

## Lesson Plan:

# Agricultural Career Interest Survey



## GEORGIA AG EXPERIENCE

A MOBILE CLASSROOM POWERED BY



### DESCRIPTION:

Georgia has over 42,000 diverse farms and 1 in 6 Georgians are employed in agriculture. A variety of people with different skillsets are needed to ensure that agriculture stays Georgia's number 1 industry in the future. After taking the agricultural career interest survey your students may be surprised to learn that there are many jobs in the agricultural industry that may be a good fit for them. Students will be exposed to these 12 agricultural career clusters:

Agriculture-Animals	Agriculture-Plants	Natural Resources	Arts and Communication
Business, Management and Administration	Training and Education	Government, Law and Public Safety	Marketing, Sales and Service
Science, Technology, Engineering and/or Math	Transportation, Distribution and Logistics	Manufacturing and Warehouse Operations	Hospitality & Tourism

**GRADE LEVEL:** 3-5      **ESTIMATED TIME:** 1-2 hours

**PURPOSE:** Students need to be aware of the many career opportunities in agriculture- Georgia's largest industry.

**MATERIALS:** Copy of the Career Interest Survey for each student OR 1 laptop for each student and the link.

### VOCABULARY:

career: an occupation undertaken for a significant period of a person's life and with opportunities for progress

agriculture: another word for farming. It includes both growing and harvesting crops and raising animals, or livestock.

### INSTRUCTIONS:

Each career area on the agricultural career interest survey will focus on knowledge, attitude, and behavior. For each set on the survey the student will read the question and circle the letter of the activity that best fits them. It doesn't matter if they prefer both activities equally or dislike both activities; just pick the one they would rather do, and circle that letter. After completing the survey, the students will count the number of times they circled each letter and record each number in the chart provided. Then the students will write down the two letters with the most responses, those are the top two areas of career interest. If you have a tie, list three career interest. There is also a mini research activity based on their career interest that can be completed.

**WEB VERSION:** <https://www.georgiaagexperience.org/careersurvey>

# Agricultural Career Interest Survey

**INSTRUCTIONS:** For each set below, read the question and circle the letter of the activity that best fits you. It doesn't matter if you prefer both activities equally or dislike both activities; just pick the one you would rather do, and circle that letter.

## WHAT WOULD YOU RATHER LEARN ABOUT?

learn about farm animals	<b>A</b>
figure out how to build things	<b>K</b>

learn about plants or crops	<b>B</b>
study the weather	<b>I</b>

learn how your business can make more money	<b>E</b>
learn why a customer is having problems with their garden	<b>H</b>

collect water samples to identify the problem	<b>C</b>
learn how to fix a bicycle	<b>J</b>

research and write an article about a farmer	<b>D</b>
learn what makes customers have a good time	<b>L</b>

understand how to teach kids about farming	<b>F</b>
understand laws about farming	<b>G</b>

## WHAT IS MORE IMPORTANT TO YOU?

how animals treated and cared for	<b>A</b>
keeping people safe in their communities	<b>G</b>

## WHAT DO YOU ENJOY MORE?

being outside identifying plants and trees	<b>B</b>
working with social media and telling stories about a business	<b>H</b>

teaching and watching people learn	<b>F</b>
designing things like a chicken coop	<b>I</b>

being outdoors exploring nature on my own	<b>C</b>
when my employees are happy with their jobs	<b>E</b>

## WHAT MAKES YOU MOST EXCITED?

inspecting a box and finding a missing part	<b>J</b>
telling stories about agriculture	<b>D</b>

building something for someone to use	<b>K</b>
getting to lead tour of the farm for visitors	<b>L</b>

## WHAT WOULD YOU RATHER DO?

spend time with animals whenever I can	<b>A</b>
spend time in my yard or garden	<b>B</b>

go hunting	<b>C</b>
drive a truck to pick up fresh food	<b>J</b>

work with your hands to build something	<b>K</b>
create a commercial for a hardware store	<b>H</b>

work in an office	<b>E</b>
look for insects in a field	<b>G</b>

teach people about agriculture	<b>F</b>
work by yourself to design a magazine cover	<b>D</b>

work with a microscope in a lab	<b>I</b>
serve farm fresh food and drinks to customers	<b>L</b>

## RECORD YOUR RESULTS!

Count the number of times you circled each letter and record each number in the chart below:

<b>A:</b>	<b>B:</b>	<b>C:</b>	<b>D:</b>
<b>E:</b>	<b>F:</b>	<b>G:</b>	<b>H:</b>
<b>I:</b>	<b>J:</b>	<b>K:</b>	<b>L:</b>

**CAREER INTEREST AREA** Write down the two letters with the most responses. These are your top two areas of career interest. If you have a tie, list three:

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# Research your first place career interest!

**CAREER INTEREST AREAS:** Find the letters below to identify your first place career interest areas. Read the descriptions to learn a little more about what you might like to do.

You have an interest in....

