

TRADEMARK FARMER

SIX FIGURE FARMING

WITH JENNY MARKS



IN-PERSON WORKSHOP
SYLLABUS

DAY ONE

PROFITABLE FARM MANAGEMENT:

WELCOME & INTRODUCTIONS

FARM TOUR

PROPAGATION HOUSE SET UP

WATER & IRRIGATION MANAGEMENT

INTEGRATED PEST & DISEASE MANAGEMENT

FLOWER FARM BUSINESS:

BUSINESS PLANNING FOR PROFIT

MARKETING & SALES 101

ANALYZING PROFITABILITY

IMPROVING PROFITABILITY WITH GROWING TECHNIQUES

*NOTE: UPDATES WILL BE MADE TO THIS SFF SYLLABUS AS
NECESSARY DUE TO WEATHER OR OTHER FACTORS*

DAY TWO

GROWING TECHNIQUES:

MULTI-FACETED, EFFICIENT WEED MANAGEMENT

HARVEST & POST-HARVEST EFFICIENCIES

TOOLS OF THE TRADE & USEFUL IMPLEMENTS

LEAN RECORD KEEPING & SYSTEMS

GROWING IN HIGH TUNNELS/ HOOP HOUSES:

HOOP HOUSE STRUCTURES, COSTS, & CONSIDERATIONS

HOOP HOUSE WATER & VENTILATION MANAGEMENT

NO-TILL SOIL & WEED MANAGEMENT

MONEY-MAKING CROPS FOR HOOP HOUSE PRODUCTION

CROP SCHEDULING & SEASON EXTENSION

OVERWINTERING & FROST CLOTH MANAGEMENT

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