

Agricultural Business Systems Pathway

The Agribusiness Systems (ABS) Career Pathway encompasses the study of agribusinesses and their management including, but not limited to, record keeping, budget management (cash and credit), business planning, and sales and marketing. Students completing a program of study in this pathway will demonstrate competence in the application of principles and techniques for the planning, development, application and management of agribusiness systems in AFNR settings.

Experiential Learning

Experiential Learning consists of Supervised Agriculture Experience (SAE), Work-based Learning (WBL), Apprenticeship, Job Shadow, and Service Learning experiences. Experiential Learning is a required component of a total agricultural education program and intended for every student. Through their involvement in Experiential Learning activities, students are able to consider multiple careers and occupations, learn expected workplace behavior, develop specific skills within an industry, and are given opportunities to apply academic and occupational skills in the workplace or a simulated workplace environment. Through these strategies, students learn how to apply what they are learning in the classroom as they prepare to transition into the world of college and career opportunities. All SAE categories incorporate the Agricultural Business Systems Pathway through the recordkeeping, goal setting and application of management principles required.

National FFA Organization

The FFA Organization is dedicated to making a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education. FFA award and degree programs recognize students for excellence in academics, career development, leadership, and community service. Career and leadership development activities encompass the entire AFNR Career Cluster and each AFNR Pathway and are available at the local chapter, regional, state, and national levels.

Table 2. FFA Activities

Career Development Events (CDE's)		Leadership Development Events (LDE's)	
<ul style="list-style-type: none"> • Agricultural Sales • Commodity Challenge • Farm Business Management 	<ul style="list-style-type: none"> • Risk management essay • Agriscience Fair 	<ul style="list-style-type: none"> • Agricultural Issues Forum • Marketing Plan 	<ul style="list-style-type: none"> • Prepared Public Speaking • Extemporaneous Speaking

Recommended Courses

Introductory Courses		Intermediate Courses		Advanced Courses	
Number	Name	Number	Name	Number	Name
28	Ag Careers/Resource Management	31	Agribusiness Management II	35	Entrepreneurship in Agriculture
30	Agribusiness Management I	32	Agricultural Economics	87	Ag Coop Seminar Class
86	Supervised Agriculture Experience (SAE)	33	Farm and Personal Business Management	89	Ag Coop Work Experience OJT
		34	Agriculture Business Sales and Marketing		
		88	Agriculture Leadership		

Minnesota Agricultural Business Systems Standards

Minnesota Framework: MN.AB.01. Apply management planning principles in AFNR businesses.

Performance Indicator: MN.AB.01.01. Apply micro- and macroeconomic principles to plan and manage inputs and outputs in an AFNR business.

MN Academic Social Studies Standards

- 9.2.2.2 Personal and financial goals can be achieved by applying economic concepts and principles to personal financial planning, budgeting, spending, saving, investing, borrowing and insuring decisions.
- 9.2.3.3 Because of scarcity, individuals, organizations and governments must evaluate trade-offs, make choices and incur costs.
- 9.2.4.5 Individuals, businesses and governments interact and exchange goods, services and resources in different ways and for different reasons; interactions between buyers and sellers in a market determines the price and quantity exchanged of a good, service or resource.
- 9.2.4.7 Resource markets and financial markets determine wages, interest rates and commodity prices.
- 9.2.4.8 Market failures occur when markets fail to allocate resources efficiently or meet other goals, and this often leads to government attempts to correct the problem.
- 9.2.5.9 Economic performance (the performance of an economy toward meeting its goals) can be measured, and is affected by, various long-term factors.
- 9.2.5.10 The overall levels of output, employment and prices in an economy fluctuate in the short run as a result of the spending and production decisions of households, businesses, governments and others.
- 9.2.5.11 The overall performance of an economy can be influenced by the fiscal policies of governments and the monetary policies of central banks.
- 9.2.5.12 International trade, exchange rates and international institutions affect individuals, organizations and governments throughout the world.

