

2016 4-H VEGETABLE MARKETING PROJECT

Sponsored by: Golub Corporation and 4-H Youth Development Programs in Albany, Rensselaer, Fulton-Montgomery, Schenectady and Schoharie 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.

Golub Corporation supplies you with seeds and plants, conducts a marketing training session and buys back your top quality produce, up to \$500 per person. The average Vegetable Marketing participant earns about \$100.

The 4-H program provides leadership, organizes youth into area groupings, and conducts a training session on planting and maintaining of your garden. Volunteer Vegetable Marketing Mentors (formerly called area leaders) help with organization and marketing of produce. 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.

To sign up for the Vegetable Marketing Project, return the application to your county's 4-H Office by March 7, 2016.

ORIENTATION FOR NEW PARTICIPANTS

The Vegetable Marketing Orientation is for new people interested in the project. Prior participants need not attend. The orientation will provide an overview of the project to help you decide if the Vegetable Marketing Project is right for you.

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

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PACKET CONTENTS:

- **Application, garden plan and delivery information for ALL participants to complete; must be received at 4-H Office no later than March 7th**
- **Explanation of program and responsibilities.**
- **Schedule of meetings.**
- **Vegetable Planting Guide.**

4-H Vegetable Marketing Project

2016 CALENDAR OF EVENTS — TENTATIVE

January 25	Orientation Meeting. For potential and new participants. Distribution of program information, requirements, regulations and instructions. Check with your local 4-H office for date and time for orientation meeting.
March 7	Applications due at your county 4-H Office.
March 21	Schenectady County will be hosting a gardening training. Seed distribution and further trainings to be announced by each county.
April 2 or April 6	Mandatory Food Safety Workshop. All growers, mentors, and at least 1 parent must attend one or the other of these workshops, even if you have participated in the past. April 2 2:30-4 pm at CCE Albany County or April 6, 7-8:30 p.m. CCE Schoharie County. Seeds will be distributed at this time.
May 7	Golub Warehouse tour 9:30 am - 11:00 a.m. at the Golub Headquarters. Tomato plants will be available for adult mentor pick up from 9: 00 to 9:30 am or 11:00 to 11:30. Must pre-register to attend.
July-End of Season.....	Marketing checks sent out to area leaders for distribution to gardeners.
August/September.....	Exhibit vegetables at county fair.
Fall.....	Marketing ends after hard frost.

RESPONSIBILITIES OF MEMBER AND PARENT/GUARDIAN

1. Plant or return any seeds and plants furnished.
2. Use only seeds and plants provided by project.
3. Take care of and harvest my garden.
4. Participate in appropriate Vegetable Marketing workshops.
5. Keep accurate records and up-to-date records on garden.
6. Market as much top quality produce as possible (up to \$500 limit), prepared according to regulations and delivered to Price Chopper.
7. Deliver produce to assigned Golub Corporation location.
8. Make copy of each Invoice/Delivery sheet and **deliver/fax a readable (please use black pen) copy of each to local 4-H office. This is required and must be done within 2 weeks of delivery date of produce to receive payment.**
9. **Exhibit at County Fair.**
10. Submit project records to as required by county office at the end of the gardening season.

RESPONSIBILITIES OF VEGETABLE MARKETING ADULT MENTOR

1. Pick up seeds and plants and distribute to area participants.
2. Assist with delivery of produce to Price Chopper Store or Golub warehouse as needed.
3. Make copy of each Invoice/Delivery sheet and **deliver/fax a readable copy of each to local 4-H office. This is required and must be done WITHIN 2 WEEKS OF DELIVERY DATE to receive payment.**
4. Receive checks for your group and distribute payments to gardeners.
5. Inform gardeners when they reach their \$500 limit.
6. Help arrange Master Gardener visit in your area (optional).
7. Serve as communications link between 4-H office and vegetable marketing members.

RESPONSIBILITIES OF COUNTY 4-H PROGRAM

1. Administer the project.
2. Train gardeners and area leaders.
3. Coordinate garden visits, when appropriate
4. Serve as a communication link between area leaders and Golub Corporation.

RESPONSIBILITIES OF GOLUB CORPORATION

1. Provide plants, seeds and containers for marketing.
2. Buy produce prepared according to market regulations, up to value of \$500 per member.

COMMUNICATION LINES

4-H Member/Parent ---> Vegetable Marketing Adult Mentor ---> 4-H Office ----> Golub Corporation

APPLICATIONS MUST BE RECEIVED BY LOCAL 4-H OFFICE NO LATER THAN March 7th.

4-H VEGETABLE MARKETING PROJECT APPLICATION — 2016

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 ____ April 2 Food Safety Workshop in Albany ____ April 6 Food Safety Workshop in Cobleskill.

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

1. *Plant or return any seeds and plants given to me.*
2. *Use only the seeds and plants provided by the project.*
3. *Take care of and harvest my garden.*
4. *Participate in the appropriate workshops presented for the Vegetable Marketing Project.*
5. *Keep accurate and up-to-date records on my garden.*
6. *Notify my area leader or 4-H office if I haven't received payment within 4 weeks of handing in my invoice.*
7. **EXHIBIT AT COUNTY FAIR.**
8. *Market as much top quality produce as possible (up to \$500 limit).*
9. *Submit appropriate record within your county at the end of the gardening season (may vary by county)*

I understand that the amount of produce my assigned Price Chopper store can accept is limited to the amount the store can sell. Therefore, some large quantities may still need to be delivered to the Golub Warehouse, especially the fall squash crops.

