

Greener Grass in Northeast Florida

From breeding to processing, agribusiness can be seen as a broad term that makes up the many activities and subsets of agriculture. Agribusiness is defined as agriculture conducted on commercial principles, especially using advanced technology. Due to the rising demands of food production and the growing population, agriculture continues to expand and become more popular. This business system allows for large-scale production but fosters specialties such as hydroponics, aquaponics and specialized goods.

Due to Northeast Florida's large amount of land technological innovation and low electricity costs, the region is a popular destination for agribusiness. Agribusiness is the seventh industry in the region with over 2,327 contributors in the industry across the region.

Many companies in this industry are making a tremendous impact within the region. Traders Hill Farm in Nassau County goes the extra mile to make sure their products "exceed organic." This aquaponics farm grows and sells produce, all while creating zero waste. Once operational in Baker County, Plant-AS will use technology to create a more adequate way of food distribution and production.

Career and Technical Education (CTE) Programs in the region teach students about agritechology, horticulture, agriculture communications, agribusiness and aquaculture. Students can participate in veterinary programs as well as clubs such as Future Farmer's of America (FFA).

There are multiple career pathways within this industry, from agricultural engineers to farmers and ranchers. Dive into the industry report to learn more about these opportunities.

FAST FACTS

Florida's climate offers a **100-200 day longer growing season** than other areas in the county

Florida's **47,300 farms and ranches** utilized **9.7 million acres** and continue to produce a wide variety of safe and dependable food products

Agriculture has more than **\$165 billion** of economic impact

AGRITOURISM IN THE REGION (2025)

Agritourism is a form of commercial enterprise that links agricultural productions and/or processing with tourism to attract visits onto a farm, ranch or other agricultural business for the purpose of entertaining and educating. (National Agricultural Library)

Tuscan Roads Vineyard-
Callahan, FL

La Venture Roads-
Fruit Cove, FL

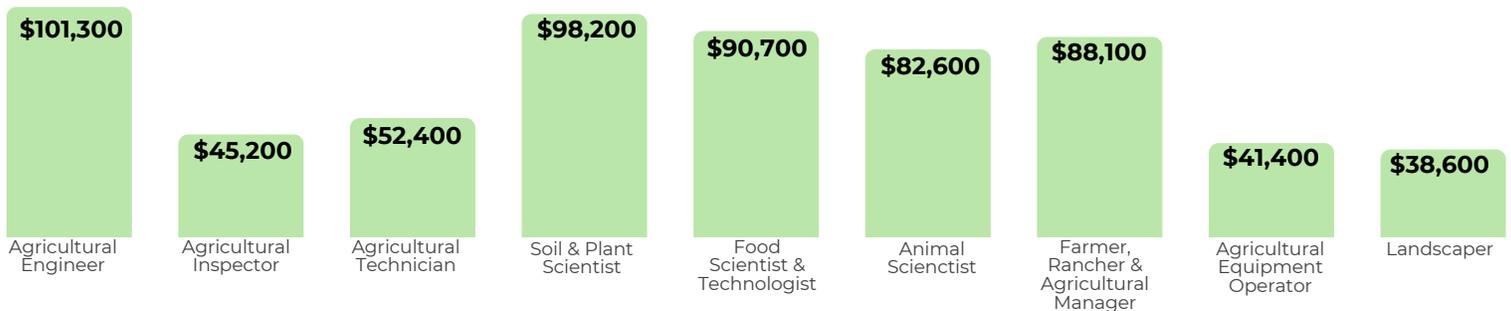
Wagon Trails Ranch Rides-
Bunnell, FL

Parker Flower Farm-
Elkton, FL

Amazing Grace Family Farms-
Green Cove Springs, FL

AVERAGE WAGES

Entry-Senior Level



Source: JobsEQ, 2025

Talent Pipeline

30 Regional CTE programs available that aid in preparing students for careers in Agribusiness.

- Edward Waters University
- St. Johns River State College
- Florida State College at Jacksonville
- University of North Florida
- Jacksonville University
- Flagler College
- Keiser University

COLLEGE AGRIBUSINESS CURRICULUM



Florida State College at Jacksonville

Urban Agriculture at **FSCJ** explores exciting new techniques in Hydroponics and Aquaponics, basic biology, water chemistry and food safety analysis, how to build and operate your own systems, opportunities in education and employment, collaboration (local, commercial and educational), Hydroponic and Aquaponics facilities. This field can be pursued from a degree in anything from Biomedical Engineering Technology to Human and Culinary Management.

