



CDE's

For students who ask their teachers "When will I ever use this in the real world?" Career Development Events (CDEs) are the answer. Since 1928, FFA has worked to create CDEs that demonstrate the meaningful connections between classroom instruction and real-life scenarios CDEs build on what is learned in agricultural classes and the FFA.

The events are designed to help prepare students for careers in agriculture. Classroom instruction comes alive as students demonstrate their skills in a competitive setting. CDEs test the abilities of individuals and teams in 23 major areas of agricultural instruction.





AGRICULTURAL COMMUNICATIONS CAREER DEVELOPMENT EVENT

What is it?

This CDE is your chance to be challenged in all areas of the agricultural communications field. At the event competition, members participate in a simulated news conference, then use the information collected to complete practical problems including: writing a news story and press release, preparing a radio broadcast and developing a graphic design. Participants also complete a written communications quiz and an editing exercise. Finally, each team must develop a communications proposal and presentation.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Communication and Education Specialists
- Management and Financial Specialties
- Marketing, Merchandising, and Sales Representatives
- Scientists, Engineers and Sales Representatives
- Social Service Professionals

Career opportunities found in the career cluster areas:

- Education and Communication- magazine writer, editor, farm broadcaster, media buyer, journalist, agricultural photographer, public relations representative, scientific writer, educational specialist, college teacher, agriculture/farm news director, videographer, web designer



AGRICULTURAL ISSUES FORUM CAREER DEVELOPMENT EVENT

What is it?

This CDE begins by developing a presentation about an agricultural issue, based on criteria outlined in the CDE Handbook. From the start, member teams develop a portfolio and deliver a presentation that stresses both pros and cons of an agricultural issue. At the event competition, you use verbal skills and presentation abilities to defend your findings and answer judges' questions.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- The Agricultural Issues CDE could be directly applied to any of the career clusters as well as the occupations found within those career clusters. A broad understanding of the many diverse issues found within the agriculture industry is essential for any agriculture occupation.



AG TECHNOLOGY & MECHANICAL SYSTEMS CAREER DEVELOPMENT EVENT

What is it?

This CDE tests both technical and agricultural mechanics skills and your ability to work with others while solving problems. During the event, members complete a written exam and demonstrate problem-solving and hands-on performance skills. The event takes a “systems” approach and emphasizes machinery and equipment systems, related industry and marketing systems, energy systems, structural systems and environmental/natural resource systems.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Marketing, Merchandising, and Sales
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- Agricultural and Forestry Production – field sales representative –agriculture equipment
- Marketing, Merchandising, and Sales – technical service representative
- Science and Engineering – diesel mechanic, agricultural electrician, agricultural equipment designer, machinist, equipment operator, agricultural safety engineer, irrigation engineer, welder, agricultural engineer
- Education and Communication – technical writer, postsecondary teacher



AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you demonstrate the professional sales process, including customer relations, advertising and promotion, telephone skills and product display. At the competition, members complete a 50-question test, present a project summary and make a sales presentation for an agricultural product. They also complete one of four practical problems and cooperatively solve a market analysis problem.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales

Career opportunities found in the career cluster areas:

- Agricultural and Forestry Production – sales manager, field sales representative- crop production, field sales representative- agricultural equipment, field sales representative- chemicals and pharmaceuticals, computer salesperson, building product sales
- Management and Financial Specialties – export sales manager, marketing manager, agricultural consultant, agricultural economist
- Marketing, Merchandising, and Sales – food broker, commodity broker, marketing manager, feed sales, retail sales, product development, pharmaceutical sales



AGRONOMY CAREER DEVELOPMENT EVENT

What is it?

Choose this CDE to build and prove your skills in agronomic sciences. Participants complete a 50-question written exam; identify seeds, insects, soils and crops; demonstrate knowledge of agronomic management and solve a practical problem.

Career Opportunities

Career Clusters

- **Agricultural and Forestry Production**
- **Management and Financial Specialties**
- **Marketing, Merchandising, and Sales**
- **Science and Engineering**
- **Education and Communication**

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production – agronomist, cotton producer, certified seed grower, tobacco grower, pest control technician, field inspector, harvest contractor, aerial crop duster**
- **Management and Financial Specialties – crop processing supervisor, field crops consultant, agricultural economist, agricultural market analyst, agricultural extension agent**
- **Marketing, Merchandising, and Sales – grain buyer, field sales representative- crop production, grain elevator operator, tobacco buyer, commodity broker**
- **Science and Engineering – entomologist, agricultural aviator**
- **Education and Communication – postsecondary teacher, farm broadcaster, editor/writer for an agronomy publication**



CREED SPEAKING CAREER DEVELOPMENT EVENT

What is it?

