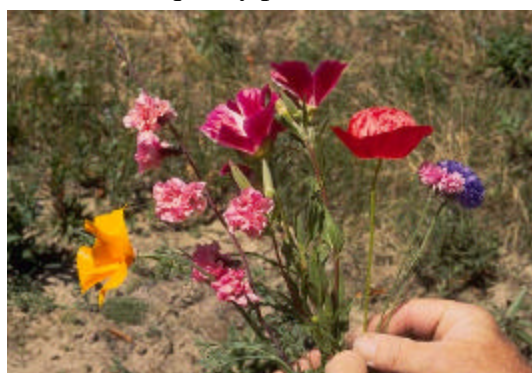


# GROWING SPECIALTY CROPS FOR PROFIT

With the fantastic climate we have on the North Coast of California we can grow a multitude of marketable specialty crops. Knowing what to grow, how to grow it, and how to market it – that's the key to making a profit at it. The Santa Rosa Junior College offers a ten week Specialty Crops Production Course that surveys all of the alternative crops that are adaptable to our climate. New varieties along with alternative growing methods for existing crops plus new crops that have special characteristics for the sophisticated Bay Area market will be discussed. The course covers key cultural practices such as irrigation, pruning, weed control, and organic fertility management to achieve good crop yields of excellent quality produce.



This survey course covers cut flower, herb, cool season vegetable, warm season vegetable, berry, stone fruit, apple & pear, chestnut, olive oil, table grape, and specialty citrus production. Marketing will be an integral part of many of the lectures. Some hands-on field work at the SRJC Shone Farm will significantly add to the learning experience.

There will be two all day Saturday field trips to

visit several successful small-scale farms. The University of California Farm Advisor, Paul Vossen, is one of the instructors. The other is Laura Mendez, the director of the SRJC Sustainable Ag Program.



The course meets from 1:30 to 5:00 p.m. on Wednesdays and goes from March 2 through May 10.

For more information, go to [www.santarosa.edu](http://www.santarosa.edu) or call Sustainable Agriculture Program Coordinator, Laura Mendes at (707) 527-4649. You can also visit the Ag/Natural Resources Department website at [www.santarosa.edu/ag](http://www.santarosa.edu/ag)



California residents pay an enrollment fee of \$26 per unit. Out of state residents pay an additional \$177 per unit; international students with visas pay an additional \$206 per unit. All students pay a Health Services fee of \$13 and a Student Representation fee of \$1 per semester. Fees are subject to change; call 527-4685 or go to [www.santarosa.edu/admissions/fax.html](http://www.santarosa.edu/admissions/fax.html) to confirm current fee schedule.

**REGISTRATION INFORMATION:** Students can register for classes online ([www.santarosa.edu/weblink](http://www.santarosa.edu/weblink)), by telephone (525-3800) or in person. For more information about how to register, contact the Registration Office, 527-4685. From out of the area, call 1-800-564-7752.

**PARKING:** No parking permits are required at Shone Farm.

**LOCATION:** For directions to Shone Farm, visit the Ag website above at [www.santarosa.edu/ag](http://www.santarosa.edu/ag)

SANTA ROSA JUNIOR COLLEGE

**SPRING 2005**

## SUSAG 119: SPECIALTY CROP PRODUCTION

**INSTRUCTORS:** **Laura Mendes**  
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 Shone Farm: 887-1187

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 Office Phone: (707) 565-2621

SECTION #	DAYS	TIME	LOCATION	UNITS
<b>5981</b>	<b>Wednesdays</b>	<b>1:30pm-5:00pm</b>	<b>Shone Farm</b>	<b>2.0</b>

DATE	LECTURE SCHEDULE	ACTIVITY	INSTRUCTOR
Week 1 <b>MARCH 2</b>	<b>INTRODUCTION:</b> review syllabus, class introductions, overview of agriculture in California & Sonoma County. Economics of small-scale production.	Tour of Shone Farm	PV/LM
Week 2 <b>MARCH 9</b>	<b>SOILS, PLANT NUTRITION, CROP ROTATION, COVER CROPS:</b> all good farming begins with healthy soil.	Use of soil survey maps	LM
Week 3 <b>MARCH 16</b>	<b>WARM &amp; COOL SEASON VEGETABLES:</b> specialty greens, tomato, pepper, melon, squash, extending season w/ greenhouses, tunnels, row covers, culture, management, transplants, harvest, storage.	Direct-seed salad mixes, work with transplants	LM
Week 4 <b>MARCH 23</b>	<b>OLIVES:</b> details of olive production for specialty table olives and olive oil, including processing and sensory evaluation	Visit orchard prune olive trees	PV
Week 5 <b>APRIL 6</b>	<b>BERRIES &amp; TABLE GRAPES:</b> varieties, culture, economics, and pest control.	Prune berries at SRJC	PV
Week 6 <b>APRIL 13</b>	<b>APPLES &amp; PEARS:</b> rootstocks, varieties, cultural practices, pest control, and economics.	Prune trees at SRJC	PV
Week 7 <b>APRIL 20</b>	<b>STONE FRUIT &amp; CITRUS:</b> apricot, cherry, plum, plum-cot, peach, nectarine, prune-varieties, cold hardy citrus, rootstocks, culture, economics.	Visit SRJC orchard	PV
<b>APRIL 23</b>	<b>SATURDAY FIELD TRIP:</b> visit several small scale successful producers. 9am to 4pm.	Take notes	LM
Week 8 <b>APRIL 27</b>	<b>FLOWERS:</b> production of specialty cut and dried flowers, including other value added options.		LM
Week 9 <b>MAY 4</b>	<b>HERBS:</b> commercial production of medicinal & culinary herbs, discussion of hydrosols.		LM
<b>MAY 7</b>	<b>SATURDAY FIELD TRIP:</b> visit several small scale successful producers. 9am to 4pm.	Take notes	PV
Week 10 <b>MAY 11</b>	<b>FINAL</b>	Final Exam	LM