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)

HAVE YOU:

- Completed your application, garden plan and delivery information?
- Answered all questions?
- Signed the application?
- Had a parent/guardian sign application?
- Mailed it to the 4-H Office to be received no later than March 1st?
- Asked an adult to be your vegetable Marketing Adult Mentor for the project or asked the 4-H Office for assistance in finding a mentor?
- Marked the dates of Vegetable Marketing events on your calendar?

NAME: _____

VEGETABLE PLANTING GUIDE

Vegetable	Depth to Plant (Inches)	Inches Between Rows	Inches Between Plants	Approximate Yield from 10 Foot Row	When to Plant	Average Days Until Harvest
Swiss Chard	½	18-24	6-8	9 lbs.	April 1-May 15	50-60
Cucumbers, Pickling	¾	48-60	12-15	12 lbs.	May 20-June 10	50-65
Peas, Snap	1	24-36	3	2-3 pts.	April 1-May 15	60-75
Squash, Delicata	1	36-96	12-18	15 to 20 lbs.	May 20-June 10	100
Pumpkins, Miniature	1	96	36-48	50-70	May 20-June 10	95-110
Pumpkins, Pie	1	96	36-48	10-20 lbs.	May 20-June 10	100-120
Squash, Acorn	1	60-72	36-48	10-15 lbs.	May 20-June 10	80-90
Squash, Buttercup	1	60-72	36-48	10-15 lbs.	May 20-June 10	95-105
Squash, Butternut	1	60-96	36-48	10-20 lbs.	May 20-June 10	80-90
Squash, Golden Bar Zucchini	1	36-48	18-24	15 lbs.	May 20-June 10	50-60
Tomatoes, Red Grape	transplant	60-72	18-24	20-30 lbs.	May 20-June 10	70-80

- 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. You may choose as many as **FOUR** (4) or as few as one (1). Note: One crop may be grown only if garden is 200sq. Ft. or less. Over 200sq. ft gardener must select at least 2 crops. You will be given your choices as much as possible. **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.**

VEGETABLE	ROW FEET	VEGETABLE	ROW FEET
Cucumbers, pickling (s) Regular seed ___ untreated ___		Squash, Butternut (s) Regular seed ___ untreated ___	
Peas, snap (s) Regular seed ___ untreated ___		Squash, Green Acorn (s)	
Squash, Golden Zucchini (s)		Squash, Buttercup (s) Regular seed ___ untreated ___	
Swiss Chard (s) Regular seed ___ untreated ___		Squash, Delicata (s)	
Pumpkins, miniature (s) *Orange ___ Regular seed ___ untreated ___ *White ___		PLANTS	CIRCLE NUMBER OF TOMATO PLANTS REQUESTED BELOW:
Pumpkins, pie (s)		Tomatoes, Red grape , (p)	6, 12, 18, 24, 30, 36, 42, 48, 54, 60, 66, 72, 78, 84, 90, 96

Note: s = seeds; p = 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

A large empty rectangular box with a thin black border, intended for drawing a garden plan. The box is oriented vertically on the page, with the top edge corresponding to the 'North' label and the bottom edge corresponding to the 'South' label.

South

Delivery Information

Listed below are stores that will accept 4-H produce. The amount of produce they can accept is limited to the amount the store can sell. Therefore, some large quantities may still need to be delivered to the Golub Warehouse, especially the fall squash crops. Participants will receive more information about produce deliveries at the **Warehouse Orientation on May 7th**

Please indicate a first (1) second (2) and third (3) choice store location for produce deliveries on the list below. Also fill in the information at the bottom of this sheet and return this sheet with your application to your county 4-H Office by March 13th. Before the market opens, you will be notified which one of your three choices will be the store to deliver your produce to. Also, if a store not on the list would be more convenient, please add the location of the store at the bottom of the list. We will do our best to honor your request. **If there is a marketing concern once stores have been assigned please call the Schenectady 4-H Office at 372-1622.**

___ Altamont	Altamont Avenue	Schenectady
___ Amsterdam	141 Sanford Farms Shopping Center	Amsterdam
___ Balltown Road	442 Balltown Road	Niskayuna
___ Bethlehem	1395 New Scotland Avenue	Slingerlands
___ Brunswick	716 Hoosick Street	Troy
___ Catskill #042	320 West Bridge Street	Catskill
___ Chatham-Ghent #246	15 Dardess Drive	Chatham
___ Cobleskill	Barnerville Road	Cobleskill
___ Colonie	1892 Central Avenue	Albany
___ Cooperstown	113 Chestnut Street	Cooperstown
___ East Greenbush	501 Columbia Turnpike	Rensselaer
___ Eastern Parkway	1640 Eastern Parkway	Schenectady
___ Glenmont	329 Town Square Pl, 329 Glenmont Rd.	Glenmont
___ Glenville	290 Saratoga Road	Glenville
___ Golub Warehouse	501 Duanesburg Road	Rotterdam
___ Guilderland	1706 Western Avenue	Guilderland
___ Hudson #132	351 Fairview Ave	Hudson
___ Hudson Valley	79 Vandenberg Ave., Rte 4 & 40	Troy
___ Johnstown	North Comrie Avenue	Johnstown
___ Loudon	873 New Loudon Road	Latham
___ Madison Avenue	1060 Madison Avenue	Albany
___ Oneonta	1000 Main Street	Oneonta
___ Palatine Bridge	6025 NY State Rte 5	Palatine Bridge
___ Richfield Springs	1 Main Street #1	Richfield Springs
___ Twenty Mall	Routes 20 and 155	Guilderland
___ Westgate	911 Central Avenue	Albany

Your Name: _____ **Telephone No.** _____

Vegetable Marketing Mentor: _____ **Telephone No.** _____

County where you are a 4-H member: _____