Benchmarks

Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.01.01.01.a. Examine, apply and provide examples of microeconomic principles related to decisions about AFNR business inputs and outputs (e.g., supply, demand and equilibrium, elasticity, diminishing returns, opportunity cost, etc.).		ABS.01.01.01.c. Create strategies to maximize the efficiency of AFNR business inputs and outputs using microeconomic principles.
ABS.01.01.02.a. Examine and provide examples of macroeconomic principles related to AFNR businesses (e.g., Gross Domestic Product, inflation, capital accounts, unemployment rate, etc.).	ABS.01.01.02.b. Analyze and describe the relationship between AFNR business and industry outputs and domestic and global macroeconomic trends (e.g., Gross Domestic Product, national income, rate of growth, price levels, etc.).	ABS.01.01.02.c. Analyze the impact of the current macroeconomic environment on decisions related to AFNR businesses.
	ABS.01.01.03.a. Define, assess and research the nature of monetary policies in different global economic systems (e.g., traditional economic system, command economic system, market economic system, mixed economic system, etc.).	

Performance Indicator: MN.AB.01.02. Read, interpret, evaluate, and write statements of purpose to guide business goals, objectives and resource allocation.

MN Academic Social Studies Standards

- 9.2.1.1 People make informed economic choices by identifying their goals, interpreting and applying data, considering the short- and long-run costs and benefits of alternatives choices and revising their goals based on their analysis.

Benchmarks		
Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.01.02.01.a. Read and interpret statements of purpose (e.g., vision, mission statement, charter, etc.).		ABS.01.02.01.c. Create and disseminate statements of purpose for activities in AFNR businesses.
ABS.01.02.02.a. Identify the meaning and importance of goals and objectives in AFNR business enterprises.	ABS.01.02.02.b. Prepare short-term, intermediate and long-term goals and objectives that are consistent with the statements of purpose for an AFNR business.	ABS.01.02.02.c. Evaluate AFNR business goals and objectives, then make revisions based on data and observations.
Performance Indicator: MN.AB.01.03. Apply management skills to organize and run an AFNR business in an efficient, legal and ethical manner.		
MN Academic Social Studies Standards		
<ul style="list-style-type: none"> 9.2.2.2 Personal and financial goals can be achieved by applying economic concepts and principles to personal financial planning, budgeting, spending, saving, investing, borrowing and insuring decisions.' 9.2.3.3 Because of scarcity, individuals, organizations and governments must evaluate trade-offs, make choices and incur costs. 9.2.3.4 Economic systems differ in the ways that they address the three basic economic issues of allocation, production and distribution to meet society's broad economic goals. 9.2.4.8 Market failures occur when markets fail to allocate resources efficiently or meet other goals, and this often leads to government attempts to correct the problem. 9.2.5.11 The overall performance of an economy can be influenced by the fiscal policies of governments and the monetary policies of central banks. 		
Benchmarks		
Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.01.03.01.a. Define and provide examples of management skills used to organize an AFNR business (e.g., management types, organizational structures, time management techniques, conducting business agreements, etc.).	ABS.01.03.01.b. Analyze the effectiveness of different management skills used in an AFNR business.	ABS.01.03.01.c. Devise strategies to improve the operation of AFNR businesses using management skills.
ABS.01.03.02.a. Identify and interpret appropriate local, state, federal, international and industry regulations that impact the management and operation of AFNR businesses.	ABS.01.03.02.b. Assess and describe the positive and negative impact of local, state, federal, international and industry regulations on the management and operation of AFNR businesses.	ABS.01.03.02.c. Devise management or operational strategies to address and adhere to local, state, federal, international and industry regulations
ABS.01.03.03.a. Identify and evaluate the presence or lack of ethical standards in planning and operating AFNR businesses.	ABS.01.03.03.b. Analyze the importance of using ethical standards and develop methods to communicate ethical standards within AFNR businesses.	ABS.01.03.03.c. Design methods for AFNR businesses to implement ethical standards in management skills (e.g., management types, organizational structures, time management techniques, conducting business agreements, etc.).

Minnesota Framework: MN.AB.02. Use record keeping to accomplish AFNR business objectives, manage budgets and comply with laws and regulations.

Performance Indicator: MN.AB.02.01. Apply fundamental accounting principles, systems, tools and applicable laws and regulations to record, track, and audit AFNR business transactions (e.g., accounts, debits, credits, assets, liabilities, equity, etc.).

MN Academic Social Studies Standards

- 9.2.2.2 Personal and financial goals can be achieved by applying economic concepts and principles to personal financial planning, budgeting, spending, saving, investing, borrowing and insuring decisions.
- 9.2.3.3 Because of scarcity, individuals, organizations and governments must evaluate trade-offs, make choices and incur costs.
- 9.2.5.11 The overall performance of an economy can be influenced by the fiscal policies of governments and the monetary policies of central banks.
- 9.2.5.12 International trade, exchange rates and international institutions affect individuals, organizations and governments throughout the world.

Benchmarks

Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.02.01.01.a. Examine and describe accounting systems and procedures used for record keeping in AFNR businesses (e.g., cash vs. accrual systems, identification of appropriate accounts, double-entry accounting, entry of debits and credits, etc.).	ABS.02.01.01.b. Evaluate the implementation and appropriateness of accounting systems and procedures used for record keeping in AFNR businesses	ABS.02.01.01.c. Select appropriate accounting systems and develop accounting procedures to maintain records for AFNR businesses
ABS.02.01.02.a. Define and summarize the features of different tools and services for recording, tracking and auditing AFNR business transactions (e.g., electronic tools, paper-based tools, consultative services, online services, banking services, etc.).	ABS.02.01.02.b. Compare and contrast the benefits and limitations of different tools and services for recording, tracking, and auditing AFNR business transactions (e.g., convenience, costs, data security, etc.).	ABS.02.01.02.c. Recommend and select tools and services to track, record and audit AFNR business transactions that meet business needs and priorities (e.g., electronic and paper based systems, etc.).

Performance Indicator: MN.AS.02.02. Assemble, interpret, and analyze financial information and reports to monitor AFNR business performance and support decision-making (e.g., income statements, balance sheets, cash-flow analysis, inventory reports, break-even analysis, return on investment, taxes, etc.).

MN Academic Social Studies Standards

- 9.2.1.1 People make informed economic choices by identifying their goals, interpreting and applying data, considering the short- and long-run costs and benefits of alternative choices and revising their goals based on their analysis.
- 9.2.2.2 Personal and financial goals can be achieved by applying economic concepts and principles to personal financial planning, budgeting, spending, saving, investing, borrowing and insuring decisions.
- 9.2.5.10 The overall levels of output, employment and prices in an economy fluctuate in the short run as a result of the spending and production decisions of households, businesses, governments and others.
- 9.2.5.11 The overall performance of an economy can be influenced by the fiscal policies of governments and the monetary policies of central banks.

Benchmarks

Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.02.02.01.a. Compare and contrast the different types of financial reports (e.g., income statements, cash flow statements, equity statements, etc.) and their frequency of use (e.g., daily, weekly, monthly, quarterly, annual) for monitoring AFNR business performance.	ABS.02.02.01.b. Prepare and interpret financial reports to describe the performance of AFNR businesses (e.g., efficiency, profitability, net worth, financial ratios, working capital ratio, leverage, etc.).	ABS.02.02.01.c. Recommend appropriate financial reports to assemble to support specific AFNR business decisions (e.g., evaluating efficiency, profitability, net worth, financial ratios, etc.).

ABS.02.02.02.a. Define and summarize strategies for tracking, reporting and managing inventory in AFNR businesses (e.g., spreadsheets, databases, word processing, networked systems and the Internet, etc.).	ABS.02.02.02.b. Use accounting information to prepare financial reports associated with inventory in AFNR businesses (e.g., cost of goods sold, margins on goods, etc.).	ABS.02.02.02.c. Create recommendations to improve management of inventory in AFNR businesses (e.g., maintaining optimal levels, calculating costs of carrying input and output inventory, supply chain management, etc.).
ABS.02.02.03.a. Define and classify different types of taxes that may be paid by AFNR businesses (e.g., income, property, sales, employment, estate, etc.).	ABS.02.02.03.b. Analyze and describe reporting requirements for different types of taxes paid by AFNR businesses (e.g., income, property, sales, employment, etc.).	ABS.02.02.03.c. Assemble financial information to prepare tax filings for AFNR businesses.

Minnesota Framework: MN.AB.03. Manage cash budgets, credit budgets and credit for an AFNR business using generally accepted accounting principles.

