HORT 325: Vegetable Crop Production

Instructor:
Dr. Stephen R. King
Department of Horticultural Sciences
Office: HFSB 512
Phone: 845-2937
Cell: 229-8746
Office Hours: MW: 9:00 – 10:00 & 11:30 – 12:00
Or by appointment (preferred)

HORT 325 Introduction

Today’s Lecture:
• Handout: Please Sign & Return
• Website (Via Aggie-Horticulture)
  - http://aggie-horticulture.tamu.edu/syllabi/325/index.html
• Syllabus
• Lab Project
• The Vegetable Industry

Text
• Texas A & M Vegetable Growers Handbook
• Texas A & M Crop Guides
  - Both are on the Aggie-Horticulture website:
    http://aggie-horticulture.tamu.edu/extension/veghandbook/index.html
    http://aggie-horticulture.tamu.edu/extension/vegetable/cropguides/
  - Hard copies of the Crop Guides and the Vegetable Growers Handbook will be available during labs.
  - Please do not print hard copies from the website!
  - Hard copies can be ordered from through the Aggie-Horticulture Vegetable Website

Optional, but very useful text:
• Producing Vegetable Crops, 5th edition, Swiader & Ware
• Knott’s Handbook for Vegetable Growers, 4th edition, Maynard and Hochmuth (good for reference; a copy will be available during lab)
<table>
<thead>
<tr>
<th>Grade Composition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
</tr>
<tr>
<td>Exam 2</td>
</tr>
<tr>
<td>Exam 3</td>
</tr>
<tr>
<td>Comprehensive Final</td>
</tr>
<tr>
<td>Lab Plots/Participation</td>
</tr>
<tr>
<td>Lab Notebook</td>
</tr>
<tr>
<td>Marketing Project</td>
</tr>
<tr>
<td>Marketing Paper</td>
</tr>
<tr>
<td>Lab Exams (orals/demo)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

Have you ever wanted to farm for a living?

- Don’t you already have to own the land?
- Isn’t commercial production “large-scale”?
- How do you get started?
- Is it economically viable?

Before you Plant your 1st Seed:

- What are you going to do with the produce?
- Group lab project:
  - Market your produce (Teams of 2):
  - Marketing Project: Any way you want!
  - Retail outlet, farmers’ market, restaurant
  - Grading split between participation and brief paper on your personal experience
Lab Plots

• Do not be late to lab today!
  – Everyone must watch video to receive your “green” card (WPS)
  – Video will start at 2:00 p.m. today
  – Must be in lab and in your seat at 2:00 p.m. – HFSB 115

The Vegetable Industry

History of Agriculture

• In mid-1800’s, