

**J. Sargeant Reynolds Community College  
Course Content Summary**

**Course Prefix and Number:** HRT 238

**Credits:** 3

**Course Title:** Growing for Market

**Course Description:** Focuses on development of a marketing plan for sustainable 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:** Focus on development of a marketing plan for sustainable 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

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