Performance Indicator: MN.AB.03.01. Develop, assess and manage cash budgets to achieve AFNR business goals.

MN Academic Social Studies Standards

- 9.2.1.1 People make informed economic choices by identifying their goals, interpreting and applying data, considering the short- and long-run costs and benefits of alternative choices and revising their goals based on their analysis.
- 9.2.2.2 Personal and financial goals can be achieved by applying economic concepts and principles to personal financial planning, budgeting, spending, saving, investing, borrowing and insuring decisions.
- 9.2.4.6 Profit provides an incentive for individuals and businesses; different business organizations and market structures have an effect on the profit, price and production of goods and services.
- 9.2.4.7 Resource markets and financial markets determine wages, interest rates and commodity prices.
- 9.2.5.10 The overall levels of output, employment and prices in an economy fluctuate in the short run as a result of the spending and production decisions of households, businesses, governments and others.

Benchmarks

Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.03.01.01.a. Compare and contrast components of cash budgets (e.g., anticipated revenue, production costs, overhead costs, profit, etc.) and identify the appropriate components to include in a budget given the nature of the AFNR enterprise.	ABS.03.01.01.b. Examine, develop and interpret cash budgets for AFNR businesses	
ABS.03.01.02.a. Define and summarize factors that impact management of cash budgets in AFNR businesses (e.g., changes in price of inputs/outputs, financial investment performance, capital purchases, human resources, etc.).	ABS.03.01.02.b. Examine and identify strategies to manage components of cash budgets to minimize liabilities and maximize profit in AFNR businesses (e.g., delayed payment of expenses, prepayment of expenses, etc.).	ABS.03.01.02.c. Predict the impact of management decisions on cash budgets in AFNR businesses.

Performance Indicator: MN.AS.03.02. Analyze credit needs and manage credit budgets to achieve AFNR business goals.

MN Academic Social Studies Standards

- 9.2.4.7 Resource markets and financial markets determine wages, interest rates and commodity prices.
- 9.2.5.11 The overall performance of an economy can be influenced by the fiscal policies of governments and the monetary policies of central banks.

Benchmarks		
Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.03.02.01.a. Define and summarize the characteristics of different types of credit instruments available to AFNR businesses (e.g., lines of credit, operating notes, alternative sources of capital, etc.).	ABS.03.02.01.b. Analyze AFNR business needs to determine the necessity of loans for business operation.	ABS.03.02.01.c. Analyze and assemble the information needed to obtain credit for AFNR businesses.
ABS.03.02.02.a. Examine and interpret the terms and conditions associated with credit instruments used in AFNR businesses (e.g., repayment terms, APR, grace periods, personal liability, interest rates, etc.).	ABS.03.02.02.b. Compare and contrast strategies to responsibly manage credit budgets in AFNR businesses	ABS.03.02.02.c. Analyze AFNR business needs and recommend appropriate uses of available credit budgets to meet goals.

Minnesota Framework: MN.AB.04. Develop a business plan for an AFNR business.

Performance Indicator: MN.AB.04.01. Analyze characteristics and planning requirements associated with developing business plans for different types of AFNR businesses.

MN Academic Social Studies Standards

- 9.2.3.4 Economic systems differ in the ways that they address the three basic economic issues of allocation, production and distribution to meet society's broad economic goals.
- 9.2.4.5 Individuals, businesses and governments interact and exchange goods, services and resources in different ways and for different reasons; interactions between buyers and sellers in a market determines the price and quantity exchanged of a good, service or resource.
- 9.2.5.12 International trade, exchange rates and international institutions affect individuals, organizations and governments throughout the world.

Benchmarks		
Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.04.01.01.a. Describe the meaning, importance and economic impact of entrepreneurship on the AFNR industry and larger economy.		ABS.04.01.01.c. Demonstrate the application of entrepreneurial skills to conceptualize an AFNR business (e.g., idea generation, opportunity analysis, risk assessment, etc.).
ABS.04.01.02.a. Categorize the characteristics of the types of ownership structures used in AFNR businesses (e.g., sole proprietorships, cooperatives, partnerships and corporations).		ABS.04.01.02.c. Generate conclusions about the successes and failures of AFNR businesses within the global economics system as related to the business ownership structure.
ABS.04.01.03.a. Analyze the information needed and strategies to obtain the information to complete an AFNR business plan (e.g., SMART goals and objectives, needs assessment, cash flow projection, etc.).	ABS.04.01.03.b. Prepare a business plan for an AFNR business.	ABS.04.01.03.c. Implement a business plan for an AFNR business

Performance Indicator: MN.AS.04.02. Develop production and operational plans for an AFNR business.

