2012 Iowa FFA Ag Sales (Team) Customer Scenarios

Customers:

1. This customer is a medium-sized Iowa public school district grounds keeping department that services a football and soccer field, a baseball field, softball field, numerous sports and marching band practice fields in addition to general grounds maintenance. There is extensive landscaping around the school buildings as well as the courtyard in the high school building.

2. This customer is a private membership 27-hole Country Club golf course that hosts regional youth and adult golf tournaments, weddings and reunions throughout the summer months. Annual plants and flowers are used extensively throughout the course and around the club house.

3. This customer is a family owned small Horticultural Supply Company that employs six seasonal chemical applicators. The company's gross returns are 80% Lawn and Garden and 20% Agricultural.