

SUSAG 160 Course Outline as of Fall 2013**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	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: AG 270.15

Catalog Description:

Overview of direct farm marketing principles and practices. Includes innovative marketing alternatives for the small to medium size grower, proven methods of product development, promotion pricing and distribution. Includes hands-on participation with the SRJC campus produce stand. Field trips to local direct retail outlets.

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

Description: Overview of direct farm marketing principles and practices. Includes innovative marketing alternatives for the small to medium size grower, proven methods of product development, promotion pricing and distribution. Includes hands-on participation with the SRJC campus produce stand. 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:

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

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon successful completion of this course, the student will 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. Employ proper harvesting techniques based on regulatory requirements of intended market.
 7. Establish and maintain productive relationships with customers.
 8. Set up and fulfill subscription produce contracts.
 9. Develop pricing structures for various end users.
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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. Mail order and catalog sales
 - F. 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

Assignment:

Representative assignments:

1. Evaluate crop availability and send a weekly list to staff at the Culinary Cafe.
2. In-lab: Receive produce orders, harvest, and pack for delivery.
3. Visit 2 - 4 direct farm marketers and or outlets to observe direct marketing techniques.
4. Evaluate and write field notes on visits.
5. Prepare a written report on market research evaluation.
6. Present results of market research evaluation.
7. In-lab: Assist with Shone farm harvest and participate in all aspects of preparation for and execution of SRJC campus produce stand.
8. 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.

Market research report, field trip write-ups

Writing
10 - 20%

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

Market research strategies: field work

Problem solving
30 - 40%

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.

Market research presentation; participation

Other Category
20 - 30%

Representative Textbooks and Materials:

Instructor prepared materials and webs based materials.