

"A PATHWAY TO URBAN FARMING IN DELAWARE"

NEW GROUND GROWER SERIES PROGRAM GUIDE

**A FREE AND FLEXIBLE
URBAN FARMING
TRAINING PROGRAM**



Learn More: www.deuffc.org/new-ground-growers

Special thanks to the curriculum committee members who came together to make this program a reality,
 Madison Walter, New Castle Conservation District
 Elisa King, Cultivate Forward
 Ruth Arias, Bright Spot Farm
 Andy Wetherill, Delaware State University
 Matt Williams, Conscious Connections Inc.
 Evan Bartle, Conscious Connections Inc.
 Kane Schmidt, Sprouts on Manor Farm



and thanks to our program sponsors and community partners for sharing their time and expertise.



and the Chesapeake Produce Safety Education Team

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New Ground Grower Series Program Overview

The “New Ground Grower Series: A Pathway to Urban Farming in Delaware” (NGGS) is a free, flexible, and accessible training for urban/community growers of all styles, scales, and experience level to increase local food production. This program is designed for participants to craft their own journey as they round out their existing experience and education. Through a combination of events and assignments participants will learn about topics from the primary aspects of urban growing: planning, planting, tending, processing, marketing, and managing.

Ways to Participate

To accommodate as many needs and interest levels as possible, NGGS offers three different ways to participate in our program.

Complete the Full Program

Complete activities for all six units, equal to 45-65 hours of training. Participants will get first priority for events with limited space and must submit documentation for credit. All that complete the program will receive a certificate of course completion.

Complete Individual Units

Complete activities for a single or multiple individual units, to equal 10-15 hours of training per unit. Participants will get second priority for events with limited space and must submit documentation for credit. All that complete the program will receive a certificate of unit completion.

Attend Individual Events

Attend any of the free events offered through the program which runs April - September. Program credit will not be provided and participants are not required to submit documentation.

How it Works

Step 1: Review the Units and Topics

Our program is divided into six units with each unit having 4-5 topics.

Unit 1 Planning: Infrastructure and Land; Laws and Licensing; Business Planning; Farm Financing; Crop Planning

Unit 2 Planting: Regenerative Systems; Propagation; Transplanting; Container Growing; Season Extension

Unit 3 Tending: Irrigation; Weed Management; Integrated Pest Management; Plant Tending; Compost and Soil Management

Unit 4 Processing: Produce Safety; Processing Equipment/Infrastructure; Harvest, Wash, Store; Packing for Market; Value-Added Product

Unit 5 Marketing: Options for Selling; Market Readiness; CSA Models; Farmers Markets; Social Media and Outreach

Unit 6 Managing: Staffing and Volunteers; Bookkeeping and Records; Community Education and Partnerships; Resource Availability

Step 2: Pick Your Activities

For each topic within a unit, there are 2-3 options for receiving credit which are explained in further detail throughout the guide. These options include a variety of different activities such as workshops, webinars, field trips, writing assignments, or practical application work. Participants may then **pick one option** that best aligns with their schedule, style of learning, or interest that they would like to complete for that topic.

Step 3: Complete Your Activity

Once an activity is chosen, the participant completes the task outlined in the program guide. These activities are designed to allow participants to gain and demonstrate knowledge through different methods.

Step 4: Submit Documentation

Once an activity is completed, those participants wishing to receive credit will upload supporting documents to the class Canvas website.

Additional Program Information

NGGS Webpage

In addition to our class Canvas site, which is available only to those registered for credit, we also have a public facing webpage. On this webpage, anyone can find:

- Program Registration Link
- Information Session Recording
- NGGS Program Guide PDF
- Event Announcements
- and more!

**PLEASE BE SURE TO CHECK OUR WEBPAGE
www.deuffc.org/new-ground-growers
FOR THE LATEST AND MOST UP TO DATE
INFORMATION.**



Program Registration

Those wishing to participate in NGGS for credit, either full course or individual units, will need to register using the form found at the below link.

<https://forms.gle/k7dZKdgNYRqp6oCt5>

This link is also available on the NGGS webpage. If you are not looking to receive credit, you still need to register for individual events as some have limited space.

For those participating for credit, once you've registered, you will be sent an email invitation to the class Canvas site in the following days. You will then need to create a Canvas account. This account will grant you access to class website which contains a class calendar, announcements, additional information, and a way to track your progress. Should you have any concerns about registration or your canvas account please contact Madi Walter at madison.walter@delaware.gov.

Hands-On Activity Substitutions

The NGGS has been designed with flexibility in mind to allow participants to create a learning experience that fits their needs and schedule. However, there are some elements of urban agriculture where hands-on experience is the only way to truly learn about a topic. If you are unable to attend any of the in-person workshops, participants may substitute four volunteer hours working with one of our partner farms in lieu of the workshop or eight volunteer hours in lieu of a volunteer morning. If you are interested in making this substitution, please contact a member of our team so we can discuss the appropriate steps and get you connected with a partner farm.

Activities for Multiple Topics

Some activity options are listed under multiple topics. Should you choose to complete that activity, you will get credit towards each of those topics even if they are listed in a different unit. If an activity does count towards another topic(s) it should be listed in the activity description.

Transportation

Our goal is to make the NGGS program as accessible as possible. If you have concerns about transportation to any events outside of Wilmington city limits, please let us know. We have some limited resources for providing transportation and/or would be willing to work with a participant to help figure out a solution.

Have Questions?

If you have any questions please contact Madi Walter by email at madison.walter@delaware.gov or by phone at (302) 365-8983.

New Ground Grower Series Training Schedule

Please Note: The below list of events was last updated on July 12th. Be aware that some events will have limited space and priority will be given to those participating for credit and there may also be additional bonus opportunities that arise that are not included on this list. If you are not registered for the course and plan on attending any of the individual events, please be sure to visit our webpage www.deuffco.org/new-ground-growers for the most up-to-date information.

Event Type	Meets which Unit: Topic requirement?	Topic	Date	Location
Info Session	N/A	Overview of program to help entice individuals to participate and explain program goals/objectives	March 13th, 6:30-7:30pm	virtual via Zoom
Program Orientation	Unit 0	Overview of program, what is urban agriculture and what are the important considerations to take when beginning	April 3rd, 6-8pm	virtual via Zoom
Lunch & Learn Webinar	Unit 1:2, Unit 5:4	Farmers Market Licensing with Delaware Department of Agriculture	April 5th 12-1pm	virtual via Zoom
Program Orientation	Unit 0	Walk Farm Site & Play the Game of Urban Agriculture with New Castle Conservation District	April 15th, 9am-12pm	Conscious Connections Urban Farm (22 E. 23rd Street, Wilmington, DE)
Evening Worknight	Unit 1:1	Land Access and Preparing Ground for Farming	April 26th, 5-7pm	Conscious Connections Urban Farm (22 E. 23rd Street, Wilmington, DE)
Lunch & Learn Webinar	Unit 2:5	Season Extension and Conservation Programs with the Natural Resource Conservation Service	May 3rd 12-1pm	virtual via Zoom
Evening Worknight	Unit 2:2, Unit 2:3	Seed Starting & Transplanting with Dr. Rose Ogutu (DSU)	May 10th, 5-7pm	Conscious Connections Urban Farm (22 E. 23rd Street, Wilmington, DE)
Saturday Volunteer Morning	Unit 1:5, Unit 2:5, Unit 3:4, Unit 3:5, Unit 6:1	Crop planning, season extension, soil management, and working with volunteers	May 20th, 8am-12pm	Food Bank of Delaware (222 Lake Drive, Newark, DE)
Evening Worknight	Unit 2:4	Container Gardening Workshop with New Castle Conservation District	May 24th, 5-7pm	Conscious Connections Urban Farm (22 E. 23rd Street, Wilmington, DE)
Lunch & Learn Webinar	Unit 1:4	Financing with Horizon Farm Credit & USDA Farm Service Agency	June 7th 12-1pm	virtual via Zoom
Evening Worknight	Unit 3:3	Pest ID walk with Master Gardener, Dr. Judy Hough- Goldstein	June 14th, 5-7pm	E.D. Robinson (12th & Brandywine, Wilmington, DE)
Saturday Volunteer Morning	Unit 3:1, Unit 3:4, Unit 4:5, Unit 6:3	Irrigation, Community Education, and Value Added Product	June 17th, 8am-12pm	Bellevue Farms (510 Duncan Rd, Wilmington, DE)
Evening Worknight	Unit 3:3	IPM in Urban Farming with Dr. Rose Ogutu (DSU)	June 28th, 5-7pm	Conscious Connections Urban Farm (22 E. 23rd Street, Wilmington, DE)
Lunch & Learn Webinar	Unit 5:1, Unit 5:2, Unit 5:4	Market Readiness "The 5 Ps" with Andy Wetherill, Options for Selling with Cultivate Forward and NCCo Farmer's Market Program	July 5th 12-1pm	virtual via Zoom
Evening Worknight	Unit 4:3	Harvest, Wash, Store	July 12th, 5-7pm	Conscious Connections Urban Farm (22 E. 23rd Street, Wilmington, DE)
Lunch & Learn Webinar	Unit 1:4, Unit 6:2	First Time Farm Loans and Farm Records with Horizon Farm Credit	July 19th, 12-1pm	virtual via Zoom
Evening Worknight	Unit 4:5	Commercial Kitchen Incubator Tour and Value Added Product Information	July 27th, 5-7pm	Wilmington Kitchen Collective (900 N. Washington St, Wilmington, DE)

Saturday Workshop	Unit 4:1	Produce Safety Workshop with Chesapeake Produce Safety Education Team	July 29th, 9am -12pm	Conscious Connections Urban Farm (22 E. 23rd Street, Wilmington, DE)
Evening Worknight	Unit 5:1	Options for Selling	August 9th, 5-7pm	Sprouts on Manor (35 Manor Ave, Claymont, DE)
Evening Worknight	Unit 3:4, Unit 4:2, Unit 4:3 Unit 5:3	Infrastructure, Harvest/Wash/Store, CSA models	August 14th, 5-7pm	Penn Farms (713 E. Basin Road, New Castle, DE)
Regional Field Trip	Unit 1:1, Unit 5:4, Unit 6:1, Unit 6:3	Tour 2-3 farm locations to learn about staff and volunteer management, community education, and land access. Visit a farmer's market	August 19th 8am- 5pm	Philadelphia, PA
Evening Worknight	Unit 4:4	Packing for Market	August 23rd, 5-7pm	Westside Farmer's Market (Cool Springs Park, Wilmington, DE)
Regional Field Trip	Unit 1:1, Unit 5:4, Unit 6:1, Unit 6:3	Tour 2-3 farm locations to learn about staff and volunteer management, community education, and land access. Visit a farmer's market	August 26th 8am-5pm	Baltimore, MD
Lunch & Learn Webinar	Unit 5:5	Social Media with Bellevue Farms	September 6th 12-1pm	virtual via Zoom
Evening Worknight	Unit 1:3	Business planning workshop with Cultivate Forward	September 13th, 5-7pm	Wilmington Public Library
Saturday Volunteer Morning	Unit 2:1, Unit 3:2, Unit 3:4, Unit 3:5	Regenerative Systems, Weed Management, Soil Management	September 16th, 8am-12pm	Innersouce Wellness Center (3101 Skyline Drive, Wilmington, DE)
Evening Worknight	N/A	Graduation Celebration!	September 27th, 5-7pm	Conscious Connections Urban Farm (22 E. 23rd Street, Wilmington, DE)

NOTE ON INDIVIDUAL WORK: This chart does not reflect the individual learning opportunities that participants may also complete. That information can be found throughout the program guide and on the class Canvas website.

PLEASE SAVE THE DATE

Graduation Celebration

Bring family and friends as we recognize the accomplishments of our program participants and award their certificates of completion.

MORE DETAILS TO FOLLOW

WED SEPT. 27TH | 5 PM



Conscious Connections Urban Farm
22 E. 23rd St., Wilmington, DE



PLEASE RSVP BY AUGUST 31ST TO MADI AT MADISON.WALTER@DELAWARE.GOV



Unit 0: Orientation

Unit 0: Orientation is intended for those interested in taking either the full course or individual units for credit. While this session is not required for completing the course, it is strongly encouraged as the discussion will provide the foundation for rest of the units.

Part 1- April 3rd from 6:00-8:00 pm via Zoom

After introductions, we will be covering the details of the program more in depth and answer any logistical questions from course participants. Afterward, we'll hear from members of our New Ground Growers team about the different types of urban/community farms and gardens and the role these projects play in the larger food system. Login information can be found on the class canvas site.

Part 2 - April 15th from 8:00am-12:00pm at Conscious Connections Urban Farm

Join us for our first field day at Conscious Connections, Inc. Urban Farm (CCI) located at 22 E. 23rd Street in Wilmington! Over the course of the morning, participants will go on a tour of the farm to see the variety of growing methods and strategies CCI uses to create a thriving green space in the middle of Wilmington. After the tour, Madi Walter (New Castle Conservation District and Delaware Urban Farm and Food Coalition) will lead us in "Understanding the Game of Urban Agriculture," an interactive experience designed to demonstrate the benefits and challenges of urban agriculture. Participants should wear sturdy footwear and bring their own water.



Unit 1: Planning

Farming and gardening isn't just about tending to plants out in the field, but requires different types of planning before that first seed goes in the ground. The focus of this unit is to expose participants, wanting to transform their farm or garden into a business, to the different components required to achieve success.

Topics Covered

1. Infrastructure and Land
2. Laws, licensing, and farm registration
3. Business Planning
4. Farm Financing
5. Crop Planning

Learning Outcomes

- A. Think critically about the goal(s) of their farm or garden and understand how to incorporate different types of planning to help them achieve those goals.
- B. Exposure to agencies and resources that can provide assistance during the process of creating and running a farm business

Unit 1 Event Schedule

April

April 5th, 12-1pm

Farmers Market Licensing
with DDA

Virtual Webinar

April 26th, 5-7pm

Land Access and Ground
Preparation Workshop

Conscious Connections, Inc.,
22 E. 23rd Street, Wilmington, DE

May

May 20th, 8am-12pm

Volunteer Morning

Food Bank of Delaware,
222 Lake Drive, Newark, DE

June

June 7th 12-1pm

Farm Financing with
Horizon Farm Credit &
FSA

Virtual Webinar

July

*- no events for this unit schedule for this month - *

August

August 19th, all day

Regional Urban Farm Field
Trip

Philadelphia, PA

August 26th, all day

Regional Urban Farm Field
Trip

Baltimore, MD

September

September 13th 5-7pm

Business planning
workshop with Cultivate
Forward

Wilmington Public Library
10 E. 10th Street, Wilmington, DE

Topic

1 Infrastructure and Land

Before any growing can begin, farmers or gardeners need a space that meets their needs. This topic focuses on the considerations for picking a location and the type of infrastructure that might need to be added to make the space compatible with long term goals.

CHOICES - DO ONE:

- Attend a workshop at Conscious Connections Urban Farm to learn how they acquired their land and the changes they made to make it farm ready.** Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. The workshop will happen on April 26th, from 5-7pm at the CCI farm located at 22 E. 23rd Street, Wilmington, DE. Attendance will be recorded for credit.

