

Agribusiness Criticality Survey - 2015

1. Personal Qualities and People Skills

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
Demonstrate a positive work ethic by coming to work every day on time, a willingness to take direction, and motivation to accomplish the task at hand.	0	2	10	2.83	12
Demonstrate integrity by abiding by workplace policies and laws and demonstrating honesty and reliability.	0	0	12	3.00	12
Demonstrate teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed.	0	4	8	2.67	12
Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.	0	6	6	2.50	12
Demonstrate diversity awareness by working well with all customers and co-workers.	1	7	3	2.18	11
Demonstrate conflict-resolution skills by negotiating diplomatic solutions to interpersonal and workplace issues.	0	11	1	2.08	12
Demonstrate creativity and resourcefulness by contributing new ideas and working with initiative.	2	8	2	2.00	12
<i>answered question</i>					12
<i>skipped question</i>					0

2. Professional Knowledge and Skills

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions.	1	6	5	2.33	12
Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly.	2	6	4	2.17	12
Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks.	1	6	5	2.33	12
Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health.	0	7	5	2.42	12
Demonstrate understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace.	3	7	2	1.92	12

Demonstrate lifelong-learning skills by continually acquiring new industry-related information and improving professional skills.	1	7	4	2.25	12
Demonstrate job acquisition and advancement skills by preparing to apply for a job and seeking promotion.	4	5	3	1.92	12
Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work.	3	5	4	2.08	12
Demonstrate mathematical skills by using mathematical reasoning to accomplish tasks	1	9	2	2.08	12
Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service.	2	5	5	2.25	12
<i>answered question</i>					12
<i>skipped question</i>					0

3. Technology Knowledge and Skills					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
Demonstrate proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work responsibilities in a productive manner.	0	9	3	2.25	12
Demonstrate proficiency with information technology by using computers, file management techniques, and software/programs effectively.	1	9	2	2.08	12
Demonstrate proper Internet use and security by using the Internet appropriately for work.	1	7	4	2.25	12
Demonstrate proficiency with telecommunications by selecting and using appropriate devices, services, and applications.	1	7	4	2.25	12
<i>answered question</i>					12
<i>skipped question</i>					0

CONTENT STANDARD 1.0: AGRICULTURE FUNDAMENTALS					
Performance Standard 1.1: Plant Science					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
1.1.1 Identify plant vegetative and reproductive structures.	5	5	1	1.64	11
1.1.2 Understand basic principles, processes and functions of plant growth and reproduction, including photosynthesis, respiration, transpiration, vegetative growth and reproductive growth, fertilization	4	6	1	1.73	11

1.1.3	Understand how the environment influences plant growth and crop yields, and ways to modify the environment to improve plant quality and yield.	3	7	1	1.82	11
1.1.4	Understand and appreciate the importance of agronomic crop plants to global society.	3	7	1	1.82	11
1.1.5	Obtain, evaluate, and apply scholarly information to solve problems related to plant growth, crop production, and natural resource management.	3	7	1	1.82	11
1.1.6.	Appreciate the breadth and depth of professional opportunities in plant science.	5	3	2	1.70	10
<i>answered question</i>						11
<i>skipped question</i>						1

Performance Standard 1.2: Animal Science

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
1.2.1. Identify types and breeds of various livestock species.	5	5	0	1.50	10
1.2.2. Describe anatomy and physiology of livestock specifically relating to reproduction, digestion and absorption of nutrients, and endocrine function.	6	4	0	1.40	10
1.2.3. Explain grading and judging of livestock and develop a basic system for selecting superior animals.	4	5	0	1.56	9
1.2.4. Maintain animal health and sanitation, animal welfare, housing, disease prevention, and care.	4	5	1	1.70	10
1.2.5. Explain breeding and genetics of livestock.	5	5	0	1.50	10
1.2.6. Describe feeds and feeding of livestock and identify essential nutrients and the feed sources that provide them.	2	7	1	1.90	10
1.2.7. Understand the food and fiber contributions of animals, including milk, meat, eggs, wool.	4	4	2	1.80	10
1.2.8. Understand and participate in processing animal foods.	7	2	1	1.40	10
1.2.9. Describe handling and shipment of livestock.	4	6	0	1.60	10
1.2.10. Identify livestock markets and distribution.	5	4	1	1.60	10
<i>answered question</i>					10
<i>skipped question</i>					2

