

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: HRT 238

Credits: 3

Course Title: Growing for Market Mini-Farming

Course Description (including lecture hours, lab hours, total contacts)

Focuses on development of a marketing plan for mini-farm items offered for sale to the public, retail and wholesale. Includes hands-on experience in double digging, planting, crop testing and utilization of compost. Prerequisite: HRT 130 or permission of instructor. Lecture 2 hours. Laboratory 2 hours. Total 4 hours per week.

General Course Purpose

Focuses on development of a marketing plan for mini-farm items offered for sale to the public, retail and wholesale. Laboratory includes hands-on experience in double digging, planting, crop testing and utilization of compost.

Course Prerequisites/Corequisites (*Entry-level competencies **required** for enrollment*)

HRT 130 (Introduction to Biointensive Mini-Farming) or permission of instructor

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. perform market surveys with skill.
- b. determine personal interest in going forward with a mini-farm business enterprise.
- c. communicate with confidence to clients and co-workers regarding business aspects of organic food production.
- d. perform hands-on gardening procedures consistent with biointensive concepts.

Major Topics to be Included

- a. Survey of markets, locations, types of products offered, travel requirements
- b. Entrepreneurial considerations, e.g. start up costs, travel time, risks, benefits, record keeping
- c. Development of business plan upon which marketing plan will be based
- d. Crop production methods including double digging, planting, crop testing and utilization of compost

Effective Date of Course Content Summary (Month, Date Year): 2/12/09