



FULTON-MONTGOMERY 4-H VEGETABLE MARKETING PROJECT

SAVE THE DATES

ENROLLED 4-H YOUTH AGES 8-18 ARE INVITED TO PARTICIPATE IN THIS FUN FILLED SERIES TEACHING YOUTH HOW TO GROW THEIR OWN FOOD, WHILE INCORPORATING MARKETING AND ENTREPRENEURSHIP

MON	APR 1	INTRODUCTION - GARDEN PLANNING
MON	APR 29	GARDEN UPKEEP & MANAGEMENT
TUES	MAY 28	PLANTING & TRANSPLANTING
MON	JUN 17	HARVESTING & MARKETING
MON	JUL 15	PREPARING FOR EXHIBITION

ALL CLASSES START AT 6PM

DATES & LOCATIONS

APRIL 1, APRIL 29 & JUNE 17 - MONTGOMERY COUNTY ANNEX, FONDA

MAY 28 - GRAY'S GARDEN & GREENHOUSE, OPPENHEIM

JULY 15 - PHILIA FARM, JOHNSTOWN

COST IS \$20 PER PARTICIPANT

(PARTICIPANTS RECEIVE STARTED PLANTS AND SEEDS)

FULL REGISTRATION PACKETS AVAILABLE
AT THE 4-H OFFICE - REGISTRATION DEADLINE MARCH 25

CONTACT KYLE AT KY292@CORNELL.EDU
FOR MORE INFORMATION

Cornell Cooperative Extension | Fulton and Montgomery Counties

Cornell Cooperative Extension
Eastern New York Commercial Horticulture

BUILDING STRONG AND VIBRANT NEW YORK COMMUNITIES
CORNELL COOPERATIVE EXTENSION IS AN EMPLOYER AND EDUCATOR RECOGNIZED FOR VALUING AND PROTECTING VETERANS
AND INDIVIDUALS WITH DISABILITIES AND PROVIDES EQUAL OPPORTUNITY AND EMPLOYMENT OPPORTUNITIES

2024 4-H VEGETABLE MARKETING PROJECT

Fulton & Montgomery Counties

The Vegetable Marketing Project provides youth with an opportunity to grow vegetables, experiment with garden practices, and earn money by marketing their produce. A large garden is not necessary.

The 4-H program provides seeds, plants and several classes throughout the project focusing on planning your garden, starting seeds, transplanting, general upkeep of your garden, harvesting & selection, marketing, entrepreneurship, and exhibition of produce. Youth participants will also visit several local growers and sellers of produce to learn about various aspects of the market. Vegetable Market gardening works well as a small group project. When several youth who live in the same area take on the project, they can work and learn together with a mentor and market produce conveniently. The adult mentor can be any interested and willing adult. Check with the 4-H office for volunteer requirements.

The Vegetable Marketing Project is suitable for any type of garden, be it city, suburban or country. In addition to learning Entrepreneurship, youth will be asked to "Grow A Row" for the hungry as a community service project.

Each participant will receive 6 started Broccoli plants, 6 started Cherry Tomato plants, 12 started Lettuce plants. In addition, participants may choose three from the following list: Zucchini, Sugar Snap Peas, Butternut Squash, Radishes, Green Beans and Cucumbers. (1 seed packet each)

To sign up for the Vegetable Marketing Project, return the registration form to the 4-H Office by March 25, 2024 with \$20 registration fee. This project is open to 4-H youth ages 8-18.

VEGETABLE MARKETING WORKSHOPS

<u>Series dates</u>	<u>Topic</u>	<u>Location (note all start at 6pm)</u>
Monday, April 1 st	Introduction & Planning Your Garden	Annex – Room 214
Monday, April 29 th	Garden Upkeep & Management	Annex – Room 214
Tuesday, May 28 th	Transplanting Started Plants	Grey's Gardens
Monday, June 17 th	Harvesting & Marketing	Annex – Room 214
Monday, July 15 th	Preparation & Selection for Exhibition	Philia Farm

Summer Farm Business Visits:

Several local produce farm visits will occur in June and July.

Exact locations, dates and times for farm visits will be advertised to program participants when available.

