**Marketing of Specialty Crops**

**Course Outcome Summary**

**Course Information:**

**Organization:** Minnesota State
**Developers:** FBM Curriculum Review Team
**Course Number:** SCMT 1114
**Type of Instruction:** Individualized
**Total Credits:** 2.0
**Total Hours of Instruction:** 2.0

**Description:**

This course covers the steps involved in developing a strategy to sell locally grown produce. Students will estimate the population in their marketing area and determine if farmer's markets, wholesale or consumer supported agriculture (CSA) will provide the best approach for selling their products.

**Course Outcomes:**

1. List available marketing channels
2. Determine population within market area
3. Identify potential competitors
4. List products to be marketed
5. Identify best marketing channels
6. Estimate product demand