***CASFS Training Manuals Revision Project***

*Teaching Organic Farming & Gardening: Resources for Instructors* &

*Teaching Small Farm Viability & Direct Marketing: Resources for Instructors*

In 2013 CASFS initiated a project to update its curriculum training manuals, originally produced in 2003 (Organic Farming & Gardening), and 2005 (Direct Marketing & Small Farm Viability). The manuals are intended to serve those teaching new farmers (both urban and rural) in formal and informal educational settings, including college- and university-based training programs, farm-based apprenticeships, extension classes, Master Gardener programs, and informal urban agriculture workshops.

Both manuals are undergoing a complete “makeover,” with new material on agronomic topics such as dry farming, water conservation, and organic weed control, as well as operational topics including food safety, labor issues, and social media—all of which have become increasingly important for beginning farmers. The project also adds web-based Powerpoint presentations and videos to accompany a number of the lectures. Both manuals will continue to be available for free on both the CASFS and UC eScholarship websites and as hard copies at cost. Project completion is planned for June 2014.

**Teaching Small Farm Viability & Direct Marketing: Resources for Instructors**

**Unit 1.0 Small Farm Economic Viability**

Importance of small-scale farms in rural and urban settings, recent trends, economic trends and policies impacting small farm economic viability, and movements & strategies to support small farm economic viability

**Marketing**

**Unit 2.0 Overview of Produce Marketing**

**Unit 3.0 Direct to Consumer – Community Supported Agriculture (CSA)**

3.1 CSA History

3.2 CSA Structure & Organization

3.3 CSA Outreach

3.4 CSA Administration

3.5 CSA Crop Planning

3.6 CSA Crop Rotation & Soil Fertility

3.7 CSA Harvest and Post-Harvest Handling

3.8 CSA Case Studies

3.9 Research Bibliography

**Unit 4.0 More Direct Marketing**

4.1 Direct to Consumer - Farmers’ Markets & Roadside Stands

4.2 Direct to Restaurants & Retail

4.3 Other Direct Marketing Options: Agri-tourism & Faith-based strategies and mail order options.

**Unit 5.0 Alternative Marketing Structures**

Cooperatives and collaborative marketing, food hubs value labels &, farm-to-institution

**Unit 6.0 (New) Marketing Strategies**

Branding, packaging & printing, promotions and electronic promotion

**Unit 7.0 (New) Marketing with a Food Access Perspective**

Innovative strategies form marketing and making food more accessible to all in urban and rural settings.

**Business & Operations**

**Unit 8.0 Building Resilience: Small Farm Planning and Operations**

8.1 Building resilience into your small farm marketing plan

8.2 (New) Building community with social media and on-farm events

8.3 Dynamic cash flow planning and time management

8.4 Bookkeeping & taxes

8.5 (New) When good farms go bad: A case study in why planning is critical

**Unit 9.0 (New) Food Safety**

**Unit 10.0 (New) Labor: Apprenticeships and more**

**Unit 11.0 Land Tenure**

**Teaching Organic Farming & Gardening: Resources for Instructors**

**Part 1 Organic Farming and Gardening Skills and Practices**

Unit 1.1 Managing Soil Fertility

Unit 1.2 Garden and Field Tillage and Cultivation

Unit 1.3 Propagating Crops from Seed and Greenhouse Management Unit 1.4 Transplanting and Direct Seeding

Unit 1.5 Irrigation: Principles and Practices

Unit 1.6 Selecting and Using Cover Crops

Unit 1.7 Making and Using Compost

Unit 1.8 Managing Arthropod Pests

Unit 1.9 Managing Plant Pathogens

Unit 1.10 Managing Weeds

Unit 1.11 Reading and Interpreting Soil Test Reports

**(New)** Special topic sections and expanded instructional material on Soil Erosion, Origins of French-Intensive Gardening, Low-Cost/Sustainable Alternatives to Traditional Greenhouses, Genetic Engineering Issues, The Importance of Biotic Diversity in Managing Arthropod Pests, Farmer-to-Farmer Social Networks for Information Sharing, Food system worker issues, food access issues, food system overview lecture, food justice movement lecture, Soil Contamination and Urban Agriculture, Dry Farming, Water Budgeting, Improved Weed Management, Garden-Scale and On-Farm Composting, Tillage Tools and Practices, Mechanical Implement Needs Based on Acreage, Bed Configurations, and Components of a Soil Health Management System (Garden Scale)

**Part 2 Applied Soil Science**

Unit 2.1 Soil Physical Properties

Unit 2.2 Soil Chemistry and Fertility

Unit 2.3 Soil Biology and Ecology

**Part 3 Social and Environmental Issues in Agriculture**

Unit 3.1 The Development of U.S. Agriculture

Unit 3.2 Social Issues in Modern Agriculture

Unit 3.3 Environmental Issues in Modern Agriculture

Unit 3.4 Introduction to Sustainable Agriculture and   
 Social Justice Issues