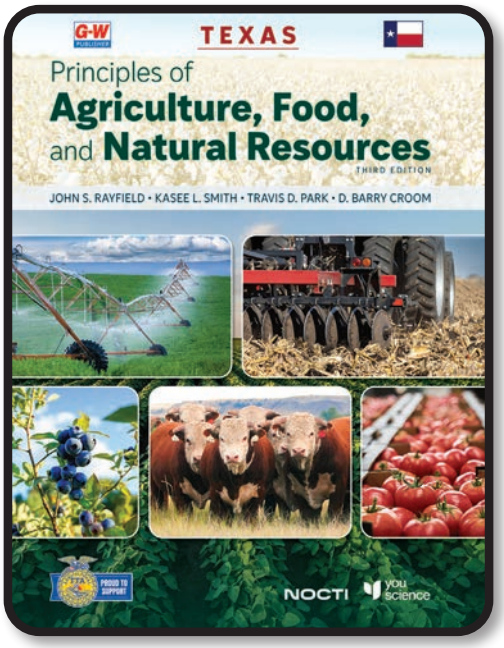
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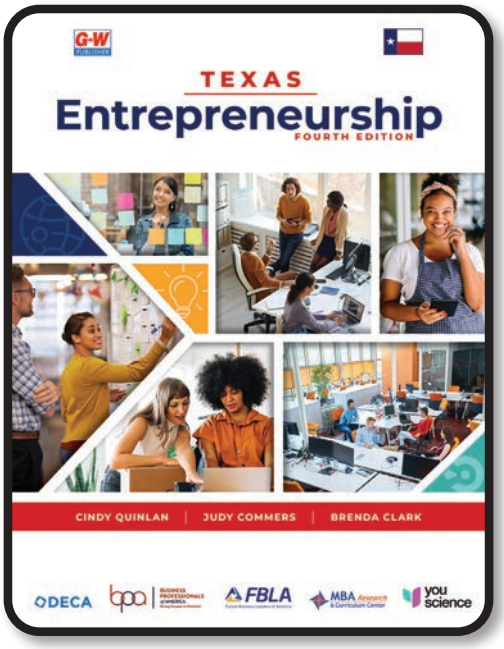
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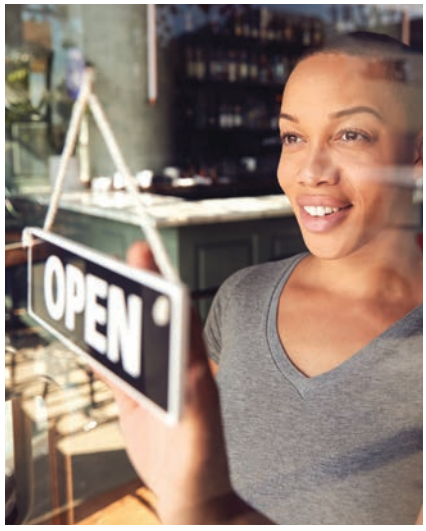






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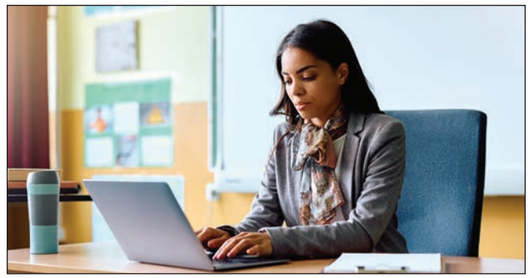
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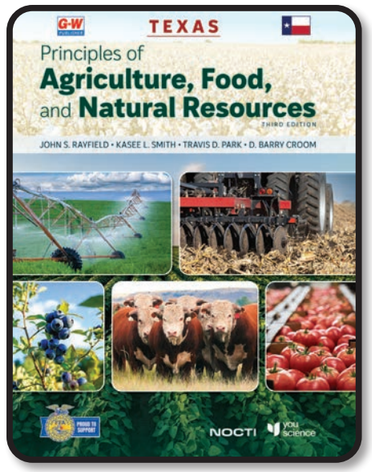
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by John S. Rayfield, Kasee L. Smith, Travis D. Park, and D. Barry Croom

Highly visual introduction to the systems and concepts that define modern agriculture, including food systems and natural resources

Supports 100% of the TEKS!