This CDE is the first national event specifically for FFA members in grades 7, 8, and 9. It's your chance to prove your ability to present the FFA Creed from memory and to answer questions about its meaning and purpose. The event is just one way to boost self-confidence, earn recognition, and develop your ability to communicate in a powerful, organized and professional manner.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- Education and Communication – magazine writer, editor, farm broadcaster, journalist, public relations representative, educational specialist, college professor, agriculture/farm news director, public speaker, lobbyist

** The Creed Speaking CDE could be applied to all of the career clusters, as most occupations require some form of speaking.



DAIRY CATTLE MANAGEMENT & EVALUATION CAREER DEVELOPMENT EVENT

What is it?

Get involved in this CDE to improve your skills in dairy cattle selection and herd management. At the competition, members complete a written exam, evaluate dairy cattle on physical characteristics and give oral reasons explaining their various classes. Team members also cooperatively analyze a herd record.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- Agriculture Forestry & Production – dairy farmer, dairy herdsman, animal technician, veterinary technician, milker, and dairy show specialist.
- Management and Financial Specialties - agricultural educator, agricultural extension agent, farm manager.
- Marketing, Merchandising, and Sales – dairy cattle buyer, dairy broker, livestock commission agent, dairy inspector, dairy breed representative.
- Science and Engineering – veterinarian, dairy nutrition specialist, animal health/pharmaceutical representative, animal genetic technician.
- Education and Communication Careers – agriculture education teacher, dairy magazine writer, public relations representative, college instructor, education specialist, technical writer



MILK & QUALITY PRODUCTS **CAREER DEVELOPMENT EVENT**

What is it?

In this CDE, you learn more about quality production, processing, distribution, promotion, marketing and consumption of dairy foods. During competition members complete a written exam, evaluate milk samples, identify cheeses, look for defects in sediment pads and milker parts and distinguish real and artificial dairy foods.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- Agricultural and Forestry Production – milking machine operator, cheese maker, and field representative
- Management and Financial Specialties – milk plant supervisor, quality control supervisor, dairy risk manager, account manager
- Marketing, Merchandising, and Sales – agricultural supply sales representative, food processing supervisor, cheese broker, dairy products marketer
- Science and Engineering – microbiologist
- Social Services – food and drug inspector
- Education and Communication – extension agent, USDA inspector



ENVIRONMENTAL & NATURAL RESOURCES CAREER DEVELOPMENT EVENT

What is it?

Participate in this CDE to improve your skills in addressing environmental and natural resource issues. Individual and team activities at the competition include a national/global issues interview and cover press release writing, environmental/natural resources problem solving, soil tests and profiles, air/water analysis, GPS use, waste management, identification and ecological successions.

Career Opportunities

Career Clusters

- **Agricultural and Forestry Production**
- **Management and Financial Specialties**
- **Marketing, Merchandising, and Sales**
- **Science and Engineering**
- **Social Services**
- **Education and Communication**

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production – forest ranger, trapper, log grader, lumber mill operator, timber manager, park ranger, environmentalist, game warden, soil conservationist**
- **Management and Financial Specialties – extension agent, environmental consultant**
- **Marketing and Financial Specialties – forest products merchandiser**
- **Science and Engineering – environmental engineer, soil scientist, hydrologist, forestry scientist, rangeland scientist, water quality specialist**
- **Social Services – park manager, outdoor recreation specialist, regional planner**
- **Education and Communication – postsecondary teacher, writer/editor for environmental magazine, environmental educator**



EXTEMPORANEOUS PUBLIC SPEAKING CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you deliver a speech on one of three agricultural topics after 30 minutes of preparation. It's great practice to learn how to think on your feet and make your case quickly and persuasively. After each speech, judges may ask related questions.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- Education and Communication – farm broadcaster, journalist, public relations representative, educational specialist, college professor, agriculture/farm news director, public speaker, lobbyist, agricultural attaché, agricultural instructor/FFA advisor

****The Extemporaneous Speaking CDE could be applied to all of the career clusters as most occupations require some form of speaking.**



FARM BUSINESS MANAGEMENT CAREER DEVELOPMENT EVENT

What is it?

Choose this CDE if you want to build overall management skills and apply economic principles to agriculture and agribusiness. At the competition, members complete a written exam and solve farm analysis problems.

Careers Opportunities

Career Clusters:

- Agriculture Forestry & Production
- Management and Financial Specialties
- Education and Communication

Career opportunities found in the career cluster areas:

Management and Financial Specialties – agricultural economist, agricultural educator, agricultural extension agent, agricultural credit manager/representative, crop farmer, livestock/crop/specialty farmer, farm business management instructor

Education and Communication Careers – agriculture education teacher, agriculture economics/education college instructor



FLORICULTURE CAREER DEVELOPMENT EVENT

What is it?

This CDE builds your knowledge and skills in arranging, propagation and merchandising flowers and foliage. The competition includes plant identification, judging of arrangements and problem solving. Members also demonstrate their skills in flower arranging, propagation, preparation of floral and foliage products for sale.

Career Opportunities

Career Clusters

- **Agricultural and Forestry Production**
- **Management and Financial Specialties**
- **Marketing and Financial Specialties**
- **Science and Engineering**
- **Social Services**
- **Education and Communication**

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production – flower producer, floral designer, florist, floral shop operator, greenhouse manager**
- **Marketing and Financial Specialties – flower grader**
- **Science and Engineering – cell biologist**
- **Education and Communication – writer/editor for flower magazine or publication**



FOOD SCIENCE & TECHNOLOGY CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you complete a variety of learning activities related to food science and technology in the food industry. The competition covers product development and presentation, along with food safety issues and identification. Participants use their sensory skills to evaluate and solve problems while applying sound principles in a decision making process.

Career Opportunities

Career Clusters:

- Marketing, Merchandising, and Sales
- Science and Engineering

Career opportunities found in the career cluster areas:

- Marketing, Merchandising, and Sales – food broker, food and drug inspector, food buyer, food wholesaler, product line manager, meat inspector
- Science and Engineering – food scientist, food technologist, meat scientist, food chemist, sensory evaluation specialist, food laboratory technician



FORESTRY CAREER DEVELOPMENT EVENT

What is it?

Participate in this CDE to grow your skills in forestry management. At the competition, members complete a written exam, identify trees and forestry equipment, and are interviewed regarding forestry-related issues. They also demonstrate their skills in forest disorders, forest management, inventory and approved silviculture practices.

Career Opportunities

Career Clusters

- **Agricultural and Forestry Production**
- **Management and Financial Specialties**
- **Marketing, Merchandising and Sales**
- **Science and Engineering**
- **Education and Communication**

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** forest ranger, log grader, lumber mill operator, timber manager, forester, forest fire fighter
- **Management and Financial Specialties** – log exporter, Christmas tree farm manager
- **Marketing, Merchandising and Sales** – forest products merchandiser
- **Science and Engineering** – forestry scientist, resource economist, silviculturist, dendrologist
- **Education and Communication** – postsecondary teacher, forest fire control tower communications



HORSE EVALUATION CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you evaluate and rank horses on breed characteristics, conformation, and performance. Team members cooperatively complete problems related to equine selection, management, nutrition and production. They also give oral reasons explaining their placing of various classes.

Career Opportunities

Career Clusters:

- **Agricultural and Forestry Production**
- **Management and Financial Specialties**
- **Marketing, Merchandising, and Sales**
- **Science and Engineering**
- **Social Services**
- **Education and Communication**

Career opportunities found in the career areas:

- **Agricultural and Forestry Production** – horse trainer, horse rancher, artificial breeding technician
- **Marketing, Merchandising, and Sales** – equine sales, horse buyer
- **Science and Engineering** – equine veterinarian, equine nutritionist, equine dentist
- **Education and Communication** – postsecondary teacher



JOB INTERVIEW CAREER DEVELOPMENT EVENT

What is it?

Choose this event to polish your skills in landing a job and launching your career. At the competition, each member submits a resume, completes a job application and participates in an interview via telephone, in person one – on - one and with a panel of possible employers.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

****The Job Interview CDE can be applied to all of the career clusters, as all occupations require you to go through the interview process.**



LIVESTOCK EVALUATION CAREER DEVELOPMENT EVENT

What is it?

This CDE helps you learn to evaluate beef cattle, sheep, and swine and defend your decisions. At the competition, participants complete a written exam and cooperatively determine keep/cull classes for market and breeding usage, based on physical characteristics and records. They also give oral reasons explaining their placing of various classes.

Career Opportunities

Career Clusters:

- **Agricultural and Forestry Production**
- **Management and Financial Specialties**
- **Marketing, Merchandising and Sales**
- **Science and Engineering**
- **Education and Communication**

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – animal breeder, cattle rancher, farm manager, livestock producer, feed ration developer and analyst, animal health products distributor, field sales representative-animals and feed products
- **Management and Financial Specialties** – export sales manager, agricultural extension specialist
- **Marketing, Merchandising and Sales** – livestock buyer, USDA meat inspector, livestock yard supervisor
- **Science and Engineering** – animal nutritionist, animal geneticist
- **Education and Communication** – editor/writer for livestock publication, farm broadcaster, postsecondary teacher, veterinarian



MARKETING PLAN CAREER DEVELOPMENT EVENT

What is it?