OR

- Attend one of the Regional Field Trips.** Participants can choose to either go on the trip to Baltimore on August 26th or to Philadelphia on August 19th. These field trips will be all day and will include visits to various urban farms and a local farmer's market. Transportation will be provided. Space on these trips is limited and priority will be given to those individuals enrolled to complete the entire course. More details, including a full itinerary and sign-up instructions, will be released in mid-June. Attending either field trip also counts towards requirements in the following units:
 - Unit 3, Plant Tending
 - Unit 5, Farmer's Markets
 - Unit 6, Staff and Volunteers
 - Unit 6, Community Education and Partnerships





Topic 2 **Laws, Licensing, & Farm Registration**

Did you know that agriculture is one of the biggest industries in Delaware? As such there are numerous agencies, regulations, and laws that influence agriculture from the smallest farm to major operations. This unit builds understanding on how these behind the scene processes might affect your farm or garden and provide opportunities for growth.

CHOICES - DO ONE:

- Attend a webinar on licensing requirements for farmer's markets hosted by the Delaware Department of Agriculture.** This webinar will happen on April 5th, from 12-1pm via zoom. The zoom login information will be available through the course Canvas site or online the day of at www.deuffc.org/new-ground-growers. Attendance will be recorded for credit. Attending this workshop also counts towards Unit 5, Farmer's Markets.

OR ~~~~~

- Have a one-on-one meeting with a Farm Service Agency (FSA) representative to discuss the farm registration process and FSA programs.** For this individual learning exercise, participants will schedule a meeting with their local FSA office and will submit a letter signed by the FSA agent to receive credit. Additional information can be found on the class Canvas site.

OR ~~~~~

- Design a jar of honey label that adheres to the legal requirements set forth by the Delaware Department of Agriculture (DDA).** Your completed design should be uploaded to the course Canvas site to receive credit. Additional information about this assignment can also be found on the class Canvas site.

Topic 3 Business Planning

It was said by author Antoine de Saint-Exupery that “a goal without a plan is just a wish.” This topic teaches the importance of creating a business plan and will guide participants through the initial steps of creating one.

CHOICES - DO ONE:

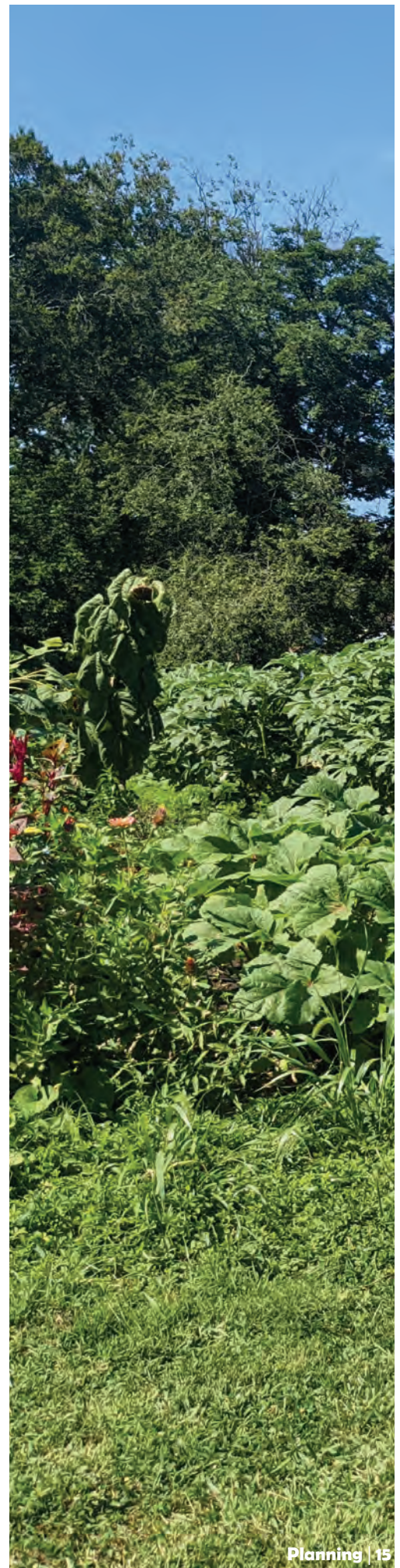
- Attend the workshop with Elisa King from Cultivate Forward.** Cultivate Forward is an urban farm and local food system consultant whose mission is to provide expertise and services that strengthen local food system enterprises and community resilience. Participants will be guided through the elements of a successful business plan and have an opportunity to apply their knowledge to their own interests. The workshop will happen on September 13th, from 5-7pm, at the Wilmington Public Library located at 10 E. 10th Street in Wilmington. Attendance will be recorded for credit.

OR ~~~~~

- Learn the basics of creating a business plan and build understanding that a business plan is a living document that changes as your business progresses.** In this individual learning exercise, participants will review different business planning resources and then write at least a paragraph for each of the specified sections of a business plan. This is NOT a full business plan, rather a starting point for you to assess yourself, your business idea, your values and goals, and begin to determine how you will achieve your vision. This will serve as a guide for you to reference, learn from, and set your goals by. Additional information about this assignment can be found on the class Canvas site.

OR ~~~~~

- Complete any business planning course offered by another organization.** If a participant has completed a business planning course within the last three years, they may submit a certificate of completion or signed letter by the instructor and receive credit for this topic.





Topic

4 Farm Financing

Since the early 1900s, farming focused financial institutions have existed across the country. They specialize in helping farmers and ranchers by understanding the unique challenges that agriculture faces. Within this topic, participants will have the opportunity to hear from some of the agencies and get to practice basic financing skills.

CHOICES - DO ONE:

Attend the webinar joint hosted by Horizon Farm Credit and the Farm Service Agency (FSA) to learn about agriculture focused financial programs. This webinar will happen on June 7th, from 12-1pm via zoom. The zoom login information will be available through the course Canvas site or online the day of at www.deuffc.org/new-ground-growers. Attendance will be recorded for credit.

OR ~~~~~

Complete the Ag Biz Basics course from Horizon Farm Credit. For this individual learning exercise, participants will be granted access to this online course that will “assist you in launching, growing, managing and transitioning your business with a greater opportunity for success!” Details on submission requirements and how to access this course are available on the class Canvas site. If you are interested in this option, please note that there are two sign-up deadlines to be enrolled in the is particular program: April 21st and June 5th.

OR ~~~~~

Complete any financial literacy course offered by another organization. If a participant has completed a financial literacy course within the last three years, they may submit a certificate of completion or signed letter by the instructor and receive credit for this topic.

5 Crop Planning

How does a farmer decide what to grow? What strategies exist to create a plan so you know how much seed to buy? Crop planning is an essential step to having a successful growing season and can be done in a wide variety of ways to help answer the above questions and more!