RESPONSIBILITIES OF MEMBER AND PARENT/GUARDIAN

- . Plant any seeds and plants provided through the project.
- . Take care of and harvest my garden.
- . Participate in Vegetable Marketing workshops and business visits.
- . Keep accurate records and up-to-date records of your garden.
- . Market top quality produce either through local produce businesses or through a personal vegetable stand.
- . Exhibit vegetables in 4-H at the Fonda Fair.
- . Submit your 4-H Record Book by October 15th, which include a project summary about what you learned in this project

RESPONSIBILITIES OF VEGETABLE MARKETING ADULT MENTOR

- . Assist youth with any questions that may arise during their time in this project.

VEGETABLE MARKETING PROJECT RESOURCES

Natasha Field - CCE Eastern NY Commercial Horticulture Team – Field Technician – nf257@cornell.edu
CCE Fulton-Montgomery Master Gardeners – mastergardenerccef@cornell.edu

VEGETABLE PLANTING GUIDE

Vegetable	Depth to Plant Seed (Inches)	Inches Between Rows	Inches Between Plants	Approximate Yield from 10 Foot Row	When to Plant	Average Days Until Harvest
Broccoli	Transplant	18	18	8 plants	May 20-June 10	45
Tomatoes, Cherry	Transplant	60-72	18-24	20-30 lbs	May 20-June 10	70-80
Lettuce	Transplant	18	12	10 heads	May 20-Sept 1	50-70
Zucchini	1	36-48	18-24	15 lbs.	May 20-June 10	50-60
Sugar Snap Peas	1	24-36	3	2-3 pints	April 1-May 15	60-75
Butternut Squash	1	60-96	36-48	10-20 lbs.	June 10	80-90
Radishes	¼"	7	1	10 bunches	May 20-Sept 1	45
Green Beans	1	18	4	6 quarts	June 10-Aug 10	50
Cucumbers	1	48	12-18	10-30 lbs.	May 20-June 10	50-70

1. Use the form below to draw a diagram of your garden.
2. Mark the length and width. Use North and South references on form to accurately plan.
3. Now figure the row feet for each individual vegetable. Multiply the length of your row by the number of rows of that vegetable. For example, 3 rows of sugar snap peas, each 10 feet long equals 30 row feet of snap peas.

PLAN OF GARDEN

Show the direction of the rows. Have the top of this box be the north side of your garden. Show row spacings and kind of vegetables planted. Length of garden _____. Width _____ feet. Area (length x width) _____ square feet.

North

South

4-H VEGETABLE MARKETING PROJECT REGISTRATION — 2024

Your Name _____ Age _____

Address _____

Phone Number _____ Email _____

4-H Club or Individual _____

Adult Mentor Name _____

Adult Mentor Email _____ Adult Mentor Phone Number _____

I agree to fulfill the requirements for this project as follows:

1. *Plant any seeds and plants given to me.*
2. *Take care of and harvest my garden.*
3. *Participate in the workshops presented for the Vegetable Marketing Project.*
4. *Keep accurate and up-to-date records on my garden.*
5. **EXHIBIT VEGETABLES IN 4-H AT THE FONDA FAIR.**
6. *Market top quality produce either through local produce businesses or through a personal vegetable stand.*
7. *Submit your 4-H Record Book by October 15th which includes a project summary about what you learned in this project.*

SIGNED (4-H Member)

_____ Date: _____

I have read the above and will cooperate in meeting the requirements.

YES ____ NO ____

SIGNED (Parent/Guardian)

_____ Date: _____

APPLICATIONS MUST BE RECEIVED BY THE 4-H OFFICE NO LATER THAN March 25th, 2024

Each participant will receive all started plants listed below (Broccoli, Cherry Tomatoes & Lettuce). In addition, participants may choose three more listed vegetables to receive by selecting with an "X" in the left column. Participants are not limited to only these vegetables in their garden. If desired, participants are welcome to grow additional types of vegetables. However, the focus of the workshops in this project will be concentrated on the vegetables listed below. Any additional vegetables must be purchased individually from an outside source.

Select (X)	Vegetable	Number of plants/seed packets
X	Broccoli	6 started plants
X	Tomatoes, Cherry	6 started plants
X	Lettuce	12 started plants
	Zucchini	1 packet of seeds
	Sugar Snap Peas	1 packet of seeds
	Butternut Squash	1 packet of seeds
	Radishes	1 packet of seeds
	Green Beans	1 packet of seeds
	Cucumbers	1 packet of seeds

If you intend to grow additional types of vegetables in your garden, please list them below:
