

SYLLABUS

Course Title: Market Gardening

Instructor: Robert Kluson, Ph.D.
Ag/Natural Resources Extension Agent

Course Description: Market gardening is the commercial production of vegetables, fruits, flowers, and other plants, on a scale larger than a home garden, yet small enough that many of the principles of gardening can be applied, and is often oriented toward local markets, such as farmers markets. This series of 8 monthly classes will cover different aspects of the scope, startup and operation of a market garden business.

Class structure:

- 2.0 hours length
- First 0.5 hour = discussion of previous topic
- Remaining 1.5 hour = new topic presentation

Class Schedule:

- August 24th (6-8 pm) - Introduction
- September 8th (6-8 pm) - Holistic Management
- September 16th (6-8 pm) - Business Planning and Marketing
- September 30th (6-8 pm) – Production Systems and Planning
- October 7th (6-8 pm) - Equipment and Tools; Post-harvest handling
- October 14th (6-8 pm) - Food Safety; Regulations
- October 21st (6-8 pm) – Farmers' Markets
- October 29th (6-8 pm) – Financing; Class reports
- TBD – Local Market Gardener Onsite Visit

Location: Green Building, Sarasota County Extension, 6700 Clark Road, Sarasota, FL 34241

Registration: Online at education calendar on Sarasota Co Extension website at <http://sarasota.extension.ufl.edu/>

Cost: Free

Participant Requirements:

- Read recommended online resources
- Attend classes
- Participate in discussions
- Share gardening experience
- Share readings from online resources
- Peruse, if possible, recommended book resources
- Participate in class projects at final class, i.e., give an executive summary of your sustainable business plan

Course Online Resources:

- Building A Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses
<http://www.sare.org/publications/business/business.pdf>
- Farmers Markets
<http://attra.ncat.org/attra-pub/farmmrkt.html>
- Market Gardening: A Start Up Guide
<http://attra.ncat.org/attra-pub/marketgardening.html>
- Sustainable Practices for Vegetable Production in the South (NC State)
<http://www.ncsu.edu/sustainable/index.html>
- UF/IFAS/FAMU Small Farm & Alternative Enterprise Program
<http://smallfarms.ifas.ufl.edu/>

Book Resources:

- Byczynski, L. 2006. Market Farming Success.
- Coleman, E. 1988. The New Organic Grower: A Master's Manual of Tools and Techniques for the Home and Market Gardener.
- Gibson, E. 1994. Sell What You Sow: The Grower's Guide to Successful Produce Marketing
- Hamilton, N. 1999. The Legal Guide For Direct Farm Marketing.
- Jeavons, J. 2006. How to grow more vegetables Than You Ever Thought Possible on Less Land Than You Can Imagine.
- Lee, A. 1993. Backyard market gardening : the entrepreneur's guide to selling what you grow.
- Macher, R. 1999. Making Your Small Farm Profitable.
- Savory, A. Holistic Management.
- Seymour, J. 1978. The Self-Sufficient Gardener.
- Stephens, J., 1999. Vegetable Gardening in Florida.
- Whatley, B.T. 1987. Handbook On How To Make \$100,000 Farming 25 Acres.

Other Online Resources:

- City Farmer News <http://www.cityfarmer.info/>
- EDIS <http://edis.ifas.ufl.edu/>
- Hobby Farms <http://www.hobbyfarms.com/default.aspx>
- Kitchen Gardeners International <http://www.kitchengardeners.org/>
- Market Gardening http://en.wikipedia.org/wiki/Market_garden
- Resources for Farmers Markets
<http://www.farmersmarketsusa.org/index.php?id=2&c=1>
- Tiny Farm Blog <http://tinyfarmblog.com/>
- The New Farm <http://www.newfarm.org/>
- Your Backyard Farmer <http://yourbackyardfarmer.com/>

Magazine Resources:

- Growing for Market <http://www.growingformarket.com/>

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