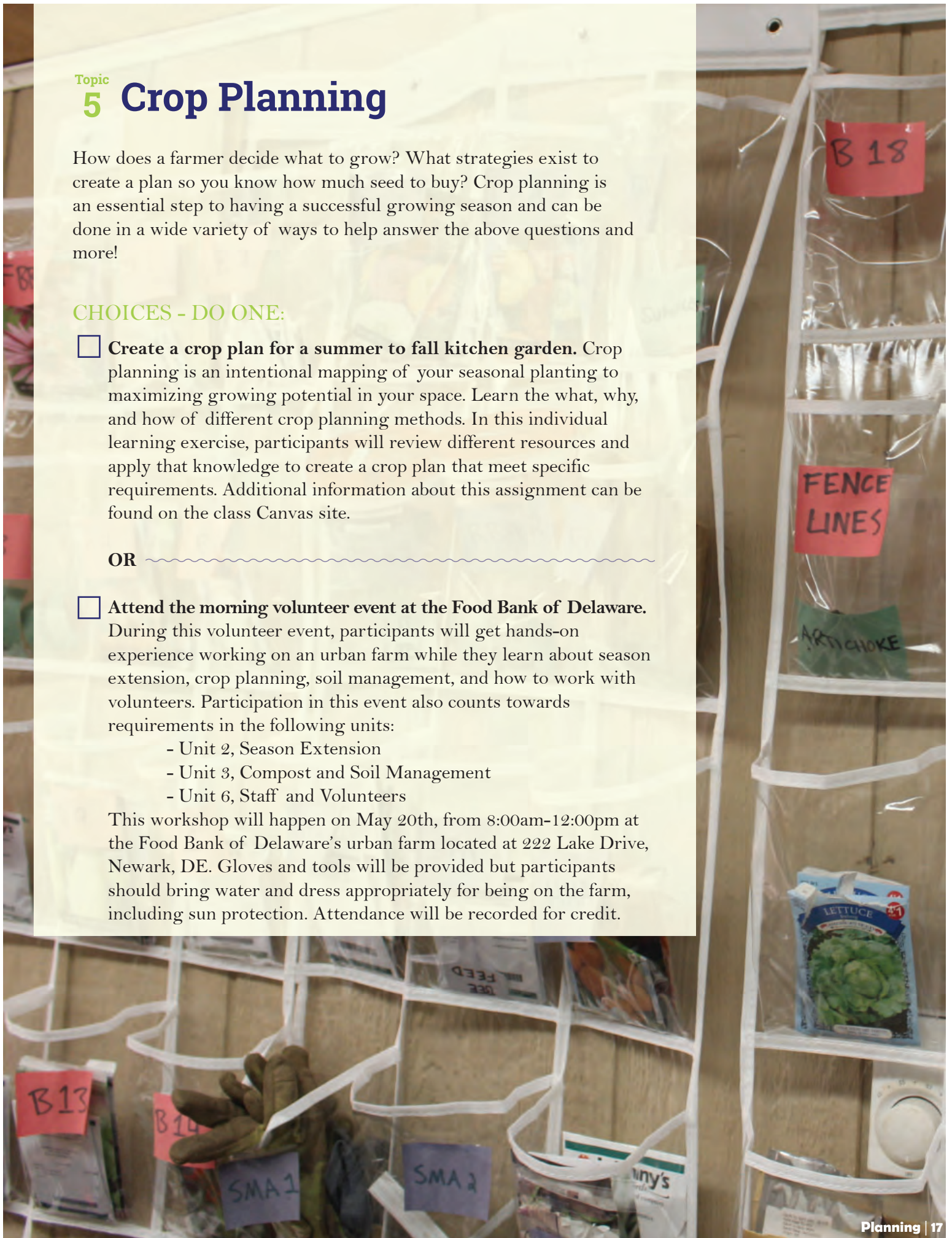
CHOICES - DO ONE:

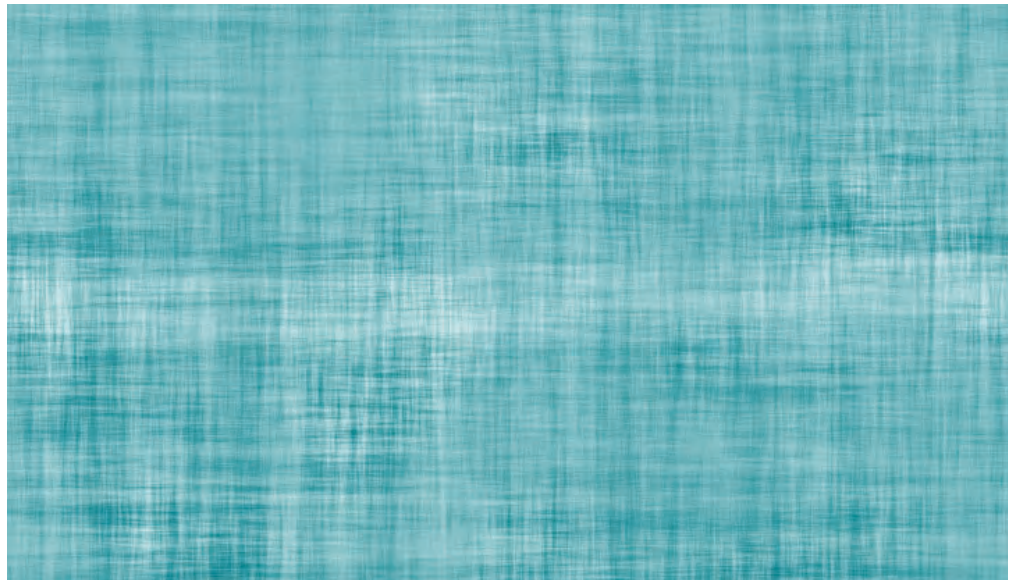
- Create a crop plan for a summer to fall kitchen garden.** Crop planning is an intentional mapping of your seasonal planting to maximizing growing potential in your space. Learn the what, why, and how of different crop planning methods. In this individual learning exercise, participants will review different resources and apply that knowledge to create a crop plan that meet specific requirements. Additional information about this assignment can be found on the class Canvas site.

OR

- Attend the morning volunteer event at the Food Bank of Delaware.** During this volunteer event, participants will get hands-on experience working on an urban farm while they learn about season extension, crop planning, soil management, and how to work with volunteers. Participation in this event also counts towards requirements in the following units:
 - Unit 2, Season Extension
 - Unit 3, Compost and Soil Management
 - Unit 6, Staff and Volunteers

This workshop will happen on May 20th, from 8:00am-12:00pm at the Food Bank of Delaware's urban farm located at 222 Lake Drive, Newark, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.





Unit 2: Planting

Lessons in this unit are designed to help participants understand the process of planting crops both in ground and in containers (including raised beds). These are fundamental skills that apply to both gardens and farms, at the hobby or business level.

Topics Covered

1. Regenerative Systems
2. Propagation
3. Transplanting
4. Container Growing
5. Season Extension

Learning Outcomes

- A. Confidence in planting a variety of crops in different growing environments
- B. Understand the benefits and drawbacks of different planting strategies to improve yields

Unit 2 Event Schedule

April

*- no events for this unit schedule for this month - *

May

May 3rd, 12-1pm

Season Extension
and Conservation
Programs with NRCS

Virtual Webinar

May 10th, 5-7pm

Seed Starting and
Transplanting with Dr.
Ogotu Workshop

Conscious Connections, Inc.,
22 E. 23rd Street, Wilmington, DE

May 20th, 8am-12pm

Volunteer Morning

Food Bank of Delaware,
222 Lake Drive, Newark, DE

May 24th, 5-7pm

Container Gardening
Workshop with NCCD

Conscious Connections, Inc.,
22 E. 23rd Street, Wilmington, DE

June

*- no events for this unit schedule for this month - *

July

*- no events for this unit schedule for this month - *

August

*- no events for this unit schedule for this month - *

September

September 16th, 8am-12pm

Volunteer Morning

Innersource Wellness Center,
3101 Skyline Drive, Wilmington, DE



Topic

1 Regenerative Systems

Regenerative agriculture is a holistic approach that prioritizes working within natural systems, conserving soil and water resources, and encouraging biodiversity. Throughout this topic, participants will learn about this approach and how it can be applied to different scales.

CHOICES - DO ONE:

- Watch our regenerative systems video playlist and answer the provided writing prompts.** Regenerative systems involve a set of sustainable farming practices and ideas that repair the whole ecosystem surrounding a farm with a focus on soil health and water management. This method can reduce external resource needs, reduce costs for farmers, improve ecosystems, and nurture farm land for future generations. In this individual learning exercise, participants will learn how regenerative system practices can be applied in a variety of farming operations. Additional information about this assignment can be found on the class Canvas site.

OR

- Attend the morning volunteer event at Innersource Wellness Center and Regenerative Farm.** During this volunteer event/workshop, participants will get hands-on experience working on an urban farm while they learn about regenerative farms systems, chemical free weed management, and soil management. Participation in this event also counts towards requirements in the following units:

- Unit 3, Weed Management
- Unit 3, Compost and Soil Management

This workshop will happen on September 16th, from 8:00am-12:00pm at Innersource Wellness Center located at 3101 Skyline Drive, Wilmington, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.

Topic

2 Propagation

Plant propagation is defined as the “process by which new plants grow from a variety of sources be it seeds, cutting, and other plant parts.” For this topic, participants will gain hands-on experience by working with local farms or gardens to help propagate plants for those operations.