Written by leaders in agriculture education, ***Principles of Agriculture, Food, and Natural Resources*** is aligned to AFNR standards, providing practical information on building leadership, communication, and career-ready skills while integrating pedagogical tools designed for learner success. Using a modern approach to learning design, information is delivered in smaller sections so students can process and then interact with the assessment and review to foster application, analysis, evaluation, and creation. This comprehensive text welcomes today's learners to the diverse and exciting world of agriscience and FFA opportunities, encouraging students to participate in their school and communities and enroll in advanced courses.

- Supervised Agricultural Experience (SAE) for All Connections introduce SAEs aligned to careers, while all-new SAE for ALL Opportunities and Check-ins act as additional springboards for planning and decision-making.
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4. Agricultural Safety
5. Agriculture Science

Unit 2: Structural, Power, and Technical Systems
6. Agricultural Technology
7. Agricultural Power and Engineering
8. Agricultural Business

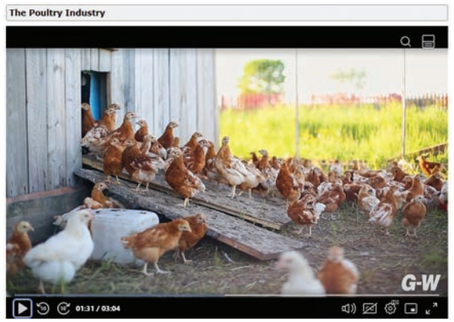
Unit 3: Food and Animal Systems
9. Importance of Food
10. Large Livestock Production
11. Small Livestock Production
12. Other Animal Production

Unit 4: Plant Systems
13. Plant Production

Unit 5: Environmental and Natural Resources Systems
14. Environmental Systems Impacting Agriculture
15. Soil and Water Conservation
16. Natural Resources and Recreation

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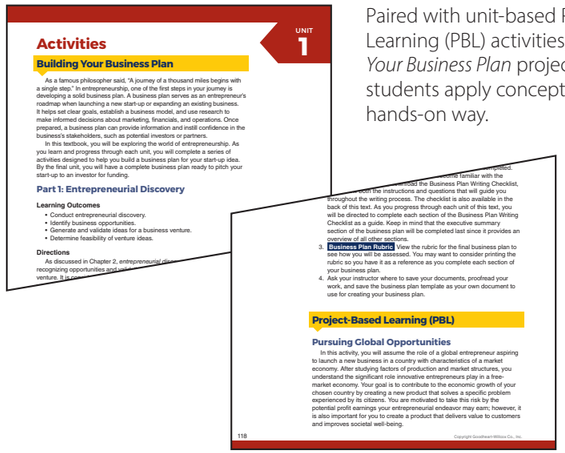
by Cindy Quinlan, Judy Commers, and Brenda Clark

Introduces students to the rewards and risks of business ownership with a project-based pedagogy and a foundation in economic concepts

Written to support 100% of the TEKS!

Entrepreneurship guides students through the elements and creation of a business plan, using a step-by-step narrative for selecting an idea for a business, social and ethical responsibilities, start-up options for the new business, operating the business, and expanding and exiting the business. The fourth edition reflects current business concepts such as trade agreements and trade barriers, the promotional mix, and insurance practices. This textbook is correlated to the TEKS, the YouScience Industry Certifications Entrepreneurship exam, the MBA Research Center's Assessment of the Skills and Knowledge of Business (A*S*K) Concepts of Entrepreneurship Exam, and Certiport's Entrepreneurship and Small Business 2.0 Exam.

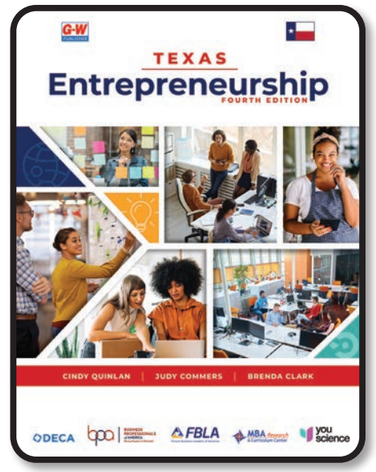
- The ongoing, unit-based ***Building Your Business Plan*** project guides students to create a personal business plan they can use to launch a real business.
- CTSO activities at the end of each chapter introduce students to preparatory strategies for FBLA, BPA, and DECA competitions.
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3. Business Planning

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4. Legal Considerations
5. Site Selection
6. Ethics and Social Responsibility

