

**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: 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 and Co-requisites:

Prerequisite: HRT 130 or permission of instructor

Course Objectives:

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; and
- 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: February 12, 2009