

2026 AGRIBUSINESS

Program Standards

CONTENT STANDARD 1.0: PROFESSIONAL ORGANIZATIONS AND LEADERSHIP

Performance Standard 1.1: Student Leadership in Career Technical Student Organizations (CTSO) and Professional Associations

- 1.1.1 Explore the role of professional organizations and/or associations in the agricultural business industry.
- 1.1.2 Define the values, roles, and opportunities provided through career technical student organizations.
- 1.1.3 Engage in career exploration and leadership development.

Performance Standard 1.2: Supervised Agricultural Experience

- 1.2.1 Maintain SAE record books.
- 1.2.2 Describe the proficiency award areas related to the SAE program area.
- 1.2.3 Describe necessary steps to receive higher degrees in FFA.

CONTENT STANDARD 2.0: AGRICULTURE FUNDAMENTALS

Performance Standard 2.1: Plant Science

- 2.1.1 Identify plant vegetative and reproductive structures.
- 2.1.2 Describe basic principles, processes and functions of plant growth and reproduction, including photosynthesis, respiration, transpiration, vegetative growth and reproductive growth, fertilization and fruit formation.
- 2.1.3 Describe how the environment influences plant growth and crop yields and ways to modify the environment to improve plant quality and yield.
- 2.1.4 Describe the importance of agronomic crop plants to global society.
- 2.1.5 Analyze solutions to problems related to plant growth, crop production, and natural resource management.
- 2.1.6 Describe advancements in plant and soil science technologies and their impact on Good Agricultural Practices (GAP) and sustainability.
- 2.1.7 Identify agronomic markets and distribution.

Performance Standard 2.2: Animal Science

- 2.2.1 Identify types and breeds of various livestock species.
- 2.2.2 Describe anatomy and physiology of livestock relating to reproduction, digestion and absorption of nutrients, and endocrine function.
- 2.2.3 Describe grading and selection of livestock according to current industry standards.
- 2.2.4 Determine best practices in animal health and sanitation, animal welfare, housing, disease prevention, and care.
- 2.2.5 Describe breeding and genetics of livestock.
- 2.2.6 Describe feeds and feeding of livestock and identify essential nutrients and feed sources.
- 2.2.7 Describe the food and fiber contributions of animals, including milk, meat, eggs, and wool.
- 2.2.8 Identify livestock markets and distribution.

CONTENT STANDARD 3.0: AGRICULTURE ECONOMIC PRINCIPLES

Performance Standard 3.1: Economic Principles of Agriculture Businesses and Agriculture

- 3.1.1 Define opportunity costs.
- 3.1.2 Compare world economic systems.
- 3.1.3 Compare complementary, competitive, and substitute products.
- 3.1.4 Differentiate between diversification and specialization.

3.1.5 Evaluate how fiscal and monetary policy (e.g., Federal Reserve, legislation, taxation, global trade) impacts the agricultural industry.

Performance Standard 3.2: Economic Factors Affecting Agriculture Business Management Decisions

- 3.2.1 Describe price determination through the law of supply and demand.
- 3.2.2 Describe the benefits of market competition.
- 3.2.3 Compare the strategies and benefits of integration models: economies of scale and vertical integration.
- 3.2.4 Analyze factors that influence price cycles.
- 3.2.5 Describe elements of entrepreneurship and successful businesses, including comparative advantage, specialization, and trade.

Performance Standard 3.3: Economic Decision-Making Tools to Increase Profitability

- 3.3.1 Distinguish between fixed costs and variable costs.
- 3.3.2 Define *break-even* and *substitution* costs.
- 3.3.3 Apply marginal analysis in management decisions to maximize level of production.
- 3.3.4 Describe the four factors of production (i.e., land, labor, capital, management) affecting agricultural production and agribusiness management decisions.
- 3.3.5 Describe the law of diminishing returns and how it relates to costs, production, and return on investment (ROI).