Unit 3: Analyzing the Market
7. Understanding the Market
8. Market Planning

Unit 4: Developing Market Strategies
9. Product, Price, and Place
10. Promotion and Selling

Unit 5: Understanding Business Financials
11. Business Funding
12. Financial Operations

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13. Management Functions
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15. Purchases and Inventory Management
16. Risk Management

Unit 7: Growing the Business
17. Communication Skills for Entrepreneurs
18. Business Growth

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by Pat Diehl Scace and James M. DelPrince

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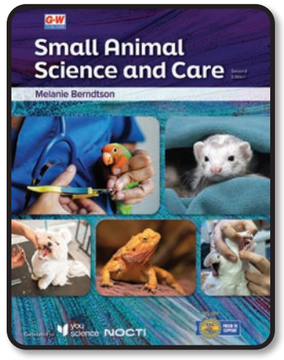
Horticulture Today ©2028, 3e

by Jodi Songer Driedger and Elizabeth Driscoll

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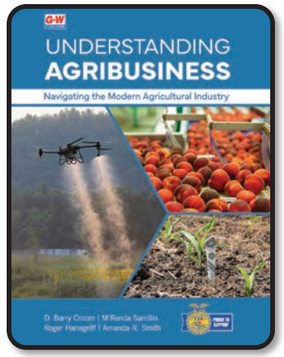
by Melanie Berndtson

Comprehensive small animal industry resource aligned to NGSS Standards

New Supervised Agricultural Experiences (SAE Connections) introduce new SAE for All opportunities aligned to careers

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Texas IMRA Cycle 2026—Additional Titles to Consider



Courses: Agribusiness Management and Marketing; Professional Standards and Communication in Agribusiness

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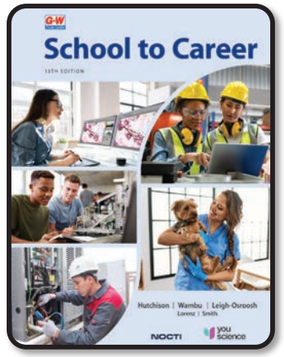
Understanding Agribusiness ©2028, 1e

by D. Barry Croom, M'Randa Sandlin, Roger Hanagriff, and Amanda R. Smith

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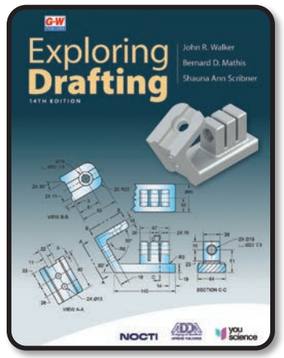
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by Brian Hutchison, PhD., LPC; Grace Wambu, EdD, LAC, NCC; Katheryne T. Leigh-Osroosh, Ph.D., NCC; James H. Lorenz, Ed.D.; and Harry T. Smith, Ed.D.

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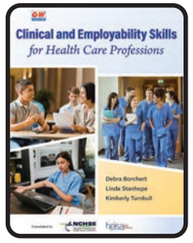
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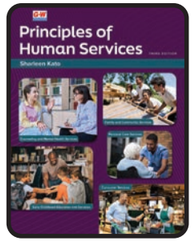
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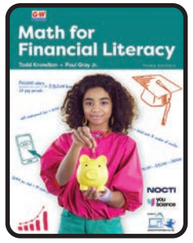
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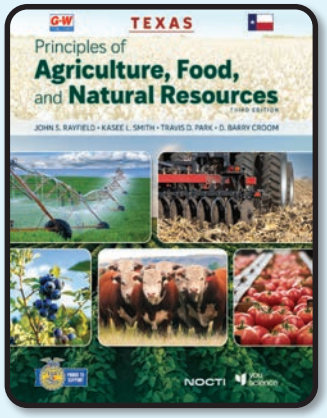
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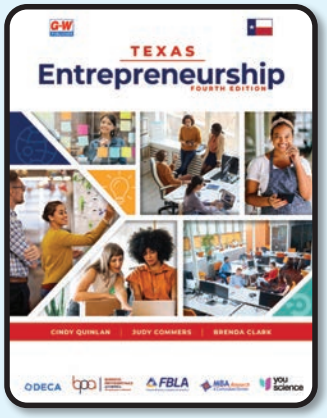
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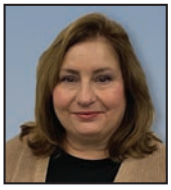
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