CONTENT STANDARD 2.0: EXPLORE AGRICULTURE ECONOMIC PRINCIPLES					
Performance Standard 2.1: Basic Economic Factors that affect Agriculture Business Management Decisions					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.1.1 Apply the law of supply and demand and evaluate its effect on price determination.	3	5	3	2.00	11
2.1.2 Distinguish main characteristics of competition.	5	6	0	1.55	11
2.1.3 Compare and contrast the economies of scale.	5	5	1	1.64	11
2.1.4 Analyze factors that influence price cycles.	4	3	4	2.00	11
<i>answered question</i>					11
<i>skipped question</i>					1

Performance Standard 2.2: Basic Economic Principles as they relate to Agriculture Businesses and Agriculture					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.2.1 Compare and contrast economic systems.	8	1	2	1.45	11
2.2.2 Compare and contrast complementary, competitive and substitute products.	7	2	2	1.55	11
2.2.3 Differentiate between diversification and specialization.	5	5	1	1.64	11
<i>answered question</i>					11
<i>skipped question</i>					1

Performance Standard 2.3: Economic Decision-Making Tools to Increase Profitability					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
2.3.1 Distinguish between fixed and variable cost.	3	4	4	2.09	11
2.3.2 Summarize break-even costs.	2	6	3	2.09	11
2.3.3 Distinguish between marginal cost and marginal revenue.	3	5	3	2.00	11
2.3.4 Describe the four factors of production affecting agricultural production and agribusiness management decisions (land, labor, capital, and management).	3	6	2	1.91	11
2.3.5 Determine the profit maximizing level of production.	3	5	3	2.00	11
2.3.6 Describe the law of diminishing returns and how it relates to costs, production, and return on investments.	4	5	2	1.82	11
<i>answered question</i>					11
<i>skipped question</i>					1

CONTENT STANDARD 3.0: EXPLORE BUSINESS PLANNING AND ENTREPRENEURSHIP					
Performance Standard 3.1: Explore Entrepreneurship Opportunities					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
3.1.1. Evaluate the characteristics of a successful entrepreneur.	6	3	2	1.64	11
3.1.2. Identify the costs and benefits of entrepreneurship.	7	2	2	1.55	11
3.1.3. Research venture start-up requirements and risks.	5	4	1	1.60	10
3.1.4. Describe the characteristics of a good manager.	2	6	3	2.09	11
3.1.5. Compare and contrast the different types of ownership structures, including sole proprietorship, partnership, limited liability company, and corporation.	3	6	1	1.80	10
3.1.6. Analyze the characteristics of cooperatives.	8	2	1	1.36	11
<i>answered question</i>					11
<i>skipped question</i>					1

Performance Standard 3.2.:Design a Business Plan					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
3.2.1. Compile resources useful to entrepreneurs during concept development.	5	5	0	1.50	10
3.2.2. Develop a plan including time investment, financial investment and capital investment needs.	3	6	1	1.80	10
3.2.3. Evaluate financial feasibility of a business plan.	3	6	1	1.80	10
3.2.4. Discuss the return on investment (ROI).	6	4	1	1.55	11
<i>answered question</i>					11
<i>skipped question</i>					1

CONTENT STANDARD 4.0: EXPLORE AGRICULTURE BUSINESS FINANCIAL CONCEPTS AND RECORD KEEPING SYSTEMS					
Performance Standard 4.1: Accounting Fundamentals for Fiscal Management					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
4.1.1. Compare cash and accrual basis accounting systems.	3	6	1	1.80	10
4.1.2. Determine current versus non-current and intermediate liabilities and assets.	2	8	0	1.80	10
4.1.3. Determine the proper depreciation for inventory items.	6	3	1	1.50	10
4.1.4. Determine fixed and variable costs for an agricultural enterprise.	2	6	2	2.00	10
4.1.5. Identify and apply financial ratios, including solvency, liquidity, and profitability.	4	4	2	1.80	10
<i>answered question</i>					10
<i>skipped question</i>					2

Performance Standard 4.2: Analyze Financial Statements

	Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
4.2.1.	Differentiate between balance sheets, income statements, and cash flow statements.	2	6	2	2.00	10
4.2.2.	Create a balance sheet for an agriculture enterprise.	2	6	2	2.00	10
4.2.3.	Create an income statement for an agriculture enterprise.	2	6	2	2.00	10
4.2.4.	Create a cash flow statement for an agriculture enterprise.	3	5	2	1.90	10
4.2.5.	Generate a cost-benefit analysis for an agriculture enterprise.	2	6	2	2.00	10
<i>answered question</i>						10
<i>skipped question</i>						2

