

# 2018 4-H VEGETABLE MARKETING PROJECT

*Albany, Rensselaer, Fulton-Montgomery, Schenectady and Schoharie-Otsego 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 and/or plants, leadership, organizes youth into area groupings, and conducts a training session on planting and maintaining of your garden and entrepreneurship (either selling at farmers markets or having a roadside stand). 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 your county 4-H Program as to 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.

To sign up for the Vegetable Marketing Project, **return the application to your county's 4-H Office by March 30, 2018.**

## VEGETABLE MARKETING WORKSHOP

The workshop will provide an overview of the project. In addition, it will teach you how to grow and handle vegetables in a way that is safe for you and for the consumer. There will be instruction on how to effectively market your produce at either a farmers market or a roadside stand. Finally, as a group, we will make plans for a Fall Event.

*Contact your CCE Educator for details on any orientations being offered.*

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March 30 .....	Applications due at your county 4-H Office.
April 11 (Wednesday)	<b>Mandatory Vegetable Marketing Workshop.</b> All growers, mentors, and at least 1 parent must attend this workshop. 7:00 p.m., CCE Albany County. May also be available via Zoom Meeting with other locations. We will have a tour of Gate Farms in April as well.
August/September .....	Exhibit vegetables at county fair.
Fall .....	Harvest Meeting/Festival (TBA)

### RESPONSIBILITIES OF MEMBER AND PARENT/GUARDIAN

- . Plant or return any seeds and plants furnished.
- . Take care of and harvest my garden.
- . Participate in Vegetable Marketing workshop.
- . Keep accurate records and up-to-date records on garden.
- . Market top quality produce
- . **Exhibit at County Fair.**
- . Submit project records to as required by county office at the end of the gardening season.

### RESPONSIBILITIES OF VEGETABLE MARKETING ADULT MENTOR

- . Pick up seeds and plants and distribute to area participants.
- . Make sure growers are using food safe handling protocols

### RESPONSIBILITIES OF COUNTY 4-H PROGRAM

- . Provide seeds/plants
- . Administer the project.
- . Train gardeners and mentors.
- . Coordinate garden visits, when appropriate
- . **APPLICATIONS MUST BE RECEIVED BY LOCAL 4-H OFFICE NO LATER THAN March 30<sup>th</sup>.**

## 4-H VEGETABLE MARKETING PROJECT APPLICATION — 2018

Your Name \_\_\_\_\_ Age \_\_\_\_ Adult Mentor's Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

County \_\_\_\_\_ 4-H Club \_\_\_\_\_

Individual Member? Yes No # of Years Completed in Vegetable Marketing Project \_\_\_\_\_

I will be attending the training \_\_\_\_ IN PERSON \_\_\_\_ VIA ZOOM MEETING AT \_\_\_\_ COUNTY  
Only youth attending the training will receive seeds.

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

- 1. Plant or return any seeds and plants given to me.*
- 2. Take care of and harvest my garden.*
- 3. Participate in the appropriate workshops presented for the Vegetable Marketing Project.*
- 4. Keep accurate and up-to-date records on my garden.*
- 5. EXHIBIT AT COUNTY FAIR.*
- 6. Market top quality produce*
- 7. Submit appropriate record within your county at the end of the gardening season (may vary by county)*

**SIGNED** (4-H Member)

\_\_\_\_\_  
*I have read the above and will cooperate in meeting the requirements; I understand this includes helping prepare and deliver the produce for market.*

**YES** \_\_\_\_ **NO** \_\_\_\_

**SIGNED** (Parent/Guardian)

\_\_\_\_\_

Vegetable	Depth to Plant (Inches)	Inches Between Rows	Inches Between Plants	Approximate Yield from 10 Foot Row	When to Plant	Average Days Until Harvest
Squash, Zucchini	1	36-48	18-24	15 lbs.	May 20-June 10	50-60
Tomatoes, Red Cherry	Transplant	60-72	18-24	20-30 lbs	May 20-June 10	70-80
Snow Peas	1	24-36	3	2-3 pints	April 1-May 15	60-75
Squash, Butternut	1	60-96	36-48	10-20 lbs.	May 20-June 10	80-90
Large pumpkins	1	72	36-48	9	May 20- June 10	115
Mini gourds	1	96	36-48	50-70	May 20-June 10	95-110

- To order the right amount of seed, you must first plan your garden. Use the back of this form to draw a diagram of your garden.
- Mark the length and width. Indicate which direction is north.
- 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 snap peas, each 10 feet long equals 30 row feet of snap peas.

Please check the vegetables you would like to grow. 4-H is offering one packet of seeds for each vegetable you wish to grow from seed and lots of either 6 or 12 tomato plants. You are welcome to grow as much as you like and any varieties you like, providing your own seeds beyond those offered. **Please note: We are offering untreated seed for some varieties this year. Untreated seed uses no chemicals, however can-not be legally termed as organic. If you choose untreated seed, you must understand that seed performance and yield may be lower. For those varieties, please check which you prefer, treated or untreated.**

**Squash, Zucchini** regular seed \_\_\_\_\_

**Squash, Butternut** regular seed \_\_\_\_\_ untreated seed \_\_\_\_\_

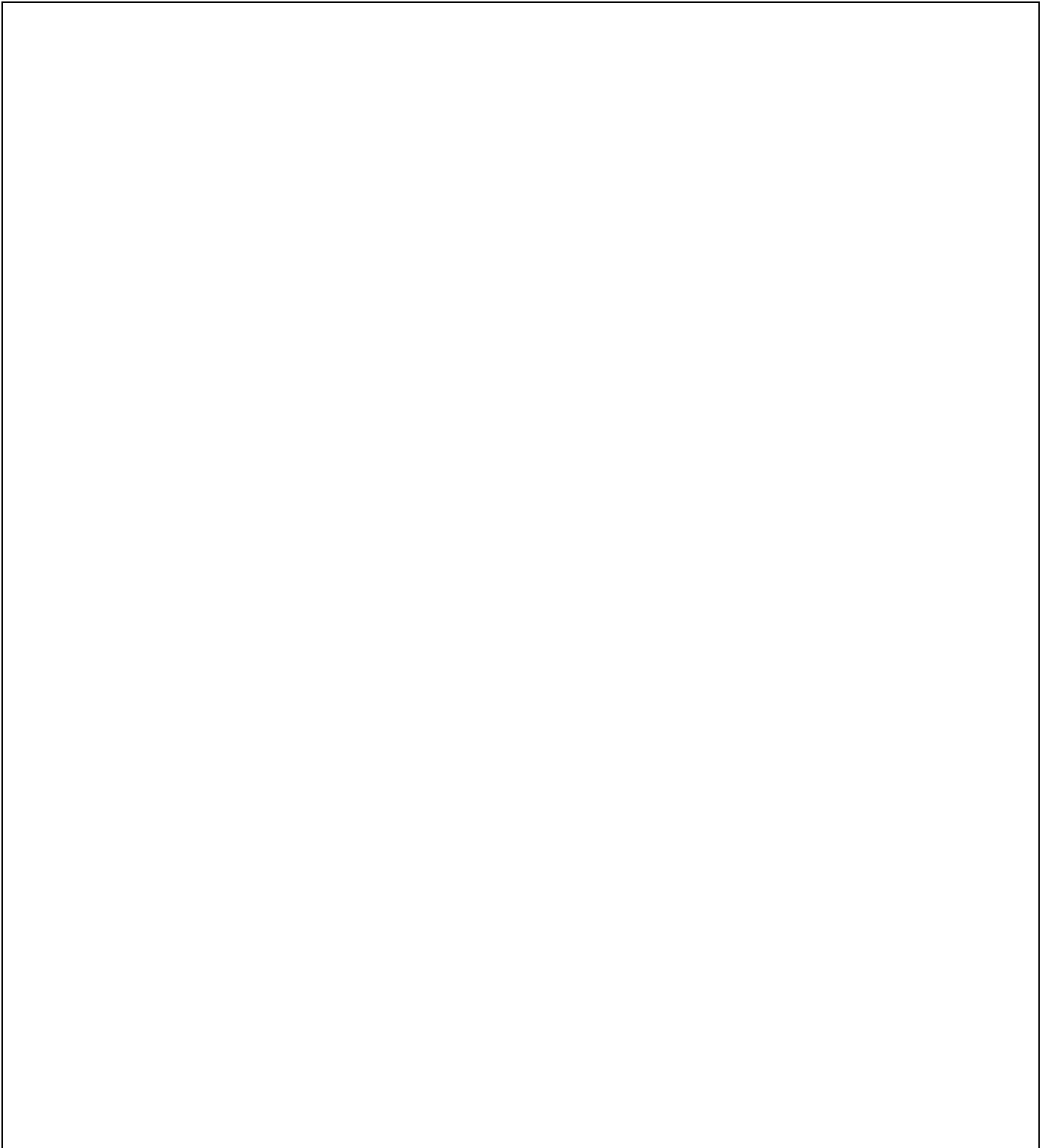
**Pumpkins, Large** regular seed \_\_\_\_\_

**Mini Gourds** regular seed \_\_\_\_\_ Untreated seed \_\_\_\_\_ orange \_\_\_\_\_ white \_\_\_\_\_ (white may not be available in untreated)

**Red Cherry Tomatoes** 6 plants \_\_\_\_\_ 12 plants \_\_\_\_\_

**NAME:** \_\_\_\_\_ **Plan of Garden**

Show the direction of the rows. Have the top of this page 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