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LOW	
 Lightly compacted (Grocer, Institutions). Greater barriers to entry. Market-entry is costly. 	

<u>F</u>	Marke ulfillmer	et Consider nt Diffic u	ations ulty Leve	<u>ə I</u>
	EASY	MEDIUM	HARD	
	 Consistent inventory preferred, but not required. Customers typically come to you. Transactions are 100% Cash On Delivery (COD) 	 Consistent inventory required. Customers either come to you or require delivery. Transactions are COD or term-based. 	 Consistent inventory required. Customers typically require delivery. Transactions are 100% term-based. 	
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Market Considerations Certifications (cont.)

"[CNG] standards for produce and livestock certification are based on the standards of the National Organic Program. CNG participation requires a full commitment to robust organic practices."

Certified Naturally Grown (CNG)

"CNG is based on the participatory guarantee system (PGS) model that relies on peer reviews in which inspections are typically carried out by other farmers. The PGS model promotes farmer-to-farmer knowledge sharing about best practices and fosters local networks that strengthen the farming community."

"Another difference is that CNG's certification process is transparent and open to the public. Every CNG producer has a profile on the website. On it you will find the information they submitted in their application, as well as scanned images of their inspection reports and signed declaration."

Information Credit: Certified Naturally Grown

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Market Considerations Certifications (cont.)

Good Agricultural and Handling Practices "Good Agricultural Practices (GAP) and Good Handling Practices (GHP) are voluntary audits that focus on best agricultural practices to verify that fruits and vegetables are produced, packed, handled, and stored in the safest manner possible to minimize risks of microbial food safety hazards. GAP & GHP audits verify adherence to the recommendations made in the U.S. Food and Drug Administration's *Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables (pdf)* and industry recognized food safety practices."

Information Credit: United States Department of Agriculture



Example: Grade	es of Tomatoes
 <u>U.S. No.</u> 1 consists of tomatoes which meet the following requirements: a. Basic requirements: 1. Similar varietal characteristics; 2. Mature; 3. Not overripe or soft; 4. Clean; 5. Well developed; 6. Fairly well formed; and, 7. Fairly smooth. b. Free from: 1. Decay; 2. Freezing injury; and, 3. Sunscald. c. Not damaged by any other cause. 	 <u>U.S. No.</u> 2 consists of tomatoes which meet the following requirements: a. Basic requirements: 1. Similar varietal characteristics; 2. Mature; 3. Not overripe or soft; 4. Clean; 5. Well developed; 6. Reasonably well formed; and, 7. Not more than slightly rough. b. Free from: 1. Decay; 2. Freezing injury; and, 3. Sunscald. c. Not seriously damaged by any other cause.
Information Credit: United St	tates Department of Agriculture





Market Considerations Pricing (Research)

Industry Watch

USDA

Custom

Average

Tool

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The...Custom Average Tool (CAT) offers users a way to condense the highly detailed information provided in Fruit and Vegetable Market News reports. The tool allows users to determine average prices for any commodity available in Terminal Market, Shipping Point, and Retail reports from our entire dataset, using a variety of customizable filters. The CAT gives users the flexibility to narrow the average price selection down to a very granular range by selecting a specific location, package, unit, variety etc., or by broadening the average price range and selecting all or multiple locations, packages, varieties and other values in filter options.

Information Credit: United States Department of Agriculture

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Market Fulfillment Chart (Direct)						
MARKET	COMPETITION	FULFILLMENT DIFFICULTY LEVEL	GAP & ORGANIC CERTIFICATIONS	GRADE & DIVERSITY	PRICING	PACKAGING
Pop-Up/Farmer's Market	High	Easy	No (GAP), Conditional (ORG)	1 & 2 / High	Dynamic	Retail
B&M/Roadside Market	Medium	Easy	No (GAP), Conditional (ORG)	1 & 2 / High	Dynamic	Retail
CSA	High	Moderate-to- Difficult	No (GAP), Conditional (ORG)	1 / High	Static	Retail
E-Commerce (Online)	Low	Difficult	No (GAP), Conditional (ORG)	1 / High	Dynamic	Retail
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Market Fulfillment Chart	(Wholesale)
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MARKET	COMPETITION	FULFILLMENT DIFFICULTY LEVEL	GAP & ORGANIC CERTIFICATIONS	GRADE & DIVERSITY	PRICING	PACKAGING
Terminal Market	Medium	Hard	Yes (GAP), Conditional (ORG)	1 / Low	Dynamic	Bulk
Food Hubs	Medium	Medium	Yes (GAP), Conditional (ORG)	1 / Low-to-High	Dynamic	Bulk
Institutions	Low	Hard	Yes (GAP), Conditional (ORG)	1 / Low	Dynamic	Bulk
Restaurants	High	Medium	No	1 & 2 / Low-to-High	Dynamic	Bulk
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Small-Scale Farm Case Study Wanna B Farm

















- Environmental concerns
- Lots of alternative growing methods
- Market alternatives
- Many different crops, many more cultivars to choose from

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Selecting a crop to grow

- First step in crop planning
- Labor availability
- Net return on crop
- Pest susceptibility
- Crop rotation
- Soil fertility
- Personal preference
- Market demand



Photo: David Berle

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Crop planning approaches

• Plant on set schedule, every so many days or weeks

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- "Rule of Thumb" method
- Plant several different varieties on the same day
- Plan first and last sowings, guess the rest
- Use Growing Degree Days data

Crop planning- Set schedule method

- Beans and corn: Plant every 2 weeks
- · Squash and cucumbers: Plant every 3 weeks
- Carrots: Plant every 4 weeks
- Cantaloupes: 2 or 3 plantings at least a month apart

Crop planning- Rule of thumb method After the first planting of these crops... Plant next planting of sweet corn when previous crop 1"-2" tall • Plant next crop lettuce when previous

- sowing germinates
- Plant next crop beans when young plants start to straighten up



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hoto credit: Rhett Gable, Louisiana State Universit

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Ex: First/Last planting date method

- Crop is cucumber
- Avg. first frost in Athens, GA is ~ Nov. 7 (http://www.griffin.uga.edu/aemn/)

# of days from seeding to harvest	60
Avg. length of harvest	21
Days for slow growth in fall	14
Days in case of early frost (if no row cover)	14
Total days before the first frost	109

- Last date for sowing is ~July 18
- Could be later (August 18) if transplants are used



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Crop scheduling- Organizing plans

Crop	Seeded in flat, (planned)	Seeded in flat, (actual)	Planted in field, (planned)	Planted in field, (actual)	Est. days to harvest	Actual days to harvest	Length of harvest	Interval between plantings	Season
Beans, bush					60		2 weeks		Summer
Sweet corn					70-100		2 weeks		Summer
Peppers					60-70		Continu ous		Summer
Squash, summer					45-60		4-6 weeks		Summer
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Additional Resources

- Vegetable Garden Calendar (C 943) Georgia Cooperative Extension <u>http://extension.uga.edu/publications/detail.cfm?number=C943</u>)
- Southeastern Vegetable Crop Handbook (<u>https://pubs.ext.vt.edu/AREC/AREC-66/AREC-66 pdf.pdf</u>)
- Fall Planting Guide, VA Co-operative Ext Service (<u>http://pubs.ext.vt.edu/426/426-334/426-334.html</u>)
- Weather Information and Calculators (<u>http://www.georgiaweather.net/</u>)
- Maine crop planning software (free) (<u>https://code.google.com/p/cropplanning/</u>)
- Crop Rotation on Organic Farms A Planning Manual (<u>http://www.sare.org/Learning-Center/Books</u>)

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