

## Project 1.1.4 Producer's Management Guide

### Purpose

Animal agriculture is a major contributor to the American economy. You will have many opportunities throughout life to be involved in animal production, but how can you be your own boss? One way is by starting an animal enterprise. You may already own a pet or have a 4-H or FFA project, but you may not understand all of the facets of raising animals.

Becoming an entrepreneur can be intimidating and the responsibility of raising an animal is significant. Without a solid business plan and complete understanding of your new enterprise, your project may struggle to succeed. You will need to be able to make a wide variety of informed decisions. The *Producer's Management Guide* you develop will serve as a resource guide for you to use in future endeavors. Therefore, it is important you give this project your full attention, as it will be useful to you during the rest of your schooling and into your career.

### Materials

#### Per student:

- *Agriscience Notebook*
- 10 tab dividers w/ tab label inserts
- Computer station with Internet access, word processing software, and printer
- Agriscience Library
- Digital camera
- Pencil

### Procedure

In this project, you will be developing a management plan for an animal-related enterprise. The management plan will cover topics from the designing of facilities to marketing your product. You will work on this project throughout the course. Your teacher will provide a final deadline to you. It is important that you ask questions when you are not sure about components or need help making a specific point related to your animal and its care.

#### Part One – Selection

You will choose an animal that fits into one of the following FFA proficiency award areas to serve as your animal enterprise. Note that some areas encompass more than one species of animal. Please select a specific breed to produce if applicable to your animal.

- Beef Production
- Dairy Production
- Equine Science
- Goat Production
- Poultry Production
- Sheep Production
- Small Animal Production and Care
- Specialty Animal Production
- Swine Production
- Wildlife Production and Management

## Part Two – Categories and Materials

Write labels for the following categories to assist in organizing sections of your *Producer's Management Guide*.

Classification	Reproduction
Welfare	Health
Handling	Management
Facilities	Selection
Nutrition	Marketing

Place the dividers in the Guide section of your *Agriscience Notebook*. Throughout the year, you will complete assignments for each category of your management guide. Each section should include completed course assignments as well as a reflection on the category and its importance in the production of your animal.

## Part Three – Assessment

You will be required to submit your *Producer's Management Guide* periodically. It must be up-to-date and include a section from the last unit of instruction completed. Use **Project 1.1.4 Evaluation Rubric** for your reference.

## Guidelines for the Producer's Management Guide

1. Creativity counts! Be creative in how you package the guide and display the information.
2. Thoroughness counts. Be sure to include all critical components as outlined in Part Two.
3. Include the following
  - Cover page – Make it your own, feel free to be creative.
  - Table of contents
  - Basic information sheet – Include the type of animal, breed, and any other interesting facts about your animal. You may choose the format, such as a chart, list, form, etc.
  - Digital or other types of photographs – There must be a minimum of one original work that you took of the type of animal you are studying during the course of the year.
  - Labels and dividers for each section – Refer to list in Part Two.
  - Identified assignments
  - A reflection on each category of study – Your reflection should include the importance of each category to the production of your animal.
  - Bibliography in APA style – You may find it advantageous to have a reference page for each section.
4. Include anything else you feel is important, interesting, or valuable for your use in the future.