Participate in this CDE to develop practical skills in the marketing process by developing and presenting a marketing plan. The plan promotes a current or proposed agricultural product, supply or service. In competition, your team presents its plan and answers judges' questions.

Career Opportunities

Career Clusters

- Management and Financial Specialties
- Marketing, Merchandising, and Sales

Career opportunities found in the career cluster areas:

- Management and Financial Specialties – agricultural market analyst, marketing manager
- Marketing, Merchandising, and Sales - account executive, advertising manager, commodity broker, forest products merchandiser, grain merchandiser, marketing manager, grain broker



MEATS EVALUATION & TECHNOLOGY CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you develop skills for careers in the meat animal industry. At the event, members complete a written exam; evaluate beef carcasses for quality and yield grade; identify various meat cuts and place carcasses, wholesale and/or retail cuts. They also complete a meat formulation problem and cooperatively fulfill a customer order.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- Marketing, Merchandising, and Sales – butcher, meat inspector, meat cutter, hog buyer, meat buyer
- Science and Engineering – food scientist, microbiologist
- Social Services – meat inspector
- Education and Communication – quality assurance specialist



NURSERY/LANDSCAPE CAREER DEVELOPMENT EVENT

What is it?

This CDE focuses your skills in all aspects of producing, marketing, using and maintaining landscape plants and related products, equipment and services, including landscape design. Participants complete a written exam, identify plant materials and equipment and interpret landscape plans. They also demonstrate their skills in landscaping, control, merchandising, plant materials measurement, interpersonal relationships and sales.

Career Opportunities

Career Clusters:

- **Agricultural and Forestry Production**
- **Management and Financial Specialties**
- **Marketing, Merchandising, and Sales**
- **Science and Engineering**
- **Social Services**
- **Education and Communication**

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – greens keeper, nursery operator, landscaper, plant breeder
- **Marketing, Merchandising, and Sales** – landscape contractor
- **Science and Engineering** – landscape architect, plant taxonomist, plant ecologist
- **Education and Communication** – landscape photographer, writer for nursery and/or landscape publication, postsecondary educator



PARLIAMENTARY PROCEDURE CAREER DEVELOPMENT EVENT

What is it?

Choose this CDE if you want to learn and polish parliamentary skills. At the competition, members complete a written exam. Teams then conduct a mock chapter meeting to demonstrate knowledge of basic parliamentary law and the use of correct parliamentary procedures.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- Education and Communication – member of congress, lobbyist, agriculture teacher, college professor, educational specialist, extension agent

****The Parliamentary Procedure CDE could be applied to many of the career clusters, as it would be helpful to have the knowledge to effectively organize and facilitate a meeting, in addition to the speaking skills that can be obtained through this CDE.**



POULTRY EVALUATION CAREER DEVELOPMENT EVENT

What is it?

This CDE supports your learning about production, processing, marketing and consumption of chickens, turkeys, processed products and eggs. Participants complete a written exam, solve a management problem, evaluate animals and products, identify chicken carcass parts and give oral reasons explaining their placing/grading of various classes.

Career Opportunities

Career Clusters:

- Agriculture Forestry & Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- Agriculture Forestry & Production – beak trimmer, equipment installer, chick sexer hatchery manager, egg candling worker, bird breeder, fancier, etc.
- Management and Financial Specialties – egg processing supervisor, hatchery supervisor, research director, production supervisor, industry analyst, etc.
- Marketing, Merchandising, and Sales – commodity broker, customs inspector, grader, packaging supervisor, buyer, etc.
- Science and Engineering – biochemist, inseminator, equipment designer, food scientist, geneticist, biophysicist, etc.
- Social Services – waste products consultant, field service technician, industry planner, disease control agent, etc.
- Education and Communication – college faculty member, poultry extension specialist, editor/writer for a poultry publication, etc.



PREPARED PUBLIC SPEAKING CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you write and deliver a six- to eight-minute speech about a current agricultural subject. The experience will help you excel in school, community and career settings. Participants are rated based on the written speech, speech delivery and their answers to judges' questions.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- Education and Communication – magazine writer, editor, farm broadcaster, media buyer, journalist, public relations/marketing representative, agriculture/farm news director, public speaker, career publicist, lobbyist, extension agent, educational specialist

****The Prepared Public Speaking CDE could be applied to all of the career clusters, as most occupations require some form of speaking.**