<b>A:</b> Agriculture-Animal	<b>B:</b> Agriculture-Plants	<b>C:</b> Natural Resources	<b>D:</b> Business, Management and Administration
<b>E:</b> Training and Education	<b>F:</b> Government, Law and Public Safety	<b>G:</b> Marketing, Sales and Service	<b>H:</b> Science, Technology, Engineering and/or Math
<b>I:</b> Transportation, Distribution and Logistics	<b>J:</b> Manufacturing and Warehouse Operations	<b>K:</b> Hospitality & Tourism	<b>L:</b> Arts and Communication

Now that you have the results from your careers assessment, it's time to learn about specific career fields that match your interests. Find and read the description of your first place career interest and record it here:

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For the next part of your research project you will need to learn about the careers in your interest area. Once you read the three jobs write which job seems the best fit for you and then research to find the answers for the questions.

# Research your first place career interest!

**SELECTED JOB:** \_\_\_\_\_

**DAILY JOB RESPONSIBILITIES:**

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**AVERAGE SALARY:** \_\_\_\_\_

**WHAT EDUCATION OR TRAINING WILL I NEED:**

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**WHAT DO YOU THINK WOULD BE THE BEST PART OF YOUR JOB?**

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**WHAT WOULD BE THE HARDEST PART OF YOUR JOB?**

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**WHAT CAN I DO NOW TO MOVE MYSELF IN THE RIGHT DIRECTION TO HAVE THAT CAREER?**

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**WHAT WILL MY LIFE LOOK LIKE WHEN I START MY CAREER?**

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# Career Options

## A: Agriculture-Animal

Interest in activities involving animals and typically enjoys working in an outdoor setting.

<b>Rancher</b>	As a <b>rancher</b> , I am responsible for the breeding, raising and selling animals such as cows, sheep, goats, and horses. The work is hard but being with animals makes it all worth it.
<b>Veterinarian</b>	As a <b>veterinarian</b> , I take care of large animals that are raised on a farm, ranch or brought to my veterinary office. If they are sick, I work to make sure they become healthy.
<b>Animal Nutritionist</b>	As an <b>animal nutritionist</b> , I plan what food animals, such as pets, farm animals, and zoo animals, can eat so they stay happy and healthy. Creating recipes for animals is interesting! Some of the animals eat items, like cotton seeds, that humans do not eat.

## B: Agriculture—Plants

Interest in activities involving plants and typically enjoys working in an outdoor setting.

<b>Farmer</b>	As a row crop <b>farmer</b> , I work long hours planting and harvesting traditional crops such as corn, soybeans, wheat, cotton, potatoes, sunflowers, sugar beets, field peas. I am proud to grow the food you eat!
<b>Chef</b>	As an <b>executive chef</b> , I am skilled in preparing, cooking and presenting food. I try to use as many Georgia grown products in my dishes as I can. Its fun to make new recipes for people to eat!
<b>Grower</b>	As a <b>grower</b> , I grow and sell plants, flowers, shrubs, and trees. I work with seeds, prepare young plants for planting and tend to the plants as they grow. I enjoy watching seeds that I planted grow into beautiful plants.

## C: Natural Resources

Interest in materials such as forests, minerals, water and land. You like to learn about nature and how to make better use of it.

<b>GIS Natural Resource Tech Specialist</b>	As a <b>geographic information systems natural resource tech specialist</b> , I collect information to make maps about the environment. I love exploring the outdoors!
<b>Foresters</b>	As a <b>forester</b> , I am in charge of caring for, planting and managing trees or forests. I work hard to protect the environment by planting new trees to help the soil, water and air.
<b>Wildlife Biologist</b>	As a <b>wildlife biologist</b> , I collect data about plants and animals in their native environment. I enjoy hiking and spending a lot of time outdoors observing nature.

## D: Arts and Communication

Interest in creative arts and communication to express a central message.

<b>Landscape Professional</b>	As a <b>landscape professional</b> , I am responsible for making landscapes, like backyard gardens or a company property, look healthy and beautiful. I work inside and outside with a team of professionals to plant trees, shrubs, turf grass and flowers.
<b>Graphic Designer</b>	As a <b>graphic designer</b> , I create visual images and designs by hand or by computer to communicate ideas which inspire, inform and captivate customers.
<b>Photographer/Videographer</b>	As an <b>agricultural photographer/videographer</b> , I take pictures and videos of people, animals, crops, products, and anything else related to farming. My work is often found as artwork on a wall or in a large display, advertisements, books, magazines, newspapers, and even on websites.

## E: Business, Management and Administration

Interest in organizing, directing and evaluating a business to make sure it runs smoothly.

<b>Farm Manager</b>	As a <b>farm manager</b> , I am responsible for the management and maintenance of the farm. I help my employees care for the crops and livestock so the farm can be successful.
<b>Agricultural Lender</b>	As an <b>agricultural lender</b> , I work with farm owner to provide them with access to money so they can continue to operate and grow their farm. The best part about my job is getting to visit farms or my customer's homes to build a friendly relationship with them.
<b>Accountant</b>	As an <b>accountant</b> , I am great with math and love working with numbers to make sure that accurate records about money are kept.

