



GROWING FRUIT FOR FUN & PROFIT

FRC1010 section 1247 - 1 CREDIT

SPRING 2018

INSTRUCTOR

Gerardo Nunez, Ph.D.

g.nunez@ufl.edu

Fifield Hall 1113

(352) 273 - 4765

Office hours (face-to-face and skype) by appointment

TEACHING ASSISTANT

TBD

TBD

COURSE DESCRIPTION

The horticulture industry accounts for a significant part of the economy of the state of Florida, and is expected to grow in the coming decade. Nevertheless, students are increasingly unaware of the opportunities and challenges facing our state's horticulture industry. This course aims to expose students to the most relevant horticultural crops grown in the state, as well as some of the cutting-edge technologies currently used for their cultivation. Additionally, this course will cover hot-topic national issues like organic agriculture and genetically modified crops. A diverse selection of UF faculty will deliver talks about these topics in order to keep the lectures both current and topical.

COURSE FORMAT

This course is taught through asynchronous online lectures delivered through the Canvas platform. Lectures, learning materials, and assessments go "live" every Monday at 9:00AM. All assessments in this course are due at 11:59PM on Sundays. Additionally, this course uses virtual reality tours to expose students to horticultural production practices. Purchase of a VR headset is recommended but not required. Finally, this course includes an on-campus fruit tasting event on 4/12/2018. Attending this event is mandatory.

LEARNING OBJECTIVES

Upon successful completion of this course, students will be able to:

- Appraise the importance of the horticulture industry in Florida and in their daily lives

- Analyze the role the horticulture industry plays in the challenge to feed 9 billion people
- Explain in general terms how fruit crops are grown in Florida
- Relate the challenges and opportunities that fruit growers face in Florida
- Discuss the use of modern technologies for fruit production
- Create high quality deliverables that depict their opinion and knowledge about fruit crops

COURSE MATERIALS

Course website

This course has a comprehensive mini-site in the Canvas platform. Take time to familiarize yourself with the “Start Here”, “Syllabus”, “Course Materials”, and “Grades” tabs in the navigation menu. Digital copies of this syllabus, and other learning materials can be found there.

- *E-Learning in Canvas*, www.elearning.ufl.edu

Technology

To be successful in this course, students will need a personal computer with access to high speed internet and the Microsoft Office suite. Additionally, students will need a camera that can record video and a device with basic video-editing capabilities. Most cellular phones have adequate cameras and there are countless video-editing apps that are available free of cost. UF libraries have iPads that can be checked out by current students. More information about iPad loans can be found here:

- *UF Libraries Computing and Other Technology Services*, www.uflib.ufl.edu/computing.html#ipad

Finally, students are encouraged but not required to have access to a virtual reality (VR) headset. Some of the web-based activities for the course include virtual tours that can be experienced using VR technology.

A list of VR headsets starting at \$5.00 can be found here:

- *VR headsets*, vr.google.com/cardboard/get-cardboard

COURSE GRADE

1. Weekly quizzes

42 points

Every Monday at 9:00am, a 10-question multiple choice quiz will become available in Canvas. Each quiz will be worth 3 points, and there will be 14 quizzes during the semester. Each quiz will be timed to 10 minutes, and it can only be taken once. Students can refer to personal notes, websites, or any reference materials to complete the quiz. However, each student must work individually. Quizzes will be available until the following Sunday at midnight. Make up quizzes will be provided in accordance with the policy described above.

2. Popular horticulture video

50 points

This multi-part project is the capstone assignment for this course. The internet and social media are flooded with short, provocative videos about cooking, crafting, gaming, etc. Meanwhile, people are increasingly unaware of where and how their food is grown. The objective of this assignment is to produce a 3-minute video that depicts an exciting aspect of horticulture.

This assignment will consist of four deliverables. First, you will select a topic and briefly explain your selection. This will be worth 5 points of your grade. Then, you will write a 500-word research paper that provides the scientific background for your video. This will be worth 15 points of your grade. Then, you will write a 200-word concept paper describing your plans for recording your video. This will be worth 5 points of your grade. Finally, you will record, edit, and deliver a finished 3-minute video where you present your topic in a compelling, professional manner. This will be worth 25 points of your grade. Deadlines for submitting these deliverables can be found here:

Deliverable	Due date	Possible points
Topic and rationale	02/04/18 at 11:59PM	5
Research paper	03/18/18 at 11:59PM	15
Concept paper	04/01/18 at 11:59PM	5
Finished video	4/29/18 at 11:59PM	25

Additional details about these deliverables will be provided in Handouts 1, 2, 3 and 4.

3. Fruit tasting

8 points

We will have an on-campus fruit tasting on 4/12/2018 at 6:00PM. In this event, you will have the opportunity to taste common and unusual fruits. Fruit tasting is optional, but attendance is mandatory. To receive full credit for attending, you will “check in” to the event using your social media accounts (Instagram, Facebook, Twitter) using hashtag #UFHortSci. Then, you will upload a screen capture of your post to Canvas by 4/15/2018 at 11:59PM.

4. Extra credit

5 points

You are encouraged to complete one of two optional assignments for extra credit:

- a. Participate in a 10-minute long online survey about global climate change. Surveys can be taken between April 1st and April 15th.
- or -
- b. Participate in a 10-minute long interview with the instructor about global climate change. Interviews will happen between March 15th and March 30th in Fifield Hall.

Students who complete either one of the assignments will receive 5 points to be added to their final grade. Students who choose not to complete any of the assignments will neither be penalized nor receive extra credit.