MN Academic Social Studies Standards

- 9.2.3.4 Economic systems differ in the ways that they address the three basic economic issues of allocation, production and distribution to meet society’s broad economic goals.
- 9.2.4.5 Individuals, businesses and governments interact and exchange goods, services and resources in different ways and for different reasons; interactions between buyers and sellers in a market determines the price and quantity exchanged of a good, service or resource.
- 9.2.5.12 International trade, exchange rates and international institutions affect individuals, organizations and governments throughout the world.

Benchmarks

Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.04.02.01.a. Identify and define the components of operational plans in AFNR businesses (e.g., location, supply and inventory management, production and distribution, organization structure, etc).	ABS.04.02.01.b. Compare and contrast the strengths and weaknesses of operational plans from different AFNR businesses to determine best practices.	ABS.04.02.01.c. Make recommendations to improve operational plans for an AFNR business based on best practices.
ABS.04.02.02.a. Define strategies to illustrate the production process of an AFNR business to produce a specific agricultural product.	ABS.04.02.02.b. Identify and assess alternative production systems for a specific agricultural product	ABS.04.02.02.c. Create strategies to improve the production process of an agricultural product for an AFNR facility (e.g., SWOT, strengths, weaknesses, opportunities and threats, supply chain management, etc.).

Performance Indicator: MN.AS.04.03. Identify and apply strategies to manage or mitigate risk.

MN Academic Social Studies Standards

- 9.2.2.2 Personal and financial goals can be achieved by applying economic concepts and principles to personal financial planning, budgeting, spending, saving, investing, borrowing and insuring decisions.
- 9.2.3.3 Because of scarcity, individuals, organizations and governments must evaluate trade-offs, make choices and incur costs.
- 9.2.4.7 Resource markets and financial markets determine wages, interest rates and commodity prices.
- 9.2.4.8 Market failures occur when markets fail to allocate resources efficiently or meet other goals, and this often leads to government attempts to correct the problem.
- 9.2.5.10 The overall levels of output, employment and prices in an economy fluctuate in the short run as a result of the spending and production decisions of households, businesses, governments and others.
- 9.2.5.12 International trade, exchange rates and international institutions affect individuals, organizations and governments throughout the world.

Benchmarks

Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.04.03.01.a. Assess and classify sources of risk for an AFNR business (e.g., financial risk, public perception of company, etc.).	ABS.04.03.01.b. risk management strategies for AFNR businesses (e.g., cash flow projection, analyze market trends, etc.).	ABS.04.03.01.c. Determine methods to match risk management strategies to risk situations in an AFNR business.
ABS.04.03.02.a. Define and summarize examples that illustrate the importance of risk and uncertainty within AFNR businesses	ABS.04.03.02.b. Analyze alternative approaches to reducing risk for AFNR businesses (e.g., insurance for product liability, property, production or income loss for personnel life and health, etc.).	ABS.04.03.02.c. Prepare a comprehensive risk management and contingency plan for an AFNR business.

Minnesota Framework: MN.AB.05. Use sales and marketing principles to accomplish AFNR business objectives.

Performance Indicator: MN.AB.05.01. Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.

MN Academic Social Studies Standards

- 9.2.4.5 Individuals, businesses and governments interact and exchange goods, services and resources in different ways and for different reasons; interactions between buyers and sellers in a market determines the price and quantity exchanged of a good, service or resource.
- 9.2.4.6 Profit provides an incentive for individuals and businesses; different business organizations and market structures have an effect on the profit, price and production of goods and services.
- 9.2.4.7 Resource markets and financial markets determine wages, interest rates and commodity prices.
- 9.2.5.10 The overall levels of output, employment and prices in an economy fluctuate in the short run as a result of the spending and production decisions of households, businesses, governments and others.
- 9.2.5.12 International trade, exchange rates and international institutions affect individuals, organizations and governments throughout the world.