Performance Standard 4.3: Agricultural Budgets

	Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
4.3.1.	Explain the basic principles of budgeting.	3	4	4	2.09	11
4.3.2.	Contrast the uses of enterprise, partial, and whole farm budgets.	2	7	1	1.90	10
4.3.3.	Evaluate business performance in relation to budget projection.	4	6	1	1.73	11
4.3.4.	Create and analyze a partial budget.	3	7	1	1.82	11
<i>answered question</i>						11
<i>skipped question</i>						1

Performance Standard 4.4: Tax Management Strategies

	Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
4.4.1.	Describe the purpose and importance of tax planning.	5	4	1	1.60	10
4.4.2.	Discuss how different business ownership types are taxed.	5	3	2	1.70	10
4.4.3.	Discuss how different business ownership types are taxed.	5	3	2	1.70	10
4.4.4.	Discuss different depreciation methods on tax liability.	6	3	1	1.50	10
4.4.5.	Discuss appropriate sales tax on an agriculture enterprise.	6	3	1	1.50	10
<i>answered question</i>						10
<i>skipped question</i>						2

CONTENT STANDARD 5.0: CREDIT, LAW, AND RISK MANAGEMENT IN AGRICULTURE BUSINESS**Performance Standard 5.1: Methods of Financial Risk Management**

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
5.1.1. Define risk management in agricultural enterprises.	2	8	0	1.80	10
5.1.2. Explain the time value of money (Present & Future value).	2	5	2	2.00	9
5.1.3. Differentiate between operating and long-term loans.	2	5	2	2.00	9
5.1.4. Discuss factors that affect the cost of credit.	3	5	1	1.78	9
5.1.5. Calculate interest expense for amortized and equal principle loans.	1	7	1	2.00	9
5.1.6. Investigate the use of collateral in securing credit.	2	6	1	1.89	9
5.1.7. Compare and contrast available insurances that help reduce risk (life, property, crop, health, and liability).	3	6	0	1.67	9
5.1.8. Discuss available government programs to reduce financial risk.	3	5	0	1.63	8
5.1.9. Determine how insurance can reduce financial risk.	4	5	0	1.56	9
5.1.10. Compare and contrast leasing and purchasing real property.	1	6	2	2.11	9
5.1.11. Compare and contrast leasing and purchasing equipment.	2	5	2	2.00	9
<i>answered question</i>					10
<i>skipped question</i>					2

Performance Standard 5.2: Marketing in Risk Management

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
5.2.1. Discuss how cash markets can influence risk management decisions.	3	7	0	1.70	10
5.2.2. Research the role of futures in marketing decisions.	4	5	0	1.56	9
5.2.3. Understand how futures market helps manage risk.	6	3	1	1.50	10
5.2.4. Discuss how forward contracting can reduce risk.	3	4	2	1.89	9
5.2.5. Analyze the effects of hedging and speculating of the futures market.	5	4	1	1.60	10
<i>answered question</i>					10
<i>skipped question</i>					2

CONTENT STANDARD 6.0: LAWS RELATED TO AGRICULTURE AND LAND OWNERS					
Performance Standard 6.1: Agricultural Contract Law					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
6.1.1. List and define the two types of contracts.	1	8	0	1.89	9
6.1.2. List the four elements necessary for a contract.	1	7	1	2.00	9
6.1.3. Select types of contracts which fall under the statute of fraud.	3	5	1	1.78	9
6.1.4. Identify the situations in which farmers risk nonpayment for their farm commodities.	1	5	3	2.22	9
6.1.5. Define forward contract.	3	5	1	1.78	9
6.1.6. Discuss the risk that farmers face when forward contracting if the buyer declares bankruptcy.	2	3	4	2.22	9
<i>answered question</i>					9
<i>skipped question</i>					3