CHOICES - DO ONE:

- Attend a workshop at Conscious Connections Urban Farm to learn about seed starting and transplanting from Dr. Rose Ogutu from Delaware State University Cooperative Extension.** This will be a hands-on workshop. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. The workshop will happen on May 10th, from 5-7pm at the CCI farm located at 22 E. 23rd Street, Wilmington, DE. Attendance will be recorded for credit. Attending this workshop also counts towards Unit 2, Transplanting.

OR

- Start and maintain a personal container garden and document the progress throughout the summer growing season.** For this individual learning exercise, participants will maintain at least three different containers growing different fruits and/or vegetables. Throughout the growing season, they will be responsible for documenting progress through picture and short written updates. Additional information and guidelines for this assignment can be found on the class Canvas site. Completing this activity also counts towards Unit 2, Container Gardening.



Topic 3 Transplanting

Planting a seed is one thing- placing a living plant in the ground is another. In another hands-on topic, participants will gain experience with transplanting different crops for the upcoming growing season. This is a foundational skill that all farmers and gardeners should have!

CHOICES - DO ONE:

- Attend a workshop at Conscious Connections Urban Farm to learn about seed starting and transplanting from Dr. Rose Ogutu from Delaware State University Cooperative Extension.** This will be a hands-on workshop. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. The workshop will happen on May 10th, from 5-7pm at the CCI farm located at 22 E. 23rd Street, Wilmington, DE. Attendance will be recorded for credit. Attending this workshop also counts towards Unit 2, Propagation.

OR

- Complete 4 hours of volunteer work at any urban farm.** To complete this option, participants will need to make arrangements to work with any of our participating urban farm to gain hands-on experience with plant propagation. A complete list of participating farms can be found on the class Canvas website. To receive credit, participants must submit a volunteer log signed by the farmer verifying the hours spent assisting at the farm.



Topic
4 Container Growing

Growing crops in containers, whether it's in a patio pot or a raised garden bed, is a great way to reduce the risks associated with contaminated soils, often found in urban environments. While many of the basics of gardening still apply, there are a few key differences to be explored.

CHOICES - DO ONE:

- Attend a workshop at Conscious Connections Urban Farm to learn about container gardening.** Madi Walter, urban ag coordinator at New Castle Conservation District will lead a hands on workshop, followed by an opportunity to learn about best practices for growing in raised beds. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. The workshop will happen on May 24th, from 5-7pm at the CCI farm located at 22 E. 23rd Street, Wilmington, DE. Attendance will be recorded for credit.

OR ~~~~~

- Start and maintain a personal container garden and document the progress throughout the summer growing season.** For this individual learning exercise, participants will maintain at least three different containers growing different fruits and/or vegetables. Throughout the growing season, they will be responsible for documenting progress through picture and short written updates. Additional information and guidelines for this assignment can be found on the class Canvas site. Completing this activity also counts towards Unit 2, Propagation.





Topic

5 Season Extension

As we continue to adapt to a changing climate, season extension methods allow farmers and gardeners to make the most out of the growing season. Whether it's starting earlier or continuing later into the fall, this topic focuses on ways to keep producing longer.

CHOICES - DO ONE:

- Attend a webinar hosted by the Natural Resource Conservation Service (NRCS) to learn about season extension through high tunnels and other NRCS programs.** This webinar will happen on May 3rd, from 12-1pm via zoom. The zoom login information will be available through the course Canvas site or online the day of at www.deuffc.org/new-ground-growers. Attendance will be recorded for credit.

OR

- Attend the morning volunteer event at the Food Bank of Delaware.** During this volunteer event, participants will get hands-on experience working on an urban farm while they learn about season extension, crop planning, soil management, and how to work with volunteers. Participation in this event also counts towards requirements in the following units:
 - Unit 1, Crop Planning
 - Unit 3, Compost and Soil Management
 - Unit 6, Staff and Volunteers

This workshop will happen on May 20th, from 8:00am-12:00pm at the Food Bank of Delaware's urban farm located at 222 Lake Drive, Newark, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.



Unit 3:

Tending

Planting crops is only the beginning and it takes months of care and tending before you start to see the fruits of your labor, literally. Learn about the different aspects of plant maintenance to keep a farm or garden thriving and productive throughout the season.

Topics Covered

1. Irrigation
2. Weed Management
3. Integrated Pest Management
4. Plant Tending
5. Compost and Soil Management

Learning Outcomes

- A. Gain experience with different environmentally mindful pest management strategies for insects, weeds, and diseases.
- B. Understand the importance of soil health and how it relates to healthy plants
- C. Exposure to different irrigation strategies and their application in a variety of situations

Unit 3 Event Schedule

April

*- no events for this unit schedule for this month - *

May

May 20th, 8am-12pm

Volunteer Morning

Food Bank of Delaware,
222 Lake Drive, Newark, DE

June

June 14th, 5-7pm

Pest ID Walk with Dr.
Hough-Goldstein
Workshop

E.D Robinson Urban Farm
12th & Brandywine, Wilmington, DE

June 17th, 8am-12pm

Volunteer Morning

Bellevue Farms
510 Duncan Rd, Wilmington, DE

June 28th, 5-7pm

IPM in Urban Farming
with Dr. Ogutu

Conscious Connections, Inc.,
22 E. 23rd Street, Wilmington, DE

July

July 15th, 8am-12pm

Volunteer Morning

Bright Spot Farm,
1901 N. Dupont Hwy, New Castle, DE

August

*- no events for this unit schedule for this month - *

September

September 16th, 8am-12pm

Volunteer Morning

Innersource Wellness Center,
3101 Skyline Drive, Wilmington, DE

Topic 1 Irrigation

Water access is a necessity for having a successful farm or garden. This topic focuses on exposing participants to different methods of irrigation and how to balance conserving this resource while ensuring that crops get what they need to survive.

CHOICES - DO ONE:

- For this individual learning exercise, **you will practice designing a drip irrigation system and create a supply list for a small market garden** using the lessons learned from watching the provided videos. Additional information and guidelines for this assignment can be found on the class Canvas site.

OR

- Attend the morning volunteer event at Bellevue Farms.** During this volunteer event/workshop, participants will get hands-on experience working on an urban farm while they learn about irrigation techniques, community education, and value-added products. Participation in this event also counts towards requirements in the following units:

- Unit 4, Value-Added Product
- Unit 6, Community Education and Partnerships

This workshop will happen on June 17th, from 8:00am-12:00pm at Bellevue Farms located at 510 Duncan Rd, Wilmington, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.



Topic 2 Weed Management

Anyone who has ever grown anything outside, knows how frustrating weeds can be. The focus on this topic is to explore different strategies for dealing with weeds in a way that is sustainable and environmentally responsible.

CHOICES - DO ONE:

- Visit a local urban farm to conduct observations of their weed management practices and provide a summary of the findings.** Weeds, or any plants that a grower doesn't want in their growing space, can be a nuisance for any type of farming operation. But there are many ways to manage weeds, both cost effective and environmentally friendly. In this individual learning exercise, participants will review articles and videos about weed management techniques before heading out into the field to make their observations. Additional information about this assignment can be found on the class Canvas site.

OR

- Attend the morning volunteer event at Innersource Wellness Center and Regenerative Farm.** During this volunteer event/workshop, participants will get hands-on experience working on an urban farm while they learn about regenerative farms systems, chemical free weed management, and soil management. Participation in this event also counts towards requirements in the following units:

- Unit 2, Regenerative Systems
- Unit 3, Compost and Soil Management

This workshop will happen on September 16th, from 8:00am-12:00pm at Innersource Wellness Center located at 3101 Skyline Drive, Wilmington, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.





Topic 3 Integrated Pest Management

Integrated Pest Management, or IPM, is a decision-making strategy for the long-term prevention of pest and pest damage through a combination of chemical and non-chemical practices. This process is useful for all types of pests including insects, animals, fungi, and diseases.

