

Agri-Business Education

Incorporating Agriculture into Academia

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Solid Waste Manager

Food Broker

Food Product Developer

Greenhouse Manager

Stock Broker/Trader

Food and Fiber Engineer

Agricultural Consultant

Real Estate Broker

Agricultural Insurance Agent

Milk Plant Supervisor

Hydroponics Grower

Extension Agent

Data Analyst

Fish and Game Warden

Game Farm Supervisor

Geological Test Technician

Glass Industry Manager

Soil Geology Technician

Urban Forester

Water Monitoring Technician

Wildlife Manager

Youth Program Director

Agriculture—Not business as usual!

If you have an interest in the business world, then agriculture offers you many different opportunities!

This brochure showcases careers relating to business, introduces you to people working in various careers, highlights Wisconsin colleges and technical schools, and explores other opportunities in agriculture.

It is designed to be used as a guide along with "An Agricultural Career for You" from the Wisconsin Agribusiness Council, which showcases the seven agricultural career pathways.



Business is used in so many different ways in agriculture. Things you learn in your business classes applies to all areas of agriculture—from the farm to the processing industry and the public

relations and promotion industries. All aspects of agriculture need good financial records and legal representation. Computers and software programs have been created for all agricultural areas. International business opportunities abound in agriculture as many of our products are exported around the world!

The list is endless of how you can use your interest in business in agriculture! Your skills and knowledge can lead to an exciting career!

But I'm not from a farm . . .

A common misconception is that you must be from a farm in order to pursue an agricultural career!

That's not true!

Understanding agriculture will certainly help you pursue a career in agriculture.

How do you learn about agriculture if you're not from a farm?

- If your school offers agricultural education take some classes.
- Get involved in FFA contests that offer you chances to develop

your business skills (i.e., farm management career development events, job interview contest).

- Get a job working on a farm or in a related interest.

What classes should I take?



I like to

- Work with numbers
- Learn about new software
- Work with people
- Network with companies
- Prepare reports and presentations
- Work in an office setting
- Be my own boss
- Be creative



If you are interested in business classes, then a combination of classes from both your business education and agriculture education departments will prepare you for further education

Learning good computer skills from keyboarding and computer application

courses will be essential in any business related field. Other classes such as accounting, law, business, and personal finance also will have applications that relate to agriculture.

If your school offers agriculture education, an introductory class to

agriculture will help you find areas that might be of particular interest. Many agricultural education programs also offer a farm/business management course, leadership classes, and other specialized courses that maybe of interest.

It's not my job! Everyday skills used in business

Different skills that everyone needs to know.

- Basic budgeting
- Personal finance

- Using a computer and basic software
- Communicating with other people
- Human relation skills

- Basic law—reading contracts, leases, and documents
- Understanding taxes
- Using software

Some people to meet

Brenda Gudex, Fond du Lac Chamber of Commerce

Brenda is the Director of Agricultural Programs for the Fond du Lac Area Association of Commerce.

Her primary job is making classroom presentations to help students learn about agriculture. But her job also includes writing grants, managing the funds and office, and conducting fundraisers and special events.

“An interest in any career path has many twists and turns,” said Gudex. “There are many jobs

within the agricultural field that pertain to business education and don't count them out just because you might not have grown up on a farm.”

Gudex recalls that in middle and high school, there weren't enough agricultural education classes offered.

“I believed that my on the job experiences at home would help me farther in life,” said Gudex. “From that point on, I knew that I wanted to be involved in agricultural education—I



just thought that it was as a high school agriculture teacher. That has changed, I am still teaching agriculture, but in a totally different way than I had expected.”

Tim Jacobson, T.C. Products Company, Inc.

“What I see that is most important in business is the powerful representation of communication,” said Jacobson. “The ability to communicate unlocks doors and gives an individual great potential.”

Jacobson emphasized the aspects of communication include communication with other individuals and with staff members in different organizations.

“Communication is critical—both verbal and written,” said Jacobson. “Students should be excited about the great diversity of job opportunities that

are available,” said Jacobson. “If you take a good look a company and realize the layers of job opportunities.”

Don’t just look at the surface.

“I encourage young people to keep both eyes open,” said Jacobson. “There is more to a company than just a product or a service, there is an entire operating system—just as in agriculture, it’s not just about farming.”

If you look ahead and explore your options you will be rewarded with more opportunities.

“The importance of mentoring is another key item,” said Jacobson. “Learning from other people is really important.”

Ed Peck, Filament Marketing

“I was always intrigued by how business development strategies evolved, and what people tried to accomplish as they grew businesses,” said Peck. “But, I admit that I didn’t realize this when I was younger. I started to realize that this could be something I really enjoyed and wanted to pursue as a lifetime career after I got in the business world.”

Peck said that not only does he use the business education courses that he took in high school on a daily basis to run his own business, but he uses them to help better understand the business situations, challenges, and opportunities of his clients.

“I find it really fascinating to learn about the differences and the commonalities from one business to the next, our own included,” said Peck.

Other courses that Peck took prior to college that have helped him in his career include agriculture, mathematics, geometry, pre-calculus, English, and accounting.

“These courses really helped me gain context to the various facets of business development,” he added.

