



UT FARM MARKET PROGRAM

Informational meeting

Oct 26 & 28



WHO WE ARE

Sarah Broughton: Graduate Student, M.S.

Jeff Martin: Graduate Student, M.S.

Grant McCarty: Student Assistant

Mary Rogers: Research Associate

Hannah Schrum: Extension Assistant

Annette Wszelaki: Assistant Professor and Vegetable Specialist

Other team members: DJ Mitchell and Mary Clare Smith

ORGANIC FARM OVERVIEW

- ⊙ Located on Government Farm Rd., off of John Sevier Hwy
- ⊙ 21 tilled acres: 13.5 in transition, 7.5 “conventional”
- ⊙ 1 greenhouse, 3 high tunnels (4 more being built this winter)
- ⊙ Lots of projects: season extension, reduced tillage, cover crops & green manures, vegetable production, pest management, native pollinators, etc.



UT FARM MARKET PROGRAM



PROGRAM GOALS

- ③ To create a farm market for the university community
- ③ To teach students (you!) how to plan a small farm, grow high quality vegetables and market the produce

WHY?

- ◎ We are filling a gap! This is the first UT program that offers hands-on experience in growing vegetables and small-farm marketing across disciplines
- ◎ Small farmers need to be able to plan, grow and market in order to be successful
- ◎ A weekly farm market in the UT Gardens will be a fun event that connects the university community

WHO CAN BE AN INTERN?

Any UT student who is interested in:

1. How to manage a small farm or vegetable garden (production)
2. Small business management and marketing (business)
3. Fulfilling Plant Science Internship requirements (300 hours needed)

WHAT ARE THE REQUIREMENTS?

- ⦿ Complete the program
 - ⦿ Work on the Organic Farm for 8 months (Jan 2010 until Aug 2010)
 - ⦿ Share farm market responsibilities
 - ⦿ Attend the 'SproUTing Growers' workshop series
 - ⦿ Register for an Ag Econ class in spring, 2010

'SPROUTING GROWERS' WORKSHOP SERIES

- ◎ 6-part series that will teach you how to be successful farmers. Topics are:
 1. Business planning
 2. Production planning
 3. Marketing strategies
 4. Transplant production
 5. Market garden planning & maintenance
 6. Harvest & handling



AGRICULTURAL ECONOMICS COURSEWORK

- ◎ Register for AGEC 350: The Food & Agricultural Marketing System
- ◎ Taught by Kim Jensen
- ◎ 3 credits, MWF 9:05-9:55 am.
- ◎ Late registration is January 7, 2010!



JOB DESCRIPTION

- ◎ Employment is paid: \$8.50 per hour
- ◎ Winter-spring (Jan-May): 10 hrs/week
- ◎ Summer (June, July, Aug): 32 hrs/week
- ◎ Duties include: maintenance of vegetable gardens, harvesting, farm market duties, helping out with research projects, keeping a production log

PRODUCTION LOG



- ◎ Recording your day-to-day activities helps...
 - ◎ you remember what you have done
 - ◎ you keep track of your hours
 - ◎ for future planning
 - ◎ organic certification
 - ◎ keep track of your Plant Sciences internship requirements

FARM MARKET

- ③ Will be held once a week in the UT Gardens Friendship Plaza
- ③ You create the market logo. This includes designing marketing materials like t-shirts, reusable grocery bags, market signage, etc.
- ③ The market will be a special event with different activities: music, kitchen demos, art projects, etc.





WANT TO BE AN INTERN?

◎ Submit:

- ◎ Application and current résumé
- ◎ Cover letter outlining career goals

To: Mary Rogers, mroger30@utk.edu

<http://organics.tennessee.edu/>