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Center for Agroecology and Sustainable Food Systems—



Teaching Direct Marketing and Small Farm Viability: Resources for Instructors

Price: \$30.00

Growing crops is just one step in running a successful farm—making the farm or market garden economically viable requires another suite of skills, including finding land, planning what crops to grow, marketing the crops, and managing income and expenses.

Teaching Direct Marketing and Small Farm Viability: Resources for Instructors builds on the Center for Agroecology and Sustainable Food Systems' first training manual, *Teaching Organic Farming and Gardening: Resources for Instructors*. It is based on our experience educating hundreds of apprentice growers in organic production, farm and business planning, direct marketing at a roadside farm stand, and Community Supported Agriculture (CSA) management through hands-on training in the running of our 100-member CSA program.

The training manual is designed for—

- colleges and universities with programs in sustainable agriculture, student farms or gardens, and on-farm education programs
- agricultural extension personnel
- farms with internship or apprenticeships
- growers, teachers, and organizers at urban farms, community gardens, and food projects with direct-marketing outlets

This instructor's resource features class and field demonstration outlines, trainee exercises, and resource materials, with a focus on Community Supported Agriculture. The manual can be used in a classroom setting or adapted for other training formats, such as short courses, conferences, and field days.

Teaching Direct Marketing and Small Farm Viability: Resources for Instructors, was developed by a team of CASFS apprenticeship instructors, and professionals in direct marketing, small farm business planning, small farm viability, and Cooperative Extension personnel.

The manual can also be downloaded in PDF format for free from <http://casfs.ucsc.edu>

Teaching Direct Marketing and Small Farm Viability: Resources for Instructors

- Unit 1 Small Farm Viability Today
- Unit 2 Small Farm Business Planning
- Unit 3 Overview of Produce Marketing
- Unit 4 Community Supported Agriculture
 - Unit 4.1 CSA History
 - Unit 4.2 CSA Structure and Organization
 - Unit 4.3 CSA Outreach
 - Unit 4.4 CSA Administration
 - Unit 4.5 CSA Crop Planning
 - Unit 4.6 CSA Crop Rotation and Soil Fertility
 - Unit 4.7 CSA Harvest and Post-Harvest Handling
- Unit 5 Other Direct Marketing Options
 - Unit 5.1 Farmers' Markets and Roadside Stands
 - Unit 5.2 Collaborative Marketing Groups and Agricultural Cooperatives
 - Unit 5.3 Regional Agriculture Economic Development: "Buy Local" Campaigns
 - Unit 5.4 Institutional Marketing Relationships and Farm-to-School Programs
 - Unit 5.5 Direct Marketing to Restaurants
- Unit 6 Land Tenure Options

Teaching Direct Marketing and Small Farm Viability: Resources for Instructors, is designed to be placed in a 1-inch, 3-ring binder so that sections can be easily removed and copied for class use.

To order, please fill out the form below. Make your check or money order for \$30, plus \$4.00 for shipping (within the U.S.) payable to UC Regents. Price includes tax and binder. For shipping costs on overseas orders, or for other inquiries, please contact TrainingManual@ucsc.edu or call 831.459-3240. Please note that we cannot accept credit card orders.

Mail your check and this form to –

CASFS
1156 High St.
UC Santa Cruz
Santa Cruz, CA 95064
Attn: Teaching Direct Marketing

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