

CATALOG INFORMATION

Dept and Nbr: SUSAG 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	0.50	17.5	Lecture Scheduled	8.75
Minimum	2.00	Lab Scheduled	4.50	10	Lab Scheduled	78.75
		Contact DHR	0		Contact DHR	0
		Contact Total	5.00		Contact Total	87.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 17.50

Total Student Learning Hours: 105.00

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: AG 270.15

Catalog Description:
Overview of direct farm marketing. Includes innovative marketing alternatives for the small to medium size grower, proven methods of product development, promotion, pricing and distribution.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Overview of direct farm marketing. Includes innovative marketing alternatives for the small to medium size grower, proven methods of product development, promotion, pricing and distribution. (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:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon successful completion of this course, the student will be able to:

1. Compare and contrast direct and conventional marketing practices.
2. Identify food safety issues related to direct farm marketing of fresh produce.
3. Evaluate a variety of direct farm marketing techniques for effectiveness.
4. Set up and profitably manage a produce stand.
5. Evaluate crop suitability for restaurant use.
6. Differentiate between post-harvest handling techniques for crops sold to restaurants and at produce stands.
7. Employ proper harvesting techniques.
8. Properly handle produce after harvest, based on its intended market.
9. Establish and maintain productive relationships with customers.
10. Set up and fulfill subscription produce contracts.
11. Develop pricing structures for various end users.
12. Determine strategies for total utilization.

Topics and Scope:

- I. Overview of direct farm marketing
 - A. Direct marketing
 - B. Conventional marketing
- II. Direct marketing techniques
 - A. Farmers markets
 - B. Roadside stands and U-pick operations
 - C. Farm Trails
 - D. Selling to restaurants
 - E. Mail order and catalog sales
 - F. Community supported agriculture

- III. Harvest
- IV. Post-Harvest handling
 - A. Safety
 - B. Handling for restaurants
 - C. Handling for produce stand
- V. Regulations
- VI. Marketing Strategies
 - A. Pricing
 - B. Signage
- VII. Total product utilization
 - A. Options
 - B. Safe and effective donations
 - 1. where to donate
 - 2. generating PR
- VIII. Relationships with Customers

Assignment:

Representative assignments:

1. Evaluate crop availability and send a weekly list to staff at the Culinary Cafe.
2. Receive produce orders, harvest, and pack for delivery.
3. Visit 2 - 4 members of Sonoma County Farm Trails and at least two farmers markets to observe direct marketing techniques.
4. Write field notes on visits.
5. Assist with Shone Farm harvest and participate in all aspects of preparation for and execution of SRJC campus produce stand.
6. Reading: 10 - 15 pages per week.

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.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing
0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Field work, Field notes.

Problem solving
40 - 60%

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

Harvest & produce stand.

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.

Participation.

Other Category
10 - 20%

Representative Textbooks and Materials:
Instructor prepared materials.