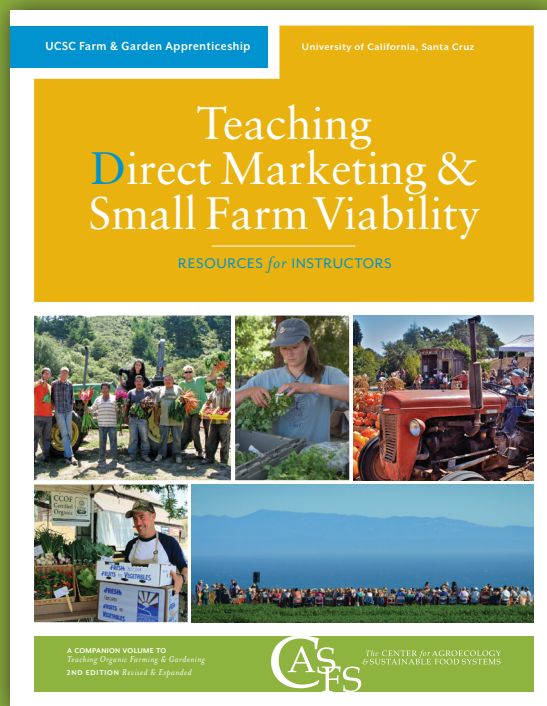


NOW AVAILABLE !

from the UC Santa Cruz **Center for Agroecology & Sustainable Food Systems**



Features class and field demonstration outlines, trainee exercises, and resource materials.

The manual can be used in a classroom setting or adapted for other training formats, such as short courses, conferences, and field days.

Teaching Direct Marketing and Small Farm Viability

RESOURCES for INSTRUCTORS

2nd Edition, Revised & Expanded

PRICE: \$35 (printed copy) or free online

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—

- Revised and expanded lecture outlines and resource sections
- New units on labor, food safety, and marketing basics
- New information on social media and on-farm events
- A new focus on business planning for building resilience

The 400-page manual is designed for instructors teaching in a variety of settings –

- beginning farmer training programs
- farms with internship or apprenticeships
- urban farms, community gardens, and food projects with direct-marketing outlets
- colleges and universities with programs in sustainable agriculture, student farms or gardens, and on-farm education programs

FREE PDF

The manual can also be downloaded as a PDF for **FREE** at casfs.ucsc.edu/about/publications

Look for the Teaching Direct Marketing link

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

Teaching Direct Marketing and Small Farm Viability: Resources for Instructors, is designed to be placed in a 2-inch, 3-ring binder so that sections can be easily removed and copied for class use.

TO ORDER, please fill out the form below. Make your check or money order for \$35 plus \$5 shipping (U.S. orders) payable to UC Regents. The price includes tax (binder not included). Please inquire about overseas shipping costs. Questions should be directed to casfs@ucsc.edu, or call (831) 459-3240. Please note that we cannot accept credit card orders.

Mail your check and this form to:

CASFS
1156 High Street
UC Santa Cruz
Santa Cruz, CA 95064
Attn: Publications Order

name _____

organization _____

street address _____ po box _____

city _____

state _____ zip _____

phone _____ email _____



The CENTER for AGROECOLOGY
& SUSTAINABLE FOOD SYSTEMS