CHOICES - DO ONE:

- Attend the Pest ID Workshop at the E.D. Robinson Urban Farm hosted by Master Gardener, Dr. Judy Hough-Goldstein.** Participants will be guided through the pest identification process and learn why proper identification is critical to successful pest management. The workshop will happen on June 14th, from 5-7pm at the E.D. Robinson Urban Farm located at 12th and Brandywine in Wilmington, DE. Attendance will be recorded for credit.

OR ~~~~~

- Attend a workshop at Conscious Connections Urban Farm to learn about Integrated Pest Management from Dr. Rose Ogutu from Delaware State University Cooperative Extension.** This will be a hands-on workshop. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. The workshop will happen on June 28th, from 5-7pm at the CCI farm located at 22 E. 23rd Street, Wilmington, DE. Attendance will be recorded for credit.

OR ~~~~~

- Complete an Integrated Pest Management webquest.** For this individual learning exercise, participants will be provided with a list of questions and guided through various online IPM focused resources to find the answers. The completed document will then be submitted for credit. Additional information and guidelines for this assignment can be found on the class Canvas site.

Topic

4 Plant Tending

This straightforward topic is designed for participants to receive hands-on experience in caring for plants in an urban agriculture setting. Pull on your boots, grab your tools, and get your hands dirty!

CHOICES - DO ONE:

- Attend the any two of the morning volunteer events.** The best way to learn about tending a successful crop is through hands-on experience. To complete this option, participant will need to attend two of the four morning volunteer workshops.
 - May 20th, Food Bank of Delaware
 - June 17th, Bellevue Farms
 - July 15th, Bright Spot Farms
 - September 16th, Innersource Wellness Center

Participation in those events will also counts towards the other requirements listed in the event description.

OR

- Attend one of the Regional Field Trips.** Participants can choose to either go on the trip to Baltimore on August 26th or to Philadelphia on August 19th. These field trips will be all day and will include visits to various urban farms and a local farmer's market. Transportation will be provided. Space on these trips is limited and priority will be given to those individuals enrolled to complete the entire course. More details, including a full itinerary and sign-up instructions, will be released in mid-June. Attending either field trip also counts towards requirements in the following units:
 - Unit 1, Infrastructure and Land
 - Unit 5, Farmer's Markets
 - Unit 6, Staff and Volunteers
 - Unit 6, Community Education and Partnerships



Topic 5 Compost and Soil Management

Regardless if you're growing in containers or in-ground, proper soil management techniques will ensure that crops are healthy and producing at their best. Additionally, this topic emphasizes the importance of compost to improve soil quality and reduce waste.

CHOICES - DO ONE:

- Attend the morning volunteer event at the Food Bank of Delaware.** During this volunteer event, participants will get hands-on experience working on an urban farm while they learn about season extension, crop planning, soil management, and how to work with volunteers. Participation in this event also counts towards requirements in the following units:
 - Unit 1, Crop Planning
 - Unit 2, Season Extension
 - Unit 6, Staff and Volunteers

This workshop will happen on May 20th, from 8:00am-12:00pm at the Food Bank of Delaware's urban farm located at 222 Lake Drive, Newark, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.

OR ~~~~~

- Attend the morning volunteer event at Innersource Wellness Center and Regenerative Farm.** During this volunteer event/workshop, participants will get hands-on experience working on an urban farm while they learn about regenerative farms systems, chemical free weed management, and soil management. Participation in this event also counts towards requirements in the following units:
 - Unit 2, Regenerative Systems
 - Unit 3, Weed Management

This workshop will happen on September 16th, from 8:00am-12:00pm at Innersource Wellness Center located at 3101 Skyline Drive, Wilmington, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.



Unit 4: Processing

This unit is for those interested in learning more about what it takes to turn a harvested crop into a product ready to be sold. Topics will cover basics such as safe produce handling all the way to creating value added products.

Topics Covered

1. Produce Safety
2. Processing Equipment/Infrastructure
3. Harvest, Wash, Store
4. Packing for Market
5. Value-Added Product

Learning Outcomes

- A. Gain experience in the process for harvesting produce in the field all the way to being market ready.
- B. Exposure to resources and possibilities for creating value-added product at a small scale.

Unit 4 Event Schedule

April

*- no events for this unit schedule for this month - *

May

*- no events for this unit schedule for this month - *

June

June 17th, 8am-12pm

Volunteer Morning

Bellevue Farms
510 Duncan Rd, Wilmington, DE

July

July 12th 5-7pm

Harvest, Wash, Store
Workshop

Conscious Connections, Inc.,
23 E. 23rd Street, Wilmington, DE

July 27th, 5-7pm

Commercial Kitchen
Incubator Tour

Wilmington Kitchen Collective
900 N. Washington St, Wilmington, DE

July 29th, 9am-12pm

Produce Safety Workshop

Conscious Connections, Inc.,
23 E. 23rd Street, Wilmington, DE

August

August 14th, 5-7pm

Produce Processing
Workshop

Penn Farms,
713 Basin Rd, New Castle, DE

August 23rd, 5-7pm

Packing for Market
Workshop

Cool Springs Park,
1000 N Van Buren St, Wilmington, DE

September

*- no events for this unit schedule for this month - *

Topic
1 Produce Safety

If a farm or garden is planning on sharing or selling its produce, it's important to implement produce safety practices. The practices are often simple to implement, prevent the spread of food borne illnesses, and are required by law depending on the scale of the operation.

CHOICES - DO ONE:

- Attend a workshop hosted by the Chesapeake Produce Safety Education Project at Conscious Connections Urban Farm to learn about produce safety practices.** This will be a hands-on workshop and all materials for the workshop will be provided, but participants should bring water and dress appropriately for being on the farm, including sun protection. The workshop will happen on July 29th, from 9am-12pm at the CCI farm located at 22 E. 23rd Street, Wilmington, DE. Attendance will be recorded for credit.

OR ~~~~~

- Complete any produce safety course offered by another organization.** If a participant has completed a produce safety or handling course within the last three years, they may submit a certificate of completion or signed letter by the instructor and receive credit for this topic.



Topic **2** Processing Equipment/ Infrastructure

Depending on the crop that is grown there are different pieces of equipment required to process a fruit or vegetable before it is ready to sell. From curing garlic to washing greens, this topic explores different types of infrastructure that could be useful to implement those different methods.

CHOICES - DO ONE:

- Complete an urban agriculture infrastructure webquest.** For this individual learning exercise, participants will be provided with a list of questions and guided through various online resources that focus on type of urban agriculture infrastructure to find the answers. The completed document will then be submitted for credit. Additional information and guidelines for this assignment can be found on the class Canvas site.

OR

- Attend the workshop at Penn Farms.** During this workshop, participants will get hands-on experience working on an urban farm while they learn about different tools and infrastructure to help with processing produce and techniques for harvest, processing, and storing produce. Participation in this event also counts towards requirements in the following units:

- Unit 4, Harvest, Wash, Store
- Unit 5, CSA Models

This workshop will happen on August 14th, from 5:00pm-7:00pm at Penn Farms located at 713 E Basin Rd, New Castle, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit. PLEASE NOTE: This session is the replacement for the July 15th volunteer morning at Bright Spot Farms and still counts for the same credits as that event.





Topic

3 Harvest, Wash, Store

After learning about different types of equipment used for processing, it's time to apply that knowledge in the real world. This topic requires participants to work with a local farm or garden to harvest, wash, and store the produce to gain hands-on experience.

CHOICES - DO ONE:

- Attend a workshop at Conscious Connections Urban Farm to learn about how the CCI process for harvesting produce in the field and getting it prepared to be sold.** This will be a hands-on workshop. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. The workshop will happen on July 12th, from 5-7pm at the CCI farm located at 22 E. 23rd Street, Wilmington, DE. Attendance will be recorded for credit.