CONTENT STANDARD 4.0: BUSINESS PLANNING AND ENTREPRENEURSHIP

Performance Standard 4.1: Entrepreneurship Opportunities

- 4.1.1 Evaluate the characteristics of successful entrepreneurship.
- 4.1.2 Research venture start-up requirements and risks.
- 4.1.3 Describe management styles (e.g., autocratic, democratic, visionary, bureaucratic).
- 4.1.4 Compare types of ownership structures (e.g., sole proprietorship, partnership, limited liability company, corporation).
- 4.1.5 Analyze the characteristics of cooperatives.

Performance Standard 4.2: Business Planning

- 4.2.1 Identify resources useful to entrepreneurs during concept development (e.g., USDA, Farm Service Agency, Small Business Administration, lender institutions).
- 4.2.2 Develop a business plan, using SWOT analysis to include mission statement, risk management, time investment, financial investment, and capital investment needs.
- 4.2.3 Evaluate the financial feasibility of a business plan.
- 4.2.4 Define *return on investment* (ROI).
- 4.2.5 Create specific, measurable, attainable, realistic, and timely (SMART) goals for an agricultural enterprise or product.

CONTENT STANDARD 5.0: AGRICULTURE BUSINESS FINANCIAL CONCEPTS AND RECORDKEEPING SYSTEMS

Performance Standard 5.1: Accounting Fundamentals for Fiscal Management

- 5.1.1 Compare cash-basis and accrual-basis accounting systems.
- 5.1.2 Compare current and non-current liabilities and assets.
- 5.1.3 Determine depreciation for a variety of inventory items.
- 5.1.4 Describe fixed and variable costs for an agricultural enterprise.
- 5.1.5 Describe financial ratios, including solvency, liquidity, and profitability.

Performance Standard 5.2: Financial Statement Analysis

- 5.2.1 Describe the components and function of financial statements (e.g., balance sheets, income statements, cash flow statements).
- 5.2.2 Create a balance sheet for an agricultural enterprise.
- 5.2.3 Create an income statement for an agricultural enterprise.
- 5.2.4 Create a cash flow statement for an agricultural enterprise.
- 5.2.5 Complete a cost-benefit analysis for an agricultural enterprise.

Performance Standard 5.3: Agricultural Budgets

- 5.3.1 Describe the basic principles of budgeting.
- 5.3.2 Apply enterprise, partial-farm, and whole-farm budgets to make business decisions.
- 5.3.3 Evaluate business performance in relation to budget projection.

Performance Standard 5.4: Tax Management Strategies

- 5.4.1 Describe the purpose and importance of tax planning.
- 5.4.2 Describe how different business ownership types are taxed.
- 5.4.3 Identify different tax obligations (e.g., federal, state, local).
- 5.4.4 Distinguish between deductible and non-deductible expenses.
- 5.4.5 Describe depreciation methods and their effect on tax liability.
- 5.4.6 Determine sales tax for an agriculture enterprise.

CONTENT STANDARD 6.0: CREDIT, LAW, AND RISK MANAGEMENT IN AGRICULTURE BUSINESS

Performance Standard 6.1: Methods of Financial Risk Management

- 6.1.1 Define *risk management* in agricultural enterprises.
- 6.1.2 Describe the time value of money (i.e., present value, future value).
- 6.1.3 Differentiate between operating loans and long-term loans.
- 6.1.4 Describe factors that affect the cost of credit.
- 6.1.5 Calculate interest expense for amortized and equal principal loans.
- 6.1.6 Describe the use of collateral in securing credit.
- 6.1.7 Compare types of insurance (e.g., life, property, crop, health, liability) that help reduce financial risk.
- 6.1.8 Describe available government programs that reduce financial risk.
- 6.1.9 Compare leasing and purchasing real property.
- 6.1.10 Compare leasing and purchasing equipment.
- 6.1.11 Describe evaluating risk, reliability, and feasibility in contract development by applying the criteria of character, capital, capacity, conditions, collateral, and cashflow.

Performance Standard 6.2: Risk Management in Commodity Marketing

- 6.2.1 Describe how cash markets can influence risk management decisions.
- 6.2.2 Research the role of futures in marketing decisions.
- 6.2.3 Describe how the futures market helps to manage risk.
- 6.2.4 Describe how forward contracting can reduce risk.
- 6.2.5 Analyze the effects of hedging and speculating of the futures market.

CONTENT STANDARD 7.0: LAWS RELATED TO AGRICULTURE AND LANDOWNERS

Performance Standard 7.1: Agricultural Contracts Law

- 7.1.1 Define *contract*.
- 7.1.2 Compare express and implied contracts.
- 7.1.3 List the four elements necessary for a contract (i.e. offer, acceptance, consideration, intention).
- 7.1.4 Identify fraudulent contracts.
- 7.1.5 Identify situations in which producers risk nonpayment for commodities.

Performance Standard 7.2: Property Ownership, Transfer and Leasing

- 7.2.1 Compare advantages and disadvantages of different types of property leases for the landlord and the tenant (e.g., cash, rent, sharecropping).
- 7.2.2 Identify components of succession planning.
- 7.2.3 Define types of property (e.g., real, personal).
- 7.2.4 Describe certificates of ownership (e.g., deed, title, bills of sale).
- 7.2.5 Describe rights of ownership (e.g., rights-of-way, zoning, mineral, water, conservation easements).

Performance Standard 7.3: Common Agricultural Laws

- 7.3.1 List sources of law and authoritative bodies (e.g., lawmaking, custom law, judges, administrative).

- 7.3.2 Describe an owner's liability by negligence.
- 7.3.3 Describe the three types of farm visitors (i.e., invitees, licensees, trespassers) and landowners' responsibilities concerning injury liability.
- 7.3.4 Describe the Doctrine of Attractive Nuisance.
- 7.3.5 Compare the three types of employees (i.e., employees, agents, independent contractors) and employer liabilities for the acts of each.
- 7.3.6 Analyze Idaho agricultural laws and regulations and their impact on production agriculture (e.g., brand law, open range, Right to Farm).

CONTENT STANDARD 8.0: AGRICULTURAL MARKETING AND SALES PLANS

Performance Standard 8.1; Principles of Agricultural Marketing

- 8.1.1 Analyze value-added concepts of marketing.
- 8.1.2 Describe the concept of utility in agricultural commodities.
- 8.1.3 Describe current industry trends in agriculture marketing.
- 8.1.4 Differentiate between marketing and sales.

Performance Standard 8.2: Agricultural Market and Sales Analysis

- 8.2.1 Analyze product/client status in the current market.
- 8.2.2 Analyze market research that impacts a customer's purchase decision.
- 8.2.3 Identify sources of product information and integrity of labels.
- 8.2.4 Research potential target markets for an agricultural enterprise or product.
- 8.2.5 Evaluate a marketing plan.

Performance Standard 8.3: Agricultural Marketing Strategies and Action Plans

- 8.3.1 Describe the importance of the four Ps of marketing (i.e., product, price, place, promotion).
- 8.3.2 Create a positioning statement with promotional tools for an agriculture product/client.
- 8.3.3 Compare pricing strategies (e.g., seasonal pricing, direct pricing, introductory pricing, bulk pricing).
- 8.3.4 Compare distribution channels.
- 8.3.5 Calculate the financial return of a marketing plan.

CONTENT STANDARD 9.0: AGRICULTURAL SALES

Performance Standard 9.1: Agricultural Sales and Customer Relations

- 9.1.1 Describe customer-oriented selling.
- 9.1.2 Identify personality traits of an effective salesperson.
- 9.1.3 Differentiate between employer and customer expectations of salespeople.
- 9.1.4 Describe the importance of good customer relations.
- 9.1.5 Describe follow-up strategies that ensure customer satisfaction after a sale.
- 9.1.6 Describe benefits of and techniques for handling customer complaints in a timely manner.

IDCTE Document Control Information

Program Standard Revision: Agribusiness

Date	Standard #	Original	Summary of Change	Revised By	Approved By