



BE BOLD. Shape the Future.*
**College of Agricultural, Consumer
and Environmental Sciences**

Flowers & Finances

A Floral Design and Agribusiness Contest

Concept: A contest for New Mexico youth to both express their floral design skills and test their ability to use agribusiness concepts including calculation of costs of goods, pricing, and marketing concepts.

Entries: A \$30 registration fee per team (\$15 per participant) is due at time of registration. Access to the NMSF and parking is not included in the registration fee. All participants and accompanying family members will need to purchase fair and parking passes at the NMSF website under the exhibitor link.

Pre-entry is required. Entries must be received by August 23, 2024. There will be a limit of 20 teams due to a limited number of resources and space. First come first to enter, once 20 paid team entries are received, the contest will be closed to further entries.

Entries are available here: https://acesnmsu.az1.qualtrics.com/jfe/form/SV_a5EiiTFpyzkHaYe

A **MANDATORY** ZOOM Q&A ON August 24, 2024 at 5:30 pm IS REQUIRED FOR ALL "FLOWERS AND FINANCES" COMPETITORS. Join the meeting here: <https://nmsu.zoom.us/j/83063420445>

If you are unable to attend at that time, please contact contest coordinators.

Contest Format: A team of two students will have one hour to: 1) design a floral arrangement within a designated budget; and 2) to complete paperwork identifying bouquet costs and suggested price.

The top bouquets will be auctioned after the contest.

No more than the top half of bouquets will be auctioned, this number may be reduced if necessary for time constraints.

Half of proceeds from auction item will be given to the participants who created the bouquet, 40% of bouquet proceeds will be used for contest expenses. Auction purchases are conducted through the New Mexico Junior Livestock Foundation for a 10% fee.

Time Limit: 1 hour

Age Requirements: Ages 14 or in the 8th grade through 12th grade and still in high school are eligible to participate.

Flexibility: This is the second year of this contest. We expect this to be a fun contest and we will do our best to ensure that the contest is fair, but participants should be aware that some plans and details may change and should be ready to adapt with sportsmanlike behavior.

Timing: The contest will start at 4:00 pm on September 7th. A contestants meeting will be held at 3:30 pm to observe the materials, receive price sheets, and to ask questions. After the meeting, contestants will draw for worktable locations and can set up to be ready for the starting bell.

Teams: Each team will consist of two eligible participants.

- Teams of two will work together to create a large floral arrangement.
- All live floral material will be provided. Teams will need to bring their own floral tools.
- A container/vase will NOT be provided to construct arrangements within. Each team must bring their own vase, between 3 inches to 6 inches in diameter and not more than 12 inches tall. The theme for the 2024 New Mexico State Fair is **Agricultural Heritage**. Points will be awarded for creative arrangements that reflect and celebrate the 2024 New Mexico State Fair.
- Soaked floral foam will be provided in buckets throughout, in standard size cubes, as will the live stem flowers. Participants will move to collect their materials needed.
- Once a live stem is taken out of the bucket and to the table, it must be used. Points deducted for live stems remaining on the table once time is called.
- All non-floral decorative elements are limited to materials that can fit within a standard-sized shoebox (12.5 in x 9 in x 5 in). Points can be subtracted for overuse of inorganic materials/decorations.
- **The vase and the decorative elements will NOT be returned to the team.**
- The contest will be timed, (1 hour for creating the arrangement and answering questions) warnings will be given at 45 minutes, 30 minutes, 10 minutes, 5 minutes and 1 minute for final touch-ups. **Unfinished work will not remove points, only add points.**
- Contestants must have hands off of the table when final time is called.
- **NO** help from ag teachers or supervisors during the contest or contest set up is permitted, supervisors may not be present at the contest work station at all. This may result in the team's disqualification. Supervisors may be part of the audience, but must refrain from any coaching during the contest and contest set up period.
- Monitors will be available to observe and answer questions that may arise.
- A scrap price sheet and an official price sheet will be given to each participant for each team to track their arrangement's total cost.
- At the end of the time given, the completed official price sheet and question answers must be given to a monitor with team numbers on all submissions. These must be within the pre-determined budget level. This level will be given at the beginning of the contest.

Floral Accounting Sheet: (attached to Floral Design Contest rules)

Floral Accounting Sheets contain:

- Individual prices of each item given by the contest.
- **Each participant's team number MUST be on all written material, or scores will not be counted.**
- Scratch paper will be provided for math work, but will not be graded.