## F: Training and Education

Interest in planning, managing, and instructing other people. You like to help other people learn new things!

<b>Extension Agent</b>	As an <b>extension agent</b> , I provide expert information on topics such as finances, farming, family, animal production, diet and nutrition. I enjoy teaching adults how gain new skills.
<b>Agricultural Teacher</b>	As an <b>agricultural science teacher</b> , I am responsible for teaching kids about farming, animals, food, plant science and natural resources. Using these topics, I give students skills that are important to the Georgia agriculture industry.
<b>Nutritionist</b>	As a <b>nutritionist</b> , I teach people about healthy food choices and how certain foods can help them achieve their nutrition and diet needs.

## G: Government, Law and Public Safety

Interest in ensuring people are following the rules and performing their functions at the national, state and local level.

<b>Food Safety Inspector</b>	As a <b>food safety inspector</b> , I inspect the farms and other facilities to make sure the people who grow and make our food are following the rules. I enjoy looking at all parts of the farm or factory so I know your food is safe to eat.
<b>Quality Control Officer</b>	As a <b>quality control officer</b> , I make sure that my company is producing food that is safe and good quality. I create processes to ensure that all food that is sold to customers is safe. Safety always comes first for me.
<b>Conservation Officer</b>	As a <b>conservation officer</b> , I secure and protect natural resources, like soil and water, and work with landowners and governments to make sure these resources are thriving.

## H: Marketing, Sales and Service

Interest in telling others about a product or service with the hopes of convincing them to buy it. You like to work with people and you are good at communicating.

<b>Marketing Specialist</b>	As a <b>marketing specialists</b> , I use creative skills to design advertisements, television commercials and social media to share a message about plants or food products. This helps companies sell their products and meet their sales goals. I enjoy using my imagination and creativity in my job.
<b>Sales Representative</b>	As a <b>sales representative</b> , I serve customers and identify products such as equipment or tools that meet their needs.
<b>Social Media Strategist</b>	As a <b>social media strategist</b> , I post pictures, videos and stories to my employer's social media pages. I use my communication skills to tell a message and define my company's products.

## I: Science, Technology, Engineering and Mathematics

Interest in discovering new information and solving problems related to science, math and engineering. You may like working with technology and instruments to collect data.

<b>Equipment Technician</b>	As an <b>equipment technician</b> , I work with farming equipment and machines and use my hands to make repairs for customers. I work heavily with lawn/garden equipment, diesel/gasoline engines, and truck transmissions.
<b>Agronomist</b>	As an <b>agronomist</b> , I study how soil can be improved to grow better crops in our Georgia farm fields, such as peanuts and cotton. I think it's amazing that there are over 70,000 types of soil in the United States.
<b>Research Engineer</b>	As a <b>research engineer</b> , I fly drones and use other technology in fields to help farmers manage their land and grow more crops quickly.

## J: Transportation, Distribution and Logistics

Interest in the movement of people, materials and goods by road, railway, air or water.

<b>Truck Driver</b>	As a <b>truck driver</b> , I am the main point of contact for receiving, transporting, and delivering products for the farming industry. I make sure that products such as livestock, equipment, and feed are safely delivered to their desired locations.
<b>Mechanic</b>	As an agricultural <b>mechanic</b> , I am responsible for fixing tractors, and other farm machines. I enjoy working with my hands and do not mind getting dirty.
<b>Dispatcher</b>	As a <b>dispatcher</b> , I play an important role in coordinating product shipments. I communicate over a radio with truck drivers to help them deliver their shipments to customers on time.

## K: Manufacturing and Warehouse Operations

Interest in the receiving and shipping of goods. You enjoy working with your hands in a warehouse setting.

<b>Equipment Operator</b>	As a heavy <b>equipment operator</b> , I drive and control various types of equipment, including bulldozers, dump trucks, and cranes.
<b>Welder</b>	As a <b>welder</b> , I build and repair equipment, most commonly machines. I work with my hands and use many materials.
<b>Warehouse Associate</b>	As a <b>warehouse associate</b> , I am responsible for loading and unloading products, coordinating orders, and providing customer service. I also pick, pack and ship orders, check inventory, and package products so that orders make it to customers on time.

## L: Hospitality & Agritourism

Interest in providing services to other people who are visiting new areas and ensuring travelers are happy in settings like hotels, restaurants and farms.

<b>Communications Coordinator</b>	As a <b>communications coordinator</b> I make sure customers know what is happening with the business. I keep them up to date by creating materials such as press releases, blog posts and newsletters.
<b>Agritourism Manager</b>	As an <b>agritourism manager</b> , I manage the activities for visitors to enjoy. Those activities can include teaching children and adults about what goes on at the farm, farm tours and making sure the market is running smoothly.
<b>Event Planner</b>	As an <b>event planner</b> I am responsible for planning and organizing events at the farm. I make sure the events run smoothly and people have a good time.

**EXAMPLE:**

In the future, I will be employed in  
**MARKETING,  
SALES & SERVICES**  
as a  
Marketing Specialist  
Salesperson  
Social Media Manager

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