OR

- Attend the workshop at Penn Farms.** During this workshop, participants will get hands-on experience working on an urban farm while they learn about different tools and infrastructure to help with processing produce and techniques for harvest, processing, and storing produce. Participation in this event also counts towards requirements in the following units:
 - Unit 4, Harvest, Wash, Store
 - Unit 5, CSA Models

This workshop will happen on August 14th, from 5:00pm-7:00pm at Penn Farms located at 713 E Basin Rd, New Castle, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit. PLEASE NOTE: This session is the replacement for the July 15th volunteer morning at Bright Spot Farms and still counts for the same credits as that event.

Topic 4 Packing for Market

This is another hands-on topic where participants will get experience in how to properly pack for a market by working with one of our local urban farms. A great opportunity to learn all sorts of tips and tricks directly from our local experts.

CHOICES - DO ONE:

- Contact and schedule a volunteer time with one of our participating farm to help them pack for market.** Packing for market is safely and efficiently preparing the whole food that you have harvested to be distributed to the customer. Systems and safety measures in place are essential for quality and safety assurance of your product. After completing this task, participant will have the farmer verify their volunteer time by signing the required form. This form, and additional information, is available on the class Canvas site.

OR

- Attend a workshop at Westside Farmer's Market to learn about how different farmers prepare for going to a market.** This will be a hands-on experience where participants will be able to directly talk to farmers and learn about the steps and procedures from taking produce from the field to the farm stand. The session will happen on August 23rd, from 5-7pm at the Westside Farmer's Market farm located at 1000 N Van Buren Street, Wilmington, DE. Attendance will be recorded for credit.





Topic 5 Value-Added Product

Value added products are raw agricultural products that have been modified or enhanced to increase market value or improve shelf life (i.e. jams, pickles, sauces, etc.). Creating these products is a great way for small scale growers to increase returns on what they grow and to have something to sell outside of the growing season.

CHOICES - DO ONE:

- Attend the workshop hosted by the Wilmington Kitchen Collective to learn about value-added products and how they can help boost small farm incomes.** This workshop will happen on July 27th, from 5-7pm at the Wilmington Kitchen Collective Incubator located at 900 N. Washington St, Wilmington, DE. Attendance will be recorded for credit.

OR

- Attend the morning volunteer event at Bellevue Farms.** During this volunteer event/workshop, participants will get hands-on experience working on an urban farm while they learn about irrigation techniques, community education, and value-added products. Participation in this event also counts towards requirements in the following units:
 - Unit 3, Irrigation
 - Unit 6, Community Education and PartnershipsThis workshop will happen on June 17th, from 8:00am-12:00pm at Bellevue Farms located at 510 Duncan Rd, Wilmington, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.



Unit 5: Marketing

How do you catch a customer's attention? What are the different methods for selling your farm product? This unit is geared to answer these questions and more for those just thinking about selling and for those looking to improve their current operation.

Topics Covered

1. Options for Selling
2. Market Readiness
3. CSA Models
4. Farmers Markets
5. Social Media and Outreach

Learning Outcomes

- A. Understand different models for selling farm based products including markets, CSAs, wholesale, and retail.
- B. Confidence in preparing for markets and connecting with customers.

Unit 5 Event Schedule

April

April 5th, 12-1pm

Farmers Market Licensing
with DDA

Virtual Webinar

May

*- no events for this unit schedule for this month - *

June

*- no events for this unit schedule for this month - *

July

July 5th, 12-1pm

Market Readiness with
Andy Wetherhill, Options
for Selling with Cultivate
Forward, & NCCo Farmer's
Market

Virtual Webinar

August

August 9th, 5-7pm

Options for Selling
Workshop

Sprouts on Manor
35 Manor Ave, Claymont, DE

August 14th, 5-7pm

Produce Processing
Workshop

Penn Farms,
713 Basin Rd, New Castle, DE

August 19th, all day

Regional Urban Farm Field
Trip

Philadelphia, PA

August 26th, all day

Regional Urban Farm Field
Trip

Baltimore, MD

September

September 6th, 12-1pm

Social Media and Outreach
with Bellevue Farms

Virtual Webinar



Topic

1 Options for Selling

After carefully tending to your crop, it comes time to sell it to customers. The question is how. This topic exposes participants to a variety of different selling methods including CSAs, farmer's markets, retail, wholesale, and more.

CHOICES - DO ONE:

Attend the workshop at Sprouts on Manor farm to learn about how this small operation utilizes multiple outlets to sell their products. This will be a hands-on workshop. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. The workshop will happen on August 9th, from 5-7pm at the Sprouts on Manor farm located at 35 Manor Ave, Claymont, DE. Attendance will be recorded for credit.

OR

Attend the webinar joint hosted by Elisa King from Cultivate Forward, Andy Wetherill from Delaware State Cooperative Extension, and C.J. Lindsay from New Castle Farmer's Market program to learn about "The 5 Ps" of market readiness. This webinar will happen on July 5th, from 12-1pm via zoom. The zoom login information will be available through the course Canvas site or online the day of at www.deuffc.org/new-ground-growers. Attendance will be recorded for credit. Attending this workshop also counts towards Unit 5, Market Readiness and Farmers Markets.

2 Market Readiness

Have you heard of the 5 P's of marketing? This topic reviews those principles of Product, Price, Promotion, Place, and People and applies them directly to an urban agriculture setting.

CHOICES - DO ONE:

- Attend the webinar joint hosted by Elisa King from Cultivate Forward, Andy Wetherill from Delaware State Cooperative Extension, and C.J. Lindsay from New Castle Farmer's Market program to learn about "The 5 Ps" of market readiness. This webinar will happen on July 5th, from 12-1pm via zoom. The zoom login information will be available through the course Canvas site or online the day of at www.deuffc.org/new-ground-growers. Attendance will be recorded for credit. Attending this workshop also counts towards Unit 5, Options for Selling and Farmers Markets.

OR

- Complete 4 hours of volunteer work at any urban farm. To complete this option, participants will need to make arrangements to work with any of our participating urban farm to gain hands-on experience helping that farm prepare for a market. A complete list of participating farms can be found on the class Canvas website. To receive credit, participant must submit a volunteer log signed by the farmer verifying the hours spent assisting at the farm.



Topic 3 CSA Models

This topic takes a deeper dive into Community Supported Agriculture which is becoming increasingly popular amongst small scale growers. The base format for this model allows for consumers to directly pay farms in advance for a share of the farm's fresh, seasonal produce, however variations do exist.

CHOICES - DO ONE:

Watch our CSA video playlist and take a short quiz. CSA stands for Community Supported Agriculture. A CSA refers to a variety of ways that farm customers can support and invest in the farm. Learn about the CSA models, how they work, and why CSAs are used by many small farms. Additional information is available on the class Canvas site.

OR ~~~~~

Attend the workshop at Penn Farms. During this workshop, participants will get hands-on experience working on an urban farm while they learn about different tools and infrastructure to help with processing produce and techniques for harvest, processing, and storing produce. Participation in this event also counts towards requirements in the following units:

- Unit 4, Harvest, Wash, Store
- Unit 5, CSA Models

This workshop will happen on August 14th, from 5:00pm-7:00pm at Penn Farms located at 713 E Basin Rd, New Castle, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit. **PLEASE NOTE:** This session is the replacement for the July 15th volunteer morning at Bright Spot Farms and still counts for the same credits as that event.



Topic 4 Farmers Markets

After reviewing CSA models, this topic takes a closer look at the pros and cons of selling at Farmers Markets. With dozens of these markets throughout the state, this is an option that many farms and gardens have utilized for decades to reach customers.

CHOICES - DO ONE:

- Attend a webinar on licensing requirements for farmer's markets hosted by the Delaware Department of Agriculture.** This webinar will happen on April 5th, from 12-1pm via zoom. The zoom login information will be available through the course Canvas site or online the day of at www.deuffc.org/new-ground-growers. Attendance will be recorded for credit. Attending this workshop also counts towards Unit 1, Law and Licensing.

