

**SUAG 160 Course Outline as of Summer 2025****CATALOG INFORMATION**

Dept and Nbr: SUAG 160      Title: DIRECT FARM MARKETING  
 Full Title: Direct Farm Marketing  
 Last Reviewed: 1/28/2019

Units	Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	2.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled 35.00
Minimum	2.00	Lab Scheduled	1.00	8	Lab Scheduled 17.50
		Contact DHR	0		Contact DHR 0
		Contact Total	3.00		Contact Total 52.50
		Non-contact DHR	0		Non-contact DHR 0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 122.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: SUSAG 160

**Catalog Description:**

This class is an overview and hands-on experience of marketing practices used by farms to provide local food direct to consumer. Includes innovative marketing practices for the small to medium size grower, post harvest handling of produce, food safety, promotion and distribution. Class practicum includes hands-on participation with the SRJC campus produce stand, Shone Farm Community Supported Agriculture (CSA) and fall festival. Class includes mandatory field trips to local direct retail outlets.

**Prerequisites/Corequisites:****Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: This class is an overview and hands-on experience of marketing practices used by farms to provide local food direct to consumer. Includes innovative marketing practices for the small to medium size grower, post harvest handling of produce, food safety, promotion and

distribution. Class practicum includes hands-on participation with the SRJC campus produce stand, Shone Farm Community Supported Agriculture (CSA) and fall festival. Class includes mandatory field trips to local direct retail outlets. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
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<b>CSU Transfer:</b>	Effective:	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

**Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Compare and contrast several distinct direct marketing practices.
2. Set up and profitably manage a produce stand.
3. Properly handle produce after harvest, based on its intended market.
4. Develop novel marketing strategies.

**Objectives:**

At the conclusion of this course, the student should be able to:

1. Identify food safety issues related to direct farm marketing of fresh produce.
2. Evaluate a variety of direct farm marketing techniques for effectiveness.
3. Set up and profitably manage a produce stand.
4. Evaluate crop suitability for restaurant use.
5. Differentiate between post-harvest handling techniques based on intended market.
6. Prepare for an on-farm event, such as a u-pick or harvest festival.
7. Establish and maintain productive relationships with customers.
8. Set up and manage community supported agriculture (CSA) subscription.
9. Compose a simple marketing plan.
10. Develop pricing structures for various end users.

**Topics and Scope:**

I. Overview of Direct Farm Marketing

- A. Direct marketing vs. wholesale marketing

- B. Role of social media
- II. Direct Marketing Techniques
  - A. Farmers markets
  - B. Roadside stands and U-pick operations
  - C. Farm Trails
  - D. Selling to restaurants
  - E. Community supported agriculture
- III. Harvest and Post-Harvest Handling
  - A. Safety
  - B. Handling for intended market
- IV. Regulations
- V. Marketing Strategies
  - A. Principles of direct marketing: 4 P's
    - 1. product
    - 2. price
    - 3. place
    - 4. promotion
  - B. Developing novel marketing strategies
- VI. Assessing Current Trends and Potential Niche Markets
- VII. Relationships with Customers

All topics are covered in the lecture and lab portions of the course.

**Assignment:**

Lecture-Related Assignments:

1. Individual visit to 2-4 direct farm marketers and/or outlets to observe direct marketing techniques
2. Present results of market research evaluation
3. Prepare 1-2 written evaluation(s) of direct marketing techniques employed by vendors at field trip and individual visit locations
4. Prepare a written marketing plan for farm enterprise
5. Complete problem solving questions on direct marketing scenarios
6. Reading 10-15 pages per week

Lab-Related Assignments:

1. Evaluate crop availability and prepare an availability list
2. Assist with Shone Farm harvest and participate in all aspects of preparation for and execution of SRJC campus produce stand and Shone farm CSA boxes
3. Prepare written reflection on experience with class practicums (2-3)

**Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Field trip write-ups, Practicum reflection write up
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Writing 20 - 30%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Problem solving questions

Problem solving  
20 - 30%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Harvest, produce stand, availability list and CSA practicums

Skill Demonstrations  
30 - 40%

**Exams:** All forms of formal testing, other than skill performance exams.

None

Exams  
0 - 0%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Marketing plan

Other Category  
20 - 30%

**Representative Textbooks and Materials:**

Instructor prepared materials and web-based materials