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

Student Learning Outcomes:  
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

Date Created/Updated (Month, Day, Year): January 5, 2019