Judging:

- Judging for each category will be based on the following: (each worth several points, each contest will vary in judging requirements)
 - Design Aesthetics – Line/form, color, and space
 - Design Principles – Balance, proportion, and unity
 - Mechanics/Execution – Neatness and cleanliness of design, proper coverage of foam, and sturdiness of design
 - Creativity
 - Correctly calculating all the items on the floral accounting sheet for their arrangement.
 - Ability to remain within the assigned budget or price limit.
- The judge's decisions are final.
- Judging will be conducted by a panel of judges as soon as the last team has finished.
- Results will be published and awarded one hour after the contest has ended.
- Buckles and scholarships to NMSU College of Agricultural, Consumer, and Environmental Sciences will be awarded for the contest.

The contest was created through work at NMSU Agricultural Economics & Agricultural Business Department with the support of Cooperative Extension Service.

Buckles and scholarships are generously sponsored by AgTrust Farm Credit. Please let them know you appreciate their support of our amazing New Mexico youth!

AgTrust Farm Credit Services, 4501 North Prince Street, Clovis, NM 88101



Scenario and Questions:**TEAM # _____**

Please read the two markup strategies below to complete your given scenario.

- a. Value-based pricing is a strategy that involves basing your prices on how the customer perceives the value of your product or service.
- b. A cost-plus markup strategy is a pricing method where a fixed percentage (your choice; EX: 20%, 30% of price without current markup) is added on top of the production cost (price without current markup) for one unit of product (your arrangement).

Your Scenario: You are the owner of a flower shop with many happy employees and regular customers. You have been struggling to make ends meet financially, but it is important that customers do not know this. The delivery truck has just arrived, full of beautiful healthy flowers, and you have just realized that this is the last shipment you have money for.

Question 1: How would you keep your flower shop running and new shipments coming in?

Question 2: Which mark-up strategy from above would you use to price your last remaining floral arrangements in your business above? Feel free to show any calculations to help explain.

TEAM # _____

Judges' Rubric:

	10	9	8	7	6	5	4	3	2	1	Points Earned:
Design (Worth Double Points)	Shows high quality of design, Needs little or no improvement.		Shows some uses of design. Needs improvement.		Shows little or no use of design. Needs much improvement.						x2
Balance	Shows visual and actual balance. Needs little or no improvement.		Shows attempt at balance. Needs some improvement.		Not balanced. Needs much improvement.						
Proportion	Container and flowers are in good proportions. Needs no improvement.		Shows attempt at proportion. Needs some improvement.		Shows lack of proportion. Needs improvement.						
Rythm	Shows good use of rhythm. The eyes move smoothly through arrangement. Needs little or no improvement.		Shows some use of rhythm but needs improvement.		Shows little or no use of rhythm. Needs much improvement.						
Unity	The whole composition is a complete unit. Needs little or no improvement.		Shows use if unity but needs improvement to become a complete unit.		Complete lack of unity. Needs much improvement.						
Color	Combination of color is pleasing and appropriate for occasion.		Combination of color needs improvement.		Poor use of color or is not suitable for occasion.						
State Fair Theme THEME: FAIR-FAMOUS	The design and container reflect the theme of the NMSF well. Theme can be easily seen through design.		The design and container somewhat reflect the theme of the NMSF. Theme can be seen with interpretation.		The design and container do not reflect the theme of NMSF at all, needs much improvement.						

Accuracy	The overall accuracy of the arrangement and mark-up calculations/strategies reflect those of the real world. Needs little or no improvement.	The overall accuracy of the arrangement and mark-up calculations/strategies mostly reflect those of the real world. Needs improvement.	The overall accuracy of the arrangement and mark-up calculations/strategies do not reflect those of the real world. Needs much improvement.	
Calculations	Calculations are correct and under budget.	Calculations are mostly correct and attempted to remain under budget.	Calculations are incorrect and do not make sense.	
Explanations	Explanations are clear and relate to genuine floral concepts with no grammatical errors.	Explanations are mostly clear and relate to genuine floral concepts with some grammatical errors, needs improvement.	Explanations are not clear and do not relate to genuine floral concepts or have too many grammatical errors.	
Overall Evaluation	Participant shows honesty, knowledge of floral design and completeness in creating, calculating and explaining the design.	Participant shows some honesty, knowledge of floral design and completeness in creating, calculating, and explaining the design.	Participant lacks honesty, knowledge of floral design and completeness in creating, calculating and explaining the design.	
			TOTAL SCORE (out of 120 possible):	

Participant #1 First and Last: _____

Participant #2 First and Last: _____

Chapter: _____

Total Rubric Score: _____