TRANSMITTAL for UNDERGRADUATE PROGRAMS:
Changes or Proposals

I. INFORMATION:
1. Program Title: Fruit and Vegetable Sustainable Systems Option
2. Department(s): Plant and Earth Science - Horticulture Major
3. College(s): CAFES
4. Proposal prepared by: Terry Ferriss and Brian Smith Date: 11/01/2013
5. Check all that apply
   □ New program □ Existing program
   □ Change in course name □ Change in number of credits
   □ Change in major □ Change in minor
   □ Change in course content □ Change in emphasis/option
6. Other Programs/Departments Consulted (Requires letters of comment from all Departments or Programs substantially affected):
   a) Crops
   b) 
   c) 
   d) 
7. Catalog year (and semester) of Implementation: Semester Spring Year 2014
8. Have all courses in this program been approved? Yes [ ] No [ ]
   If “No” which courses have not been approved?
9. Attach Request Narrative
   Include in narrative on attached pages a rationale for the requested changes or creation of program.
   Include clarification concerning any courses that have not yet been approved. If requesting a
   program change also include a listing of course array for both the current and proposed program?

10. UNIT APPROVALS: Requires signatures of all Department Chairs and Deans whose programs will
    be substantially affected by the changes or proposal. Signature lines for the affected Departments and
    Colleges (noted in “6” above), are on the addendum to this form. These signatures should be obtained
    prior to review by all other shared governance levels.

Signature  Date

Department Curriculum Committee Chair (optional) ____________________________
Department/Program Chair ____________________________ DEC 12 2013
College Curriculum Committee Chair ____________________________ 12/15/2013
Dean of College ____________________________
University Curriculum Cmtn. Chair ____________________________ 12/15/2013
Academic Policy & Program Cmtn. Chair ____________________________
Faculty Senate Chair ____________________________
Provost / Vice Chancellor ____________________________
Chancellor ____________________________

*NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost’s office upon
final approval. The Provost’s office will notify all appropriate administrative offices [Registrar, Dean(s), Department
Chair(s)] of approvals & necessary actions to implement changes.
Request Narrative
Proposal to Create a Third Option within the Horticulture Major
Fruit and Vegetable Sustainable Systems Option

Rationale for Request:
Interest in sustainable and locally grown fruit and vegetable production and distribution systems has been increasing across the nation. Horticulture programs across the nation as well as our program at UWRF have seen an increase in the number of new students interested in these specialty crops. Prospective students frequently are unaware that fruit and vegetable-related curricula are included within the Horticulture major due to a lack of familiarity with the term horticulture. Providing an option within the Horticulture Major with a title that includes fruit and vegetable commodities, should be helpful to students as they seek to select an appropriate academic program to match their career interests.

Academically, the new Fruit and Vegetable Sustainable Systems Option provides an opportunity to integrate and require specific non-Horticulture support courses to strengthen the student's career preparation using a systems approach to these specialty crop commodities. Historically, the Horticulture major has educated numerous students for a career in fruit and vegetable production and used advising to guide students into these additional courses. Unfortunately, students are less likely to enroll in a course when it is not required. Therefore, prescribing an appropriate set of courses to cover all aspects of fruit and vegetable production and distribution systems should be an improvement in serving students' career preparation needs.

A systems approach will include sustainable fruit production, sustainable vegetable production, soil and plant nutrition, plant pathology, entomology, awareness of environmental issues and a commitment to a sustainable production model, market distribution channels and market forces, management of human resources to accomplish business goals, certification opportunities and requirements, and food safety. Produce marketing channels are discussed in the HORT 327 and 347 Vegetable and Fruit production courses and students in these classes are also required to develop sustainable business plans. A Business Emphasis within Horticulture currently exists which students may choose to add to this Option if they desire a stronger business component.

Proposed Curriculum for the Option:
All students in the Horticulture major, regardless of their option, are required to take a specific set of Core Horticulture classes and a specific set of Required Support courses. Completing this set of courses ensures that the students will have the required coursework necessary to become nationally certified as individuals through the American Society for Horticultural Science upon completion of their degree at UWRF.

Curriculum Requirements for Fruit and Vegetable Sustainable Systems Option (120 credits)

| University Requirements: | 6 | Credits |
| General Education Requirements: | 40-41 | Credits |

Curriculum Change: All Horticulture Majors will be required to take ESM 105 for EC.
This ensures background in the environmental component of sustainability as well as prepares them for the possibility of taking additional courses in ESM.

Foundation Courses in CAFES | 12 | Credits |

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11/01/13
**Required Core Horticulture Courses: (16 Credits) (Required for all Hort. Options – no changes)**

**A. CORE COURSES**

- HORT 169  Introduction to Horticulture
- HORT 200  Plant Propagation
- HORT 255  Turfgrass Management
- HORT 310  Greenhouse Management
- HORT 352  Woody Landscape Plants
- HORT 485  Senior Seminar

**Required Support Courses: (20 Credits) (Required for all Hort. Options – no changes)**

**B. OTHER REQUIRED RELATED COURSES**

- CROP/ANSC 257  Genetics
- CHEM 230  Organic Chemistry
- SOIL 311  Soil Fertility
- BIOL 314  Plant Pathology
- AGEC 361  Horticultural Business Mgmt
- CROP 435  Crop Physiology

**Required Courses for the Fruit and Vegetable Sustainable Systems Option: (26-28 credits)**

<table>
<thead>
<tr>
<th>Required Courses:</th>
<th>credits</th>
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<tbody>
<tr>
<td>HORT 270/370  Horticulture Internship</td>
<td>4</td>
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<tr>
<td>HORT 327  Vegetable Science</td>
<td>4</td>
</tr>
<tr>
<td>HORT 347  Fruit Science</td>
<td>4</td>
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<tr>
<td>CROP 368  Sustainable Agriculture or ESM 220 Env Sust:Theory/Issues&amp;Mngt</td>
<td>3</td>
</tr>
<tr>
<td>AFES 310  Human Resource Management OR SOCI 245 Environmental Soc.</td>
<td>3</td>
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<tr>
<td>AGEC/ESM 445  Land Use and Sustainable Agricultural Law</td>
<td>3</td>
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**Directed Electives: (Select TWO of the following)**

- AGEC 410  Professional Selling
- AGEC 450  Natural Resources Economics
- BIOL 333  Entomology
- CROP 345  Weed Control
- CROP 410  Plant Breeding and Crop Improvement
- CROP 451  Integrated Pest Management
- FDSC 235  Applied Agriculture Microbiology
- HORT 420  Floriculture (Greenhouse) Production
- MKTG 311  Principles of Marketing for Marketing Communications