**SCMT 1110** **System Goal Setting** - This course is geared towards people who are thinking about starting a business growing specialty crops. Students will consider several major factors before deciding whether or not to become a specialty crop producer. Advantages and disadvantages of different

**SCMT 1111** **Introduction to Specialty Crops** - This course introduces the student to specific crop enterprise opportunities available to generate income on limited acreage. Emphasis will be placed on establishing family and business goals that will help the student select crop enterprises that would be compatible with their economic requirements and management ability.

**SCMT 1112** **Introduction to Financial Planning and Analysis** - This course will introduce the student to the process of financial planning and analysis for the specialty crop business. Students will establish an effective record keeping system and learn how to use the information to plan cash flow needs and monitor the performance of the business.

**SCMT 1114** **Marketing of Specialty Crops** - 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.

**SCMT 1116 Introduction to Soils and Plant Growth** - This course will provide students with an understanding of soil types, their characteristics and which crops will grow best on their soils. Students will learn how to manage soils to achieve desired plant growth by using nutrient management techniques appropriate to specific soil types and crop growth needs.

**SCMT 1117** **Pest Identification and Control** - This course introduces the student to Integrated Pest Management techniques. Students will learn how to identify the most common insects, diseases and weeds that threaten their crops, and learn to choose appropriate cultural practices and pesticides for each pest.

**SCMT 1119 Pesticide Safety and Handling** - This course covers how to properly and safely apply pesticides to crops. Students will learn the difference between restricted use and non-restricted use pesticides and determine if they will need to acquire a pesticide applicators license. Different sprayers appropriate for their farming operation will also be covered.

**SCMT 1121 Fertilizer Selection and Handling** - This course covers the selection and application of fertilizer materials used in the production of specialty crops. Students will learn how to calculate nitrogen and other nutrient needs for their crops based on crop demand and soil tests.

**SCMT 1124 Irrigation Planning and Management** - This course covers the selection, design and management of irrigation systems appropriate to specialty crops. Students will learn the advantages of using a drip system versus using impact sprinklers or micro sprinklers. The unique water needs of various specialty crops and soil types will be covered.

**SCMT 1135** **Labor, Risk and Tax Management** - This course covers unique labor, insurance and tax circumstances that pertain to the business of producing and selling fruits and vegetables in direct market and wholesale outlets. Students will learn about options for buying crop insurance for specialty crops, and will also learn steps they can take to reduce their liability insurance.

**SCMT 2125** **Advertising and Customer Relations** - This course covers the use of advertising to increase sales and expand the customer base. Students will identify the most effective advertising strategies for their business location and learn methods to handle dissatisfied customers.

**SCMT 2127** **Advanced Financial Planning and Analysis** - This course provides students with a systematic method to assess specialty crop business enterprise strengths and weaknesses based on information obtained through computerized analysis of specialty crop business accounts. Students will learn how to use information from the analysis to make changes in their specialty crops business.

**SCMT 2131** **Advanced Soils and Plant Nutrition** - This course identifies the nutrient needs for various specialty crops and alternative methods of achieving and maintaining desired nutrient levels. Students will learn how CEC and pH influence soil fertility and which nutrients are best added with foliar feeding.

**SCMT 2132** **Advanced Marketing Strategies** - Students will look at different ways to market their products to determine which marketing channel will help them meet their business goals. Students will learn how to interpret specialty crop business analyses to help make marketing decisions.

**SCMT 2136 Advanced Pest Identification and Control** - This course covers alternative methods of weed, insect and disease control. Students will learn both cultural practices and chemical methods to control specific pests. Special emphasis will be placed on understanding the life cycles of insects, fungi and weeds that reduce crop yields.