OR ~~~~~

- Attend the webinar joint hosted by Elisa King from Cultivate Forward, Andy Wetherill from Delaware State Cooperative Extension, and C.J. Lindsay from New Castle Farmer's Market program to learn about "The 5 Ps" of market readiness.** This webinar will happen on July 5th, from 12-1pm via zoom. The zoom login information will be available through the course Canvas site or online the day of at www.deuffc.org/new-ground-growers. Attendance will be recorded for credit. Attending this workshop also counts towards Unit 5, Options for Selling and Market Readiness.

OR ~~~~~

- Attend one of the Regional Field Trips.** Participants can choose to either go on the trip to Baltimore on August 26th or to Philadelphia on August 19th. These field trips will be all day and will include visits to various urban farms and a local farmer's market. Transportation will be provided. Space on these trips is limited and priority will be given to those individuals enrolled to complete the entire course. More details, including a full itinerary and sign-up instructions, will be released in mid-June. Attending either field trip also counts towards requirements in the following units:
 - Unit 1, Infrastructure and Land
 - Unit 3, Plant Tending
 - Unit 6, Staff and Volunteers
 - Unit 6, Community Education and Partnerships



Topic

5 Social Media and Outreach

Having an online presence through the use of social media platforms can make a huge difference in being able to reach one's community. This topic focuses on how to leverage those platforms to build connections and spread awareness about your farm or garden.

CHOICES - DO ONE:

Attend the webinar to learn from Bellevue Farms director, Jere Barber on how to best leverage social media to promote your farm and tell your story. This webinar will happen on September 6th, from 12-1pm via zoom. The zoom login information will be available through the course Canvas site or online the day of at www.deuffc.org/new-ground-growers. Attendance will be recorded for credit.

OR

Complete any social media certification course offered by another organization. If a participant has completed a social media course within the last three years, they may submit a certificate of completion or signed letter by the instructor and receive credit for this topic.





Unit 6: Managing

Any form of community agriculture relies on thoughtful management to ensure continued success year after year. From working with the community to finding resources to the importance of record keeping, this unit provides all sorts of tips and tricks to help farms and gardens thrive.

Topics Covered

1. Staffing and Volunteers
2. Bookkeeping and Records
3. Community Education/Partnerships
4. Resource Availability

Learning Outcomes

- A. Gain insights on how to work with your community and engage them through your farm or garden.
- B. Exposure to a variety of existing local resources that support urban agriculture projects.

Unit 6 Event Schedule

April

*- no events for this unit schedule for this month - *

May

May 20th, 8am-12pm

Volunteer Morning

Food Bank of Delaware,
222 Lake Drive, Newark, DE

June

June 17th, 8am-12pm

Volunteer Morning

Bellevue Farms
510 Duncan Rd, Wilmington, DE

July

July 19th, 12-1pm

First Time Farm Loan and
Farm Records

Virtual Webinar

August

August 19th, all day

Regional Urban Farm Field
Trip

Philadelphia, PA

August 26th, all day

Regional Urban Farm Field
Trip

Baltimore, MD

September

*- no events for this unit schedule for this month - *

Topic 1 Staffing and Volunteers

Whether it's staff or volunteers, most urban farms and gardens require many hands to keep the space maintained and productive, but this can also create challenges if all that help isn't managed effectively. This topic reviews strategies for providing guidance and instruction so that everyone benefits.

CHOICES - DO ONE:

Attend the morning volunteer event at the Food Bank of Delaware.

During this volunteer event, participants will get hands-on experience working on an urban farm while they learn about season extension, crop planning, soil management, and how to work with volunteers. Participation in this event also counts towards requirements in the following units:

- Unit 1, Crop Planning
- Unit 2, Season Extension
- Unit 3, Compost and Soil Management

This workshop will happen on May 20th, from 8:00am-12:00pm at the Food Bank of Delaware's urban farm located at 222 Lake Drive, Newark, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.

OR ~~~~~

Attend one of the Regional Field Trips. Participants can choose to either go on the trip to Baltimore on August 26th or to Philadelphia on August 19th. These field trips will be all day and will include visits to various urban farms and a local farmer's market. Transportation will be provided. Space on these trips is limited and priority will be given to those individuals enrolled to complete the entire course. More details, including a full itinerary and sign-up instructions, will be released in mid-June. Attending either field trip also counts towards requirements in the following units:

- Unit 1, Infrastructure and Land
- Unit 3, Plant Tending
- Unit 5, Farmer's Markets
- Unit 6, Community Education and Partnerships





Topic
2

Bookkeeping and Records

Just like any business there are plenty of items to keep track of on a farm or in a garden. This topic explores different methods for creating financial and planning records that aid in making informed choices from year to year.

CHOICES - DO ONE:

- Attend the webinar hosted by Horizon Farm Credit to learn about applying for a first time farm loan and the basics of farm record keeping.** This webinar will happen on July 19th, from 12-1pm via zoom. The zoom login information will be available through the course Canvas site or online the day of at www.deuffc.org/new-ground-growers. Attendance will be recorded for credit.

OR ~~~~~

- Complete the Ag Biz Basics course from Horizon Farm Credit.** For this individual learning exercise, participants will be granted access to this online course that will “assist you in launching, growing, managing and transitioning your business with a greater opportunity for success!” Details on submission requirements and how to access this course are available on the class Canvas site. If you are interested in this option, please note that there are two sign-up deadlines to be enrolled in the is particular program: April 21st and June 5th.



Topic 3 Community Education and Partnerships

At its very core, urban agriculture is all about building relationships with the local community to build partnerships. This topic focuses on what it takes to foster those relationships and provide insight on how to strengthen connections.

CHOICES - DO ONE:

- Attend the morning volunteer event at Bellevue Farms.** During this volunteer event/workshop, participants will get hands-on experience working on an urban farm while they learn about irrigation techniques, community education, and value-added products. Participation in this event also counts towards requirements in the following units:

- Unit 3, Irrigation
- Unit 4, Value-Added Product

This workshop will happen on June 17th, from 8:00am-12:00pm at Bellevue Farms located at 510 Duncan Rd, Wilmington, DE. Gloves and tools will be provided but participants should bring water and dress appropriately for being on the farm, including sun protection. Attendance will be recorded for credit.

OR

- Attend one of the Regional Field Trips.** Participants can choose to either go on the trip to Baltimore on August 26th or to Philadelphia on August 19th. These field trips will be all day and will include visits to various urban farms and a local farmer's market. Transportation will be provided. Space on these trips is limited and priority will be given to those individuals enrolled to complete the entire course. More details, including a full itinerary and sign-up instructions, will be released in mid-June. Attending either field trip also counts towards requirements in the following units:

- Unit 1, Infrastructure and Land
- Unit 3, Plant Tending
- Unit 5, Farmer's Markets
- Unit 6, Staffing and Volunteers

Topic

4 Resource Availability

This topic takes a big picture view at the numerous resources available to urban farmers and gardeners. Throughout participants will learn about local organizations dedicated to supporting urban ag, financial opportunities, and additional programs or tools for continuing education.

CHOICES - DO ONE:

- Complete an urban agriculture resources webquest.** For this individual learning exercise, participants will be provided with a list of questions and guided through the various online resources located on the Delaware Urban Farm and Food Coalition's website to find the answers. The completed document will then be submitted for credit. Additional information and guidelines for this assignment can be found on the class Canvas site.

OR

- Attend UD Ag Day.** Every year on the last Saturday in April, the University of Delaware hosts Ag Day as a way to showcase both community and collegiate organization that support agriculture and natural resources. Participants wishing to complete this option will need to attend UD Ag Day, happening on April 29th from 10:00am-3:00pm at Townsend Hall at UD, and submit five photos of different resources and/or organization they found at the event.