Benchmarks

Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.05.01.01.a. Distinguish and explain markets related to AFNR businesses (e.g. commodity markets, energy markets, etc.).	ABS.05.01.01.b. Analyze and describe the role of trade and price in the market structure as it relates to AFNR businesses.	ABS.05.01.01.c. Evaluate and predict future trends for a specific AFNR product as related to markets, trade and price (e.g., corn, oil, wheat, etc.).
ABS.05.01.02.a. Define and compare different forms of market competition found and how they can be applied to different AFNR businesses in AFNR businesses (e.g., direct competitors, indirect competitors, replacement competitors, etc).		ABS.05.01.02.c. Design and conduct experiments to determine market competition effectiveness of different AFNR businesses.

Performance Indicator: MN.AS.05.02. Assess and apply sales principles and skills to accomplish AFNR business objectives.

MN Academic Social Studies Standards

- 9.2.4.5 Individuals, businesses and governments interact and exchange goods, services and resources in different ways and for different reasons; interactions between buyers and sellers in a market determines the price and quantity exchanged of a good, service or resource.
- 9.2.5.12 International trade, exchange rates and international institutions affect individuals, organizations and governments throughout the world.

Benchmarks

Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.05.02.01.a. Identify and explain components of the sales process for AFNR businesses (e.g., understanding needs, develop solutions, close sale, etc.).	ABS.05.02.01.b. Apply the sales process to AFNR businesses and communicate ways of accomplishing the businesses' goals and objectives.	ABS.05.02.01.c. Analyze the sales process of AFNR businesses and create methods to suggest improvements.
ABS.05.02.02.a. Define and summarize examples of different types of sales calls used in AFNR businesses (e.g., cold calls, face-toface meetings, follow up calls, etc.).	ABS.05.02.02.b. Assess different customer reactions that could be encountered during different types of sales calls used in AFNR businesses and prepare an appropriate response (e.g., objections, competitor prices, competing products, post-sale service, complaints about product, etc.).	ABS.05.02.02.c. Create strategies for developing plans for different types of sales calls used in AFNR businesses.

Performance Indicator: MN.AS.05.03. Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.

MN Academic Social Studies Standards

- 9.2.4.5 Individuals, businesses and governments interact and exchange goods, services and resources in different ways and for different reasons; interactions between buyers and sellers in a market determines the price and quantity exchanged of a good, service or resource.
- 9.2.5.10 The overall levels of output, employment and prices in an economy fluctuate in the short run as a result of the spending and production decisions of households, businesses, governments and others.
- 9.2.5.11 The overall performance of an economy can be influenced by the fiscal policies of governments and the monetary policies of central banks.
- 9.2.5.12 International trade, exchange rates and international institutions affect individuals, organizations and governments throughout the world.

Benchmarks

Intro Courses(list)	Intermediate Courses(list)	Advanced Courses(list)
ABS.05.03.01.a. Identify and explain marketing principles used in AFNR businesses (e.g., 4 P's- product, place, price, promotion; attention, interest, desire, action, etc.).	ABS.05.03.01.b. Assess and select appropriate alternative marketing strategies (e.g. value-adding, branding, niche marketing, etc.) for AFNR businesses using established marketing principles	ABS.05.03.01.c. Deconstruct and analyze current AFNR marketing plans to determine the effectiveness of implementation of marketing principles and alternative marketing strategies.
ABS.05.03.02.a. Define and categorize different strategies used in marketing programs for AFNR businesses (e.g., Internet, direct to customer, social media, etc.).	ABS.05.03.02.b. Compare and contrast the strategies of marketing for products and services used in AFNR businesses (e.g., direct marketing, commodities, etc.).	ABS.05.03.02.c. Devise plans to implement and evaluate marketing strategies for products and services used in AFNR businesses.
ABS.05.03.03.a. Define and summarize the purpose, components and process to develop marketing plans for AFNR businesses.	ABS.05.03.03.b. Perform a market analysis to gather information for marketing plans for AFNR businesses (e.g., evaluation of competitors, customers, domestic and international policy, regulations and rules, standards, etc.).	ABS.05.03.03.c. Construct comprehensive marketing plans for AFNR businesses.