GRADING SCALE

A	=	95 - 100 points	C	=	< 77 - 73 points
A-	=	< 95 - 90 points	C-	=	< 73 - 70 points
B+	=	< 90 - 87 points	D+	=	< 70 - 67 points
B	=	< 87 - 83 points	D	=	< 67 - 63 points
B-	=	< 83 - 80 points	D-	=	< 63 - 60 points
C+	=	< 80 - 77 points	E	=	<60 points

Additional information on current UF grading policies for assigning grade points can be found here:

- *Grading policy*, www.catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

COURSE POLICIES

Make-up Policy

You are expected to complete quizzes and assignments by the posted deadlines. Late assignments will be graded only for documented emergencies as per UF's attendance policy. The only way to document a technical difficulty as an emergency is a UF Help Desk ticket number (see below). Absent a documented emergency, late assignments will receive a grade of zero.

Additional information about what constitutes a documented emergency can be found here:

- *UF Attendance policy*, www.catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Technical Difficulties

If you are experiencing technical difficulties with Canvas or Mediasite, you should immediately contact the UF Help Desk. This will generate a ticket number, which documents the date and time of your technical difficulty. Any requests to make-up late work due to technical difficulties must be accompanied by this ticket number.

- *UF Help Desk*, HUB 132, (352) - 392 - 4357, www.lss.at.ufl.edu/help.shtml

Written Communication

Effective written communication is essential for student and professional success. Whether you go on to become a horticulturist, an accountant, or a CEO, written communication will be a critical skill in your repertoire. Thus, the instructor places great emphasis on coaching and participating in professional, context-specific written communication.

All course-related email communication should be polite, professional, and as different from a text message as possible. For additional recommendations, consult:

- *Email etiquette*, www.advising.ufl.edu/docs/ProfessionalEtiquette.pdf

In addition to content, all written assignments will be evaluated with respect to proper spelling, grammar, punctuation, word usage, clarity, coherence, and organization. You are encouraged to use the resources

provided by the UF Writing Studio to develop or enhance your writing skills. Free one-on-one tutoring (live and on-line) is available to enrolled students.

- *UF Writing Studio*, 302 Tigert Hall, 846-1138, www.writing.ufl.edu/writing-studio/

Academic Honesty

In 1995, the UF student body enacted a new honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to this standard.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment affects other students adversely, from the skewing of the grading curve to giving unfair advantage for honors or for professional or graduate school admission. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior. Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor. This policy will be vigorously upheld at all times in this course. Additionally, all work submitted for credit by students will be analyzed with originality-checking software to detect any academic misconduct.

Software Use

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken when appropriate.

Campus Resources

If you are experiencing crises or personal problems that interfere with your general wellbeing, I encourage you to utilize the university’s counseling resources. The UF Counseling and Wellness Center provides a wealth of confidential, free counseling services to enrolled students.

- *Counseling and Wellness Center*, 3190 Radio Road, 392-1575, www.counseling.ufl.edu
- *U Matter We Care*, www.umatter.ufl.edu

Additionally, if you would like orientation on choosing a major, finding an internship, or planning your career, I encourage you to use the university's on-campus resources.

- *Career Resource Center*, CR-100 Reitz Union, 392-1601, www.crc.ufl.edu

Students with Disabilities

The Disability Resource Center (DRC) coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues.

If you would like to request classroom accommodations, you must first register with the DRC. The DRC will provide you with documentation that you must deliver to the instructor when requesting accommodations.

- *Disability Resource Center*, 0020 Reid Hall, 392-8565, www.dso.ufl.edu/drc/

Course Evaluation Process

Student assessment of instruction is an important part of the effort to improve teaching and learning. At the end of the semester, you are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at:

- *Course evaluations*, www.evaluations.ufl.edu

Evaluations are typically open during the last two or three weeks of the semester. You will be notified of the specific times when evaluations for this course are open.

Student Complaints

You can file and resolve any complaints about your experience in this course in the following site:

Student complaints in online courses, www.distance.ufl.edu/student-complaint-process

Diversity

The University of Florida and I place great emphasis on affirming the diversity of the student body. Student, faculty, and staff interactions with others from varied backgrounds and experiences foster a superior educational environment and nurture a healthier, more accurate understanding of how our increasingly global and multicultural society operates.

I encourage you to engage in meaningful intra- and inter-culture dialogue and support a climate that is grounded in respect and inclusion for individuals of all of races, ethnic backgrounds, genders, and sexual orientations.

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Date	Lecture topic and guest speaker
Module 1. Introduction to Horticulture	
Week 1 - Jan 8 th	Introduction to the course Dr. Gerardo Nunez
Week 2 - Jan 15 th	Horticultural Sciences: What is it? Dr. Rebecca Darnell
Week 3 - Jan 22 nd	What happens after harvest? Dr. Steve Sargent
Week 4 – Jan 29 th	Crop Domestication Dr. Kevin Folta
Week 5 - Feb 5 th	Farm to Spork Dr. Kevin Folta
Module 2. Horticultural Crops of Florida	
Week 6 - Feb 12 th	Blueberries Dr. Patricio Munoz
Week 7 - Feb 19 th	Citrus Dr. Vicente Febres
Week 8 – Feb 26 th	Peaches, Plums and Nectarines TBD
Spring Break (Mar 3rd – Mar 10th)	
Week 9 - Mar 12 th	Strawberries Dr. Kevin Folta
Module 3. Topics in Modern Horticulture	
Week 10 - Mar 19 th	Hydroponic Systems TBD
Week 11 - Mar 26 st	Organic agriculture Dr. Danielle Treadwell
Week 12 - Apr 2 nd	Global Climate Change Dr. Gerardo Nunez
Week 13 - Apr 9 th	Genetically Modified Crops: Frankenfoods? Dr. Kevin Folta
Week 14 - Apr 16 th	Fruit processing and wine making Dr. Charles Sims

