FALL 2014

HORT 431 - NURSERY PRODUCTION AND MANAGEMENT

Credit hours:  (2,2) 3

Instructor:  Dr. Fred Davies, Office HFSB 416, 845-4524;  e-mail: f-davies@tamu.edu
    Webpage: http://aggie-horticulture.tamu.edu/faculty/davies/index.html

Meeting Place:  Lecture:  HFSB 105  M,W   11:30 am -12:20 pm
               Lab: Sec 500   HFSB 115  TH   1:00 – 3:00 pm

Prerequisites:  Permission of instructor.  Field trip(s) required.

Scope and Objectives:
  a. Processes of purchasing, financing and planning a retail, rewholesale or wholesale plant nursery —
    (Development of an SBA Business Plan – for an SBA guaranteed loan)
  c. Principles of marketing and salesmanship of nursery products – Niche-Oriented – Specialty Businesses,
     Co-existing, Strategic outsourcing, Vertical Integration- suppliers (wholesale) helping vendors (retailer).
  e. Principles of nursery production & crop culture.
  f. Layout of Retail & Wholesale Nurseries: Design, Structures, Equipment.

Special Project: (Choose one)
  1. Retail nursery plan
  2. Wholesale nursery plan
  3. Mechanization

Grading Scheme:
    Exam I 15%
    Exam II 15%
    Exam III 15%
    Special Project (word processed) 30%
    Laboratory/ Field Trips 15%
    Class participation, Attendance!!! 10%
    (Maximum 2 unexcused absences in lecture)

    [No FINAL EXAM]

Reference:

Laboratory Manual: Nursery Management.  2006.  TAMU.

➤ The lecture and laboratory manuals should be purchased at at Copy Corner, 2307 Texas Avenue South,
  979-694-COPY-- prior to the 2nd lecture and first lab meeting.

➤ We will be taking field trips to retail, wholesale and rewholesale nurseries.
American Disabilities Act
The American Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a leaning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities in Room B118 of Cain Hall or call 845-1637.

Copyrights
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Scholastic Dishonesty
As commonly defined, plagiarism consists of passing off as one’s own ideas, work, writings, etc., which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you should have the permission of that person. Plagiarism is one of the worst academic sins, for the plagiarist destroys the trust among colleagues without which research cannot be safely communicated. If you have questions regarding plagiarism, please consult the latest issue of the Texas A&M University Student Rules, under the section “Scholastic Dishonesty.”

Aggie Honor Code
“An Aggie does not lie, cheat, or steal or tolerate those who do.”

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the Texas A&M University community from the requirements or the processes of the Honor System. For additional information please visit: www.tamu.edu/aggiehonor/

On all course work, assignments, and examinations at Texas A&M University, the following Honor Pledge shall be preprinted and signed by the student:

“On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work.”

- During the 1st lab, you will need to learn about laboratory safety precautions and sign the combined Safety Acknowledgement form.
LECTURE SCHEDULE—FALL 2014
HORT 431-Nursery Production & Management
HFSB 105  M,W  11:30 am -12:20 pm

Week
Sept. 8  II.  Nursery Site Development, Organization and Structures: (1) Wholesale  (2) Retail;
            All day field trip Thursday, Sept. 11: Magnolia Gardens Tissue Culture Lab, TreeSearch Farms, Creekside Nursery.
Sept. 15 II.  Nursery Site Development, Organization and Structures (con)
             V.  Niche-Oriented: Specialty Retail and Wholesale Nurseries
Sept. 22 III. Nursery Financing -- Planning, Financial Analysis, Spreadsheets, Cash flow, Liquidity, Inventory, Data Acquisition, Pricing, Banking, Developing a Business Plan,
         All day field trip Friday, Sept. 19: The Natural Gardener, Barton Springs Nursery-wholesale, retail.
Sept. 22 III. Nursery Financing (con) -- Planning, Financial Analysis, Spreadsheets, Cash flow, Liquidity, Inventory, Data Acquisition, Pricing, Banking, Developing a Business Plan;
            (Dr. Danny Klinefelter lecture in Laboratory, Thurs, Sept 25)
Sept. 29  Review (Mon Sept 29)
          EXAM 1 (Weds, Oct 1)
Oct 6   IV.  Marketing and Salesmanship of Nursery Products
Oct 13  IV.  Marketing and Salesmanship of Nursery Products (con);
        VI.  Personnel and Labor Management; Time Management, Piecework, Employment Opportunities, Nursery Work Experience.
Oct 20  VI.  Personnel and Labor Management; Time Management, Piecework, etc. (con.)
         VII.  Prod. Cycles and Systems -- Crop Cycles; Mechanization, Labor Usage, Containerization, Field Production,
              Grow-bags, Pot-in-a-pot, Protected Culture;
            (2-page preliminary synopsis of project due Thurs., Oct. 23 in Lab).  [Business description, Mission statement,
              Goals, Ownership structure, Products, Services]  AgPlan https://www.agplan.umn.edu/
Oct 27  VIII. Propagation Systems  [No class M,W ; lecture during Thurs Lab period (Oct 30 )]
        IX.  Media Systems
Nov 3   IX.  Media Systems (con)
        EXAM II (Weds, Nov 5)
Nov 10  X.  Fertilization Systems
        XI.  Irrigation Systems -- Types, Watering, Fertigation, Intermittent Mist, Recycling Systems
            (Business Plan due Weds, Nov 12) [II-Exec Summary, III-Bus Descript., IV-Operations]
Nov. 17 XII. Weed Control (Sharon Duray - Nov. 17);
        XII.  Pest and Pathogen Control, "Scouting System", etc.
            (Business Plan Weds., Nov 19) [VII Financial]
Nov. 24 XIII. Digging and Transplanting of Nursery Stock;
        XIV. Storage and Transportation of Nursery Stock;  [Thanksgiving (Nov. 27)].
Dec 1   XV.  EXAM III (Monday, Dec 1); (Class on Weds);
        XV.  The Crop Environment and Nursery Productivity;
        XVI. Chemical and Mechanical Growth Modification
Dec 8   (All projects due Monday, December 8, 2014 by 4pm). [Detailed I, II, III,IV,V,VI, VII
            No Class; Study for Finals;
LABORATORY SCHEDULE — FALL 2014

HORT 431 - NURSERY PRODUCTION AND MANAGEMENT
Section 500: Thurs 1:00-3:00  HFSB 115

Laboratory Instructor:  Dr. Fred Davies,  E-mail: f-davies@tamu.edu  Office phone: 979-845-4524

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<tr>
<th>Week</th>
<th>Lab #1</th>
<th>Lab #2</th>
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<tr>
<td>Sept 1</td>
<td>Laboratory Overview; Unit Conversion Exercise (take-home) (Sept 4)</td>
<td>Introduction to Hort 431 Homepage (Meet at Computer Lab HFSB 206).</td>
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<td>Sept 8</td>
<td>Thursday, Sept. 11th; Leave 6:45 am sharp): All day field trip to Magnolia Gardens Tissue Culture Lab (8:00am), TreeSearch Farms (10:15), and Creekside Nursery (1:30) 2 pg. trip synopsis (word processed). <a href="http://www.mgnliners.com/">http://www.mgnliners.com/</a>  <a href="http://www.treesearchfarms.com/">http://www.treesearchfarms.com/</a>  <a href="http://www.creeksidenursery.com/">http://www.creeksidenursery.com/</a>  ⇒ Unit Conversion Exercises due (Lab 1).</td>
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<td>Sept 15</td>
<td>No Thurs Lab; Friday, Sept 19; Leave 6:15 am sharp. The Natural Gardener <a href="http://www.naturalgardeneraustin.com/">http://www.naturalgardeneraustin.com/</a>, Barton Springs Nursery – wholesale &amp; retail <a href="http://www.bartonspringsnursery.net/">http://www.bartonspringsnursery.net/</a></td>
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<td>Sept 22</td>
<td>Dr. Danny Klinefelter – Nursery Financial Analysis, Planning &amp; Marketing; Lecture in Laboratory, HFSB 115 (Sept. 25);</td>
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<td>Sept 29</td>
<td>Local Field Trip - Antique Rose Emporium- wholesale, mail-order, retail; Mike Shoup, owner (Thursday, Oct. 2nd), Departure time TBA (40-minute ride each way); 1 page trip synopsis (word processed). <a href="http://www.antiqueroseemporium.com/">http://www.antiqueroseemporium.com/</a></td>
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<td>Oct 6</td>
<td>Rewholesaling : Jed Waltemathe, owner - CIRCLE D NURSERIES LLC (979) 822-4808; 2012 Finfeather Rd, Bryan, TX 77801 <a href="http://www.circlednurseries.com/about.html">http://www.circlednurseries.com/about.html</a> (Thursday, Oct. 9th)</td>
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<td>Oct 13</td>
<td>Lab 3: A Practical Model for Financial Statements and Analysis of Retail Nurseries in Texas.</td>
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<td>Oct 20</td>
<td>Brad Abrameit, General Manager at Tree Town USA <a href="http://www.treetownusa.com/">http://www.treetownusa.com/</a>  Presentation on starting a nursery business – business management, financials, personnel management, etc.</td>
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<td>Oct 27</td>
<td>Lecture in lab (Thurs, Oct 30) on VIII. Propagation Systems &amp; IX. Media Systems</td>
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<td>Nov 3</td>
<td>Computer Financial Program for Retail Nursery Management; (Meet in HFSB 115- move to Computer Lab: HFSB 206).</td>
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<td>Nov 10</td>
<td>Independent Project – Lowes/ HomeDepot/ Walmart/ Local independent retailer.</td>
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<td>Nov 24</td>
<td>No Lab; Thanksgiving  (Thurs. Nov. 27).</td>
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<td>Dec 1</td>
<td>No Lab</td>
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<td>Dec 8</td>
<td>All projects due Monday, December 8th, 2014 by 4pm; STUDY FOR FINALS</td>
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