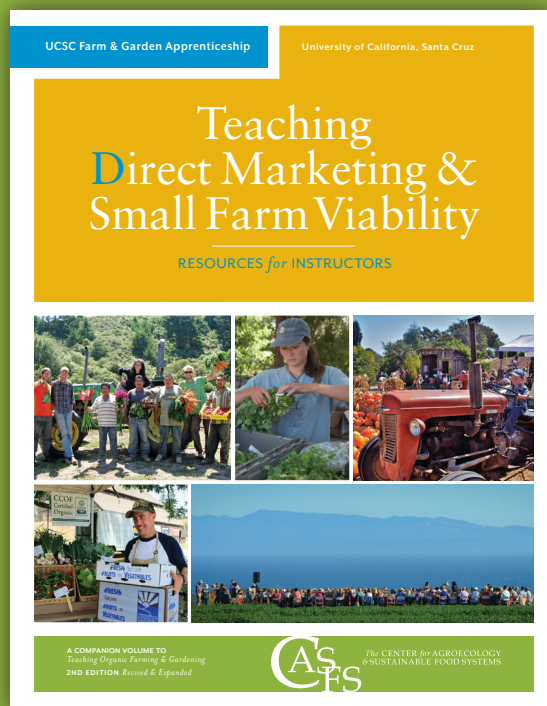


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# Teaching Direct Marketing and Small Farm Viability

## RESOURCES for INSTRUCTORS

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**GROWING CROPS IS JUST ONE STEP IN RUNNING** a successful farm—making the farm or market garden economically viable requires another suite of skills, including finding land, planning what crops to grow, ensuring food safety, marketing the crops, and managing income, expenses, and labor.

*Teaching Direct Marketing and Small Farm Viability: Resources for Instructors* builds on the Center for Agroecology and Sustainable Food Systems' first training manual, *Teaching Organic Farming and Gardening: Resources for Instructors*. It is based on our experience educating more than 1,500 apprentice growers in organic production, farm and business planning, direct marketing at a roadside farm stand, and Community Supported Agriculture (CSA) management through hands-on training.

### **New features of the 2nd edition include—**

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- farms with internship or apprenticeships
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## Teaching Direct Marketing & Small Farm Viability Resources for Instructors

Unit 1.0	Small Farm Economic Viability
Unit 2.0	Overview of Produce Marketing
Unit 3.0	Community Supported Agriculture (CSA)
Unit 3.0	Introduction to Community Supported Agriculture
Unit 3.1	CSA History
Unit 3.2	CSA Structure and Organization
Unit 3.3	CSA Outreach
Unit 3.4	CSA Administration
Unit 3.5	CSA Crop Planning
Unit 3.6	CSA Harvest and Post-Harvest Handling
Unit 4.0	Other Direct Marketing Options
Unit 4.0	Introduction and General Marketing Resources
Unit 4.1	Direct to Consumers—Farmers' Markets and Roadside Stands
Unit 4.2	Direct to Restaurants and Retail
Unit 4.3	Additional Marketing Options
Unit 5.0	Marketing Basics
Unit 6.0	Building Resilience—Small Farm Planning, Operations
Unit 6.0	Introduction to Building Resilience
Unit 6.1	Marketing Plan, Building Community
Unit 6.2	Dynamic Cash Flow Planning
Unit 6.3	Basics of Bookkeeping, Farm Taxes
Unit 6.4	Case Study Discussion
Unit 7.0	Food Safety on the Farm
Unit 8.0	Farm Employees, Innovative Internships
Unit 9.0	Land Tenure Options and Strategies

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