“Agriculture is one of the most diverse, extendable, and variety-packed career segments.”



As science and technology advance, many career categories change and even diminish.

“What I’ve found about agriculture is that while some particular roles may phase out, new opportunities, challenges, and opportunities grow and become more interesting and more rewarding than other areas of business,” said Peck.

It’s been said that agriculture is a staple career field, and that has never been more true.

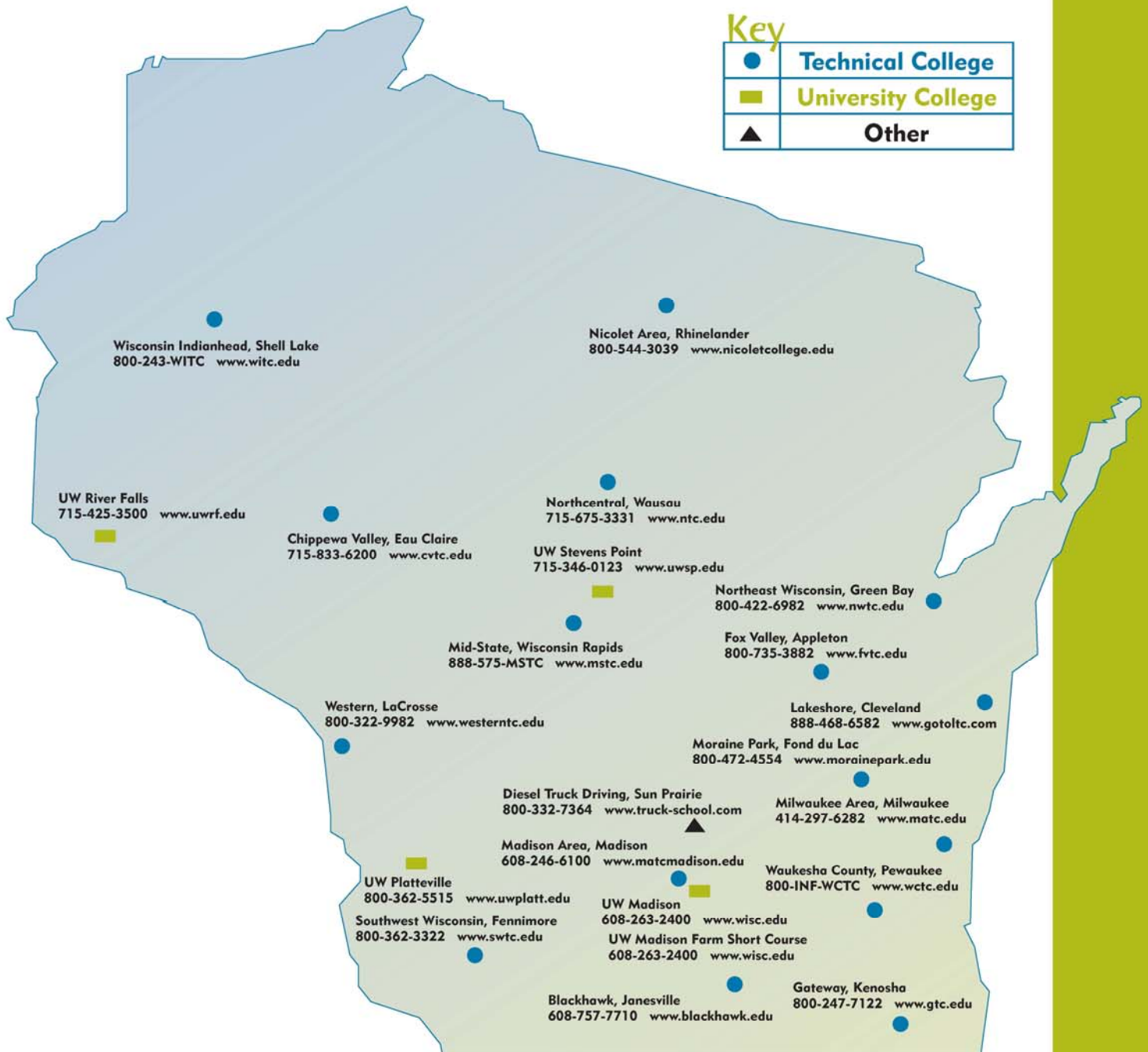
“Regardless of how our culture and society evolve, food and fiber will remain a core need,” said Peck.

“With the evolution of the industry, agriculture can offer interesting and rewarding opportunities, and careers that pay well for skilled professionals. It’s no longer a career field of labor, but a field of skill, expertise, and growth—defined by evolving perspectives.”

Our commitment for agriculture has allowed us to specialize and excel in an area of expertise that continues to grow even faster than we can keep up, added Peck.

“The combination of business and an agriculture background has offered myself and the staff I work with an opportunity to succeed and prosper while allowing us to work with people, products, and services we love,” Peck said.

After You Graduate



"Incorporating Agriculture into Academia" is a project coordinated by the Wisconsin Farm Bureau– Ag in the Classroom Program and the Wisconsin Agribusiness Council. The project was funded with a USDA Ag in the Classroom Enrichment Grant. To learn more about these programs, visit their websites–



www.wisagclassroom.org



www.wisagri.com



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