

AGRI 0212 - DIRECT FARM MARKETING

Catalog Description

Hours: 36 lecture

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. (not transferable)

Course Student Learning Outcomes

- CSLO #1: Compare and contrast direct and conventional marketing practices.
- CSLO #2: Critique and identify proper harvesting and handling of produce after harvest, based on its intended market.
- CSLO #3: Devise a business/marketing plan to set-up and profitably manage a produce stand and or marketing outlet for specific products.

Effective Term

Spring 2021

Course Type

Credit - Degree-applicable

Contact Hours

36

Outside of Class Hours

72

Total Student Learning Hours

108

Course Objectives

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. Evaluate crop suitability for restaurant use.
5. Identify proper harvesting techniques.
6. Critique and identify proper handling of produce after harvest, based on its intended market.
7. Assess behaviors and services to establish and maintain productive relationships with customers.
8. Design subscription produce contracts.
9. Devise a business/marketing plan to set-up and profitably manage a produce stand.
10. Develop pricing structures for various end users.
11. Determine strategies for total utilization.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- Not Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: After watching videos of food handling, students will critique and identify proper and improper handling of produce after harvest through classroom discussion. Students will be evaluated for participation and identification of proper and improper handling techniques. Objectives: 2, 6
- Objective Examinations
 - Example: Students will answer exam questions to assess objectives. Example multiple choice question: How could the Pathogen " Staphylococcus Aureus" be a risk in a food business where there is open food or hand-packed food? Objective 2, 5, 6 Possible answers: A. The pathogen lives on the hands and can be passed on easily B. It is in the air and can land on food items not covered C. By handling the open food, you increase the risk of cross contamination from the pathogen from your hands to the food D. It can fly from one surface to another and contaminate food items
- Reports
 - Example: Students will write and present results from interviews of local producers. These reports will include challenges the producer has encountered with customers and or licensing agencies as well as what has worked well. In addition, marketing strategies for products must be identified. Performance will be evaluated for completeness, accuracy and proper use of terminology related to agricultural product marketing. Objectives: 1, 3, 7

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Proper produce handling techniques will be illustrated by the instructor followed by student demonstration. Objective:6
2. Instructor will present videos illustrating good and poor customer service. These videos will lead to an instructor facilitated discussion of customer service practices and student role playing demonstrating good customer service practices. Objective: 7

Typical Out of Class Assignments Reading Assignments

1. Students will read a variety of subscription contracts for produce and evaluate their differences based on specific operational needs in written

format or in group discussions. 2. Students will read Placer/Nevada County Agriculture Marketing materials and identify available marketing resources and programs. Knowledge of these marketing resources and programs will be applied to class discussions on marketing strategies for various products throughout the semester.

Other materials and-or supplies required of students that contribute to the cost of the course.

Writing, Problem Solving or Performance

1. Students will visit and interview a producer featured in the "Placer County Agriculture Guide" regarding their marketing strategies and the benefits and challenges they have experienced with direct farm marketing. A report will be written which will include the interview results.
2. Students will visit a minimum of two Farmers' Markets to observe direct marketing strategies and techniques. A written report will be completed comparing and contrasting the markets.

Other (Term projects, research papers, portfolios, etc.)

Required Materials

- The New Farmers' Market
 - Author: Vance Corum
 - Publisher: New World Publishing
 - Publication Date: 2016
 - Text Edition: 2nd
 - Classic Textbook?: No
 - OER Link:
 - OER:
- Agricultural Marketing: Structural Models for Price Analysis
 - Author: Vercammen
 - Publisher: Routledge
 - Publication Date: 2011
 - Text Edition: 1st
 - Classic Textbook?: No
 - OER Link:
 - OER:
- Farmers' Markets
 - Author: English
 - Publisher: Blue Creek Publishing
 - Publication Date: 2017
 - Text Edition: 1st
 - Classic Textbook?: No
 - OER Link:
 - OER:
- Placer County Agriculture Guide
 - Author:
 - Publisher:
 - Publication Date: Annual
 - Text Edition:
 - Classic Textbook?:
 - OER Link:
 - OER: