

Why Career Technical Education (CTE)?

Career Technical Education
provides students with
opportunities to **experience** and
develop real-world skills within
our education system that
prepares them for success in post-
secondary options.



NAVIANCE

**FARM AND RANCH MANAGER
INTERESTS**

Enterprising
Realistic
Conventional

Explore your interests through the
Interest Inventory survey in Naviance.

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More Info?

sanjuan.edu/collegecareerready

Contact

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College & Career Readiness
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Citrus Heights, CA 95610
(916) 971-7163

Agribusiness Management & Marketing Pathway

College & Career Readiness

San Juan Unified School District

Casa Roble High School



San Juan Unified
SCHOOL DISTRICT



Agribusiness Management & Marketing

The Agribusiness Management & Marketing pathway covers many aspects of the agriculture field through hands-on learning opportunities. Students will gain experience with livestock animals, plant science, floral design and business design and management. Our school has a farm that houses livestock animals. Students gain hands on skills with these animals and the tools that are used for those animals.

In addition, we have a large greenhouse and garden beds which allows for students to work with plants and the tools to develop gardening skills.



Introduction to
California
Agriculture
(Meets UC/CSU
"G" Requirement)

1



California
Agriculture
(Meets UC/CSU
"G" Requirement)

2



Agribusiness
Management &
Marketing
(Meets UC/CSU
"G" Requirement)

3



Equipment & Training

Students that participate heavily in FFA:

- Attend Leadership Conferences
- Participate in Competitions
- After-School Activities
- Agricultural Experience Project



Extracurricular & Community Engagement

- FFA Member
- Many students choose to raise market and breed animals to show and sell at the Sacramento County Fair



Industry Partners

- FARMS Leadership
- Sacramento County Fair
- California State Fair
- ARC Agriculture & Natural Resources



Career Outlook

Farmers, Ranchers, and Other Agricultural Managers

- Annual median wage is \$73,060
- Employment growth is at -3% (little or no change)

U.S. Department of Labor, Bureau of Labor Statistics, (May, 2021).