGEMENT

Extensively revised. Designed for two semesters at the junior or senior level. Includes an overview of the agriculture industry, business economics, financial management, entrepreneurship, personal development, communication skills, sales skills, and promotional tools. 1997. IML

Instructor Packet: loose-leaf/drilled, includes student reference
Order Number: 10-9203-I\$88.95

Student Reference: softcover/drilled
Order Number: 10-9203-S\$16.00



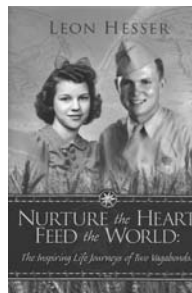
AGRIBUSINESS MANAGEMENT LESSON PLAN LIBRARY

This CD-ROM features almost 100 lesson plans on major agribusiness management and marketing topics. The first unit covers introductory agribusiness principles. Starting and operating an agribusiness are included in the second unit. The third unit addresses topics relating to agribusinesses operating in the world market. Other units are employability, leadership skills, and SAE. This Library is an excellent source of lesson plans for use in introductory and advanced agribusiness courses. For Windows & Mac. 2001. CAERT

Order Number: 3211\$139.95

Lesson Plan Library with Power Point® Student Presentations:
Order Number: 3259\$239.95

NURTURE THE HEART, FEED THE WORLD



This book offers readers a firsthand look at the philosophy, experiences, education, and influences that enable the Hesser's to achieve their exceptional accomplishments and raise a family at the same time. It effectively combines elements of a story-book romance, a how-to-manual, and a tale about American initiative and can-do success, all within the content of the real-life story of the Hesser's. Foreword by Nobel Peace Prize laureate, Norman Borlaug.

126 pages, 2004, hardcover
Order Number: LH83\$19.95

SALE
\$14.95

CHEMICAL APPLICATION MANAGEMENT, 3E

This text describes many various kinds of pesticides, their toxicity, calibrations, and proper application. Also, very practical management methods and application techniques are covered in detail. This book has over 850 pictures, charts, tables, graphs, and other illustrations. Filled with EPA, OSHA, and other regulatory agency standards and suggested ways to meet or exceed those standards. Some topics covered are accurate identification of weeds, insects, and diseases, and effective ways to control them. Includes 500 pest-identification photos. JOHN DEERE

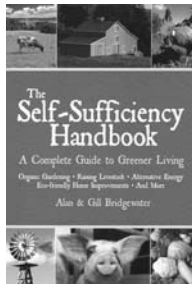
Text: 292 pages, 1994, softcover
Order Number: FBM19103NC~~\$34.95~~ **SALE** \$24.95 each,
\$19.96 (10 or more)

Instructor's Guide and Transparencies Masters: 168 pages
Order Number: FBM19503T~~\$62.95~~ **SALE** \$49.95

Student Guide: 94 pages
Order Number: FBM19603W~~\$22.95~~ **SALE** \$19.95 each,
\$15.96 (10 or more)

THE SELF-SUFFICIENCY HANDBOOK
A Complete Guide to Greener Living

This inspirational, practical guide is essential for anyone considering a shift to a greener way of living. For needs inside and outside the home, this book covers the ecological gamut, from geothermal heating to crop rotation to soap making. They answer important questions like how much land is really needed to be self-sufficient, whether or not to depend on natural forms of energy, and which farm animals will meet your needs. Packed with helpful illustrations and diagrams, this guide will appeal to urban dwellers who want to adopt certain aspects of greener living and to serious adherents of back-to-basics living. SKYHORSE



192 pages, 2007, softcover
 Order Number: STE163-5\$12.95

THE AGRICULTURAL DICTIONARY
WITH SEARCHABLE CD-ROM



The ideal source to keep abreast of terminology in an ever-changing industry. A unique feature is the searchable CD-ROM. The same terms and definitions in the print dictionary are available on CD-ROM. Terms are organized alphabetically within all four agriculture topic areas and are scrollable within each alphabetical letter. There are over 15,000 terms and definitions. DELMAR

Text: 740 pages, 2000, softcover, with Windows CD-ROM
 Order Number: 1146-8\$98.95 each, \$79.16 (10 or more)

SUSTAINABLE AGRICULTURE DECISION CASES
Decision Case Teaching Video Guide



This is a video program meant to introduce some of the topics that are important for successful teaching with decision cases. It can be used to foster further participant discussion about decision case teaching or as a resource for educators. This will help participants understand what decision cases are and how they are used. The video case *Anybody's Dream* is an ideal "starter" case since it requires little preparation and is easily understood so it can be discussed by participants from a wide array of backgrounds. U OF MN

VHS Order Number: EP-6741\$18.95

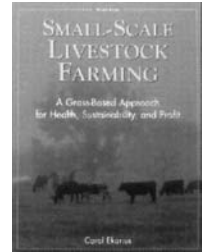
MACHINERY MANAGEMENT, 6E

The ability to manage machinery is an important skill that must be mastered to compete in our complex worldwide commodity marketplace. With the basic information in this book, you can build a solid foundation of knowledge that can be used to make the most efficient machinery management decisions and help keep your business competitive. The book is divided into three sections. The first section covers how to become more efficient by matching machines and power units to different situations and section two provides information that can be used to estimate and analyze costs. The final section gives several examples of the application of information contained in the first two sections. JOHN DEERE

202 pages, 2008, softcover
 Order Number: FBM17106NC.....\$43.95 each, \$39.56 (10 or more)

SMALL-SCALE LIVESTOCK FARMING

Introduces a natural, organic approach to livestock management that will produce healthier animals, reduce feed and health care costs, and maximize your profit. Through case studies of successful farmers, nitty-gritty details on every facet of livestock farming, and fascinating insights for working with nature instead of against it, you'll learn to make your farm thrive. STOREY



217 pages, 1999, softcover
 Order Number: SGW162-1\$18.95

MAKING YOUR SMALL FARM PROFITABLE

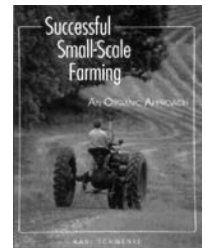
This practical, step-by-step guide to operating a small farm in the new millennium examines 20 alternative farming enterprises. Readers will learn how to target niche markets and sustain a farm's biological and economic health. Provides 20 guiding principles, describes some new crops and new markets, and shows how to maximize net profits per acre. STOREY



273 pages, 1999, softcover
 Order Number: SGW161-3\$19.95

SUCCESSFUL SMALL-SCALE FARMING

This inspiring handbook contains everything small-farm owners need to know, from buying land to organic growing methods and selling cash crops. It introduces anyone owning (or planning to own) a small farm to both the harsh realities and the real potential involved in making a full-or part-time living on the land. STOREY



134 pages, 1994, softcover
 Order Number: SGW642-8\$16.95

FINDING THE PROFIT IN AGRICULTURE



Looking for a video on agriculture business management? Look no more—you've found it! This exceptional live-action video is ideal for anyone who needs to better understand the essential elements of today's agribusiness. It covers financial statements, cash flow, net income statements, and more! AAVIM

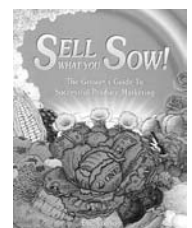
VHS: 30 minutes
 Order Number: 100V\$52.45

Program User's Guide and Review: 32 pages
 Order Number: 200AP.....\$7.50

SELL WHAT YOU SOW!

The Grower's Guide To Successful Produce Marketing

A book on high-value produce marketing, delivers the kind of practical, hands-on information you need to sell what you grow. Learn the tips, techniques, and resources it takes to turn your farm or backyard garden into a produce profit-maker. NEW WORLD



302 pages, 1994, softcover
 Order Number: IND50007.....\$19.95