Jacksonville University has several majors, minors and graduate level programs that further promote the agribusiness world. Whether a student's passion is on the open water working with commercial fisheries, caring for wildlife, on rigid land creating biological machinery or operating ecotourism, a marine science degree from Jacksonville University grants further professionals, the expertise needed to infer and draw accurate conclusions from an ecological standpoint for the betterment of society. Due to Jacksonville's location, most of this falls under a **Marine Science Degree**.



Keiser University offers an **Applied Engineering Associate of Science degree** which prepares students for entering the workforce as entry level technicians and problem solvers with an understanding of basic engineering principals and technical skills in support of engineers and other professionals engaged in developing, installing, calibrating, modifying and maintaining electrical, mechanical, aerospace, agricultural, transportation, and biomedical systems.

St. Johns River State College offers business and engineering technology programs. These two programs directly correlate with agribusiness contributing to the continual growth of Northeast Florida. SJR State offers articulation opportunities for universities having strong agricultural departments. In Fall 2025, SJR State is launching a **BS in Biological Sciences**, which could lead to a career as a Food Service Technician and others.



The Florida Small Business Development Center at the **University of North Florida** (FSBDC at UNF) has assisted hundreds of thousands of potential and existing business owners by providing the management advice, training and information they need to start, grow, and profit. This now includes small farmers. The FSBDC at UNF has a full-time agribusiness consultant to help small farmers grow their bottom lines. Farmers across the State of Florida were surveyed in order to ensure that the services offered by the FSBDC at UNF are what farmers want and need. **86% of those farmers surveyed felt they could benefit from the information and training to further develop business skills.**

First Coast Technical College (FCTC), offers two programs to connect students to career opportunities and credentials. **FCTC Nursery Management** is a 28-week program that provides access to the field of agri-science to propagate, manage and create a wide variety of plants. It exposes students to advanced techniques and equipment to grow and maintain plants. Students also learn how to manage a full-service greenhouse. **FCTC Landscape and Turf Management** is a 28-week program that instructs students on how to grow and maintain sustainable landscapes, athletic fields and professional golf course grounds. Students learn how to design, construct and manage all aspects of landscaping and turf management. This program prepares students for state certificate, immediate employment and further education.



RELATED CAREER & TECHNICAL EDUCATION (CTE) PROGRAMS



Baker County High School: Agritechnology, Horticulture & Technical Ag Operations



Oakleaf High School: Agribusiness Management

Clay High School: Agricultural Communications

Keystone Heights: Agricultural Communications & Agritechnology

Middleburg High School: Agritechnology & Horticulture Science and Services



Jean Ribault: Agriculture Biotechnology

Frank H. Peterson Academies of Technology: Animal Science and Services, Veterinary Assisting & Principles of Agribusiness & Management

First Coast High School: Environmental Water & Reclamation Technology with JEA

Baldwin High School: Landscape Operations



Flagler Palm Coast High School: Agriscience/Technical Agriculture Operations & Veterinary Assisting



Hilliard Middle Senior High School: Agritechnology

West Nassau High School: Agritechnology

Yulee High School: Agritechnology

Hilliard Middle Senior High School: Aquaculture



Crescent City Jr. Sr. High School: Agriculture

Interlachen Jr. Sr. High School: Agriculture

Palatka Jr. Sr. High School: Agriculture

QI Roberts Jr. Sr. High School: Agriculture



St. Johns Technical High School: Academy of Aquaculture

St. Johns Beachside High School: Academy of Veterinary Sciences and Biomedical Sciences (Veterinary Assisting & Biomedical Sciences)

“Florida is unique in that many local producers will help each other out. People aren’t afraid to call their neighbors.”

-Clayton Brauman

Graduate of Putnam County Schools/FFA Member



JAXUSA TALENT DEVELOPMENT

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Earn Up is powered by JAXUSA Partnership, the private, nonprofit division of JAX Chamber that is Jacksonville’s regional economic development initiative overseeing the efforts of the seven counties of Northeast Florida. Earn Up also works closely with CareerSource Northeast Florida to ensure that employers have the best assistance or any pertinent workforce needs.