Performance Standard 6.2: Property Ownership, Transfer and Leasing					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
6.2.1. Discuss cash farm leases, including the definition, two advantages and two disadvantages for the landlord, and two advantages and two disadvantages for the tenant.	1	5	3	2.22	9
6.2.2. Discuss crop share farm leases, including the definition, two advantages and two disadvantages for the landlord, and two advantages and two disadvantages for the tenant.	1	5	3	2.22	9
6.2.3. Define estate planning.	4	4	1	1.67	9
6.2.4. Define real property and personal property.	3	4	2	1.89	9
6.2.5. List the reasons for having a will.	3	5	1	1.78	9
6.2.6. Discuss four components of a will	3	5	1	1.78	9
6.2.7. Define real property.	4	5	1	1.70	10
6.2.8. Define estate.	3	5	1	1.78	9
6.2.9. List and define the two types of real property estates.	2	6	0	1.75	8
6.2.10. List the methods of acquiring real property ownership.	1	8	0	1.89	9
6.2.11. Define deed.	2	6	1	1.89	9
6.2.12. List and define the two major types of deeds.	2	7	0	1.78	9

6.2.13.	List the characteristics of a deed.	2	6	1	1.89	9
6.2.14.	Describe an abstract of title.	3	5	1	1.78	9
6.2.15.	Describe title insurance.	3	5	1	1.78	9
6.2.16.	List two methods of describing real property.	3	5	1	1.78	9
6.2.17.	List the reasons for appraising land and buildings.	2	5	2	2.00	9
6.2.18.	List the factors necessary to determine real property values.	3	4	2	1.89	9
6.2.19.	Describe various rights of ownership (Right-of-ways, zoning, mineral, water, conservation easements).	2	5	2	2.00	9
<i>answered question</i>						10
<i>skipped question</i>						2

Performance Standard 6.3: Common Agricultural Laws

Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
6.3.1. Match terms related to agricultural law to their correct definitions.	6	3	0	1.33	9
6.3.2. List four sources of law.	9	0	0	1.00	9
6.3.3. Describe in detail a farmer's liability by negligence.	4	4	1	1.67	9
6.3.4. List and describe the three types of farm visitors, their responsibilities and the landowner's responsibilities concerning injury liability.	7	2	1	1.40	10
6.3.5. Discuss the Doctrine of Attractive Nuisance.	7	1	1	1.33	9
6.3.6. List and define the three types of employees and outline employer liabilities for the acts of each.	3	6	1	1.80	10
6.3.7. List employer responsibilities to employees.	3	4	3	2.00	10
6.3.8. Discuss fencing laws in Idaho.	4	5	0	1.56	9
6.3.9. Describe open range.	3	6	0	1.67	9
6.3.10. Discuss how to handle stray animals.	4	5	0	1.56	9
6.3.11. Describe how to handle and apply chemicals.	3	4	3	2.00	10
6.3.12. Discuss the concerns of pollution from agricultural business.	4	5	1	1.70	10
6.3.13. Discuss brand laws in Idaho.	2	5	2	2.00	9
6.3.14. Discuss animal diseases in Idaho.	2	6	1	1.89	9
<i>answered question</i>					10
<i>skipped question</i>					2

CONTENT STANDARD 7.0: AGRICULTURE MARKETING AND SALES PLANS					
Performance Standard 7.1: Investigate the Marketing Process					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
7.1.1 Investigate value-added concepts of marketing.	5	5	0	1.50	10
7.1.2 Understand the concepts of utility to agricultural commodities.	7	3	0	1.30	10
7.1.3 Discuss current industry trends in agriculture marketing.	4	6	0	1.60	10
7.1.4 Differentiate between marketing and sales.	3	7	0	1.70	10
<i>answered question</i>					10
<i>skipped question</i>					2

Performance Standard 7.2: Perform a Market and Sales Analysis					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
7.2.1 Research the competition's strength, weakness, opportunities and threats (SWOT) analysis.	5	4	1	1.60	10
7.2.2 Determine a product/client's status in current market.	5	4	0	1.44	9
7.2.3 Describe what motivates a customer to buy.	5	5	0	1.50	10
7.2.4 Discuss the value of accurate product information.	4	5	1	1.70	10
7.2.5 Identify sources of product information.	5	3	1	1.56	9
<i>answered question</i>					10
<i>skipped question</i>					2

Performance Standard 7.3: Develop a Business Proposition					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
7.3.1 Develop a mission statement for an agricultural enterprise or product.	6	4	0	1.40	10
7.3.2 Determine planning assumptions based on market analysis.	4	5	0	1.56	9
7.3.3 Differentiate between short and long term goals.	4	6	0	1.60	10
7.3.4 Create SMART (specific, measurable, attainable, realistic, timely) goals for an agricultural enterprise or product.	5	4	1	1.60	10
7.3.5 Research potential target markets for an agricultural enterprise or product.	3	5	1	1.78	9
7.3.6 Develop a mission statement for an agricultural enterprise or product.	5	4	0	1.44	9
<i>answered question</i>					10
<i>skipped question</i>					2

Performance Standard 7.4: Investigate Marketing Strategies and Action Plans					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
7.4.1. Define positioning in regards to marketing a product to a potential client.	4	5	0	1.56	9
7.4.2. Describe the importance of the four "P"s (product, price, place, promotion) in marketing.	5	4	1	1.60	10
7.4.3. Create a positioning statement for an agriculture product/client.	3	6	0	1.67	9
7.4.4. Differentiate between seasonal pricing, direct pricing, introductory pricing, and bulk pricing.	4	4	1	1.67	9
7.4.5. Compare and contrast different distribution channels.	6	2	1	1.44	9
7.4.6. List effective promotional tools for a product/client.	6	2	1	1.44	9
7.4.7. Calculate the financial return of a marketing plan.	1	7	1	2.00	9
<i>answered question</i>					10
<i>skipped question</i>					2

Performance Standard 7.5: Create Marketing Plan Evaluations					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
7.5.1. Determine the importance of evaluating a marketing plan.	3	4	2	1.89	9
<i>answered question</i>					9
<i>skipped question</i>					3

CONTENT STANDARD 8.0: AGRICULTURAL SALES					
Performance Standard 8.1: Traits of Quality Salespeople					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
8.1.1. Describe customer oriented selling.	6	3	1	1.50	10
8.1.2. Identify personality traits of a good salesperson.	3	5	2	1.90	10
8.1.3. Differentiate between employer and customer expectations of salespeople.	5	2	3	1.80	10
<i>answered question</i>					10
<i>skipped question</i>					2

Performance Standard 8.2: Customer Relations in Agricultural Sales					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
8.2.1 Discuss the importance of customer relations.	3	3	4	2.10	10
8.2.2 Demonstrate good customer relations.	3	2	5	2.20	10
8.2.3 Compare follow up strategies that ensure customer satisfaction after a sale.	2	5	3	2.10	10
8.2.4 Demonstrate appropriate methods for handling customer complaints.	2	4	4	2.20	10
<i>answered question</i>					10
<i>skipped question</i>					2

CONTENT STANDARD 9.0: CAREER OPPORTUNITIES IN THE AGRICULTURAL BUSINESS FIELD					
Performance Standard 9.1: Employment Fields in Agricultural Business					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
9.1.1 List and describe the types of employment opportunities in agriculture business systems.	2	6	2	2.00	10
9.1.2 List and describe the types of employment opportunities in agriculture marketing and sales.	2	6	2	2.00	10
9.1.3 Explore education and training for agriculture careers in sales, marketing, and business management.	2	6	2	2.00	10
9.1.4 Create an employment resume.	1	3	6	2.50	10
<i>answered question</i>					10
<i>skipped question</i>					2

CONTENT STANDARD 9.0: CAREER OPPORTUNITIES IN THE AGRICULTURAL BUSINESS FIELD					
Performance Standard 28. Effective Leadership and Leadership Training Participation					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
10.1.1 Expand leadership experience by participating in a chapter activity.	2	6	2	2.00	10
10.1.2 Participate in a career development event at a local or higher level.	0	6	4	2.40	10
10.1.3 Exhibit leadership skills by demonstrating proper parliamentary procedure.	4	4	2	1.80	10
10.1.4 Participate in a speech or presentation activity.	3	4	3	2.00	10
<i>answered question</i>					10
<i>skipped question</i>					2

Performance Standard 10.2: School and Community Awareness					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
10.2.1 Participate in a school improvement or community development project.	1	5	4	2.30	10
<i>answered question</i>					10
<i>skipped question</i>					2

CONTENT STANDARD 11.0: SUPERVISED AGRICULTURAL EXPERIENCE (SAE)					
Performance Standard 11.1: Maintain a Supervised Agricultural Experience					
Answer Options	Nice to Know	Need to Know	Critical to Know	Rating Average	Response Count
11.1.1 Accurately maintain SAE record books.	4	4	2	1.80	10
11.1.2 Investigate the proficiency award areas related to SAE program area.	5	5	0	1.50	10
11.1.3 Research organizations that support your SAE.	6	3	1	1.50	10
11.1.4 Actively pursue necessary steps to receive higher degrees in FFA.	5	4	1	1.60	10
<i>answered question</i>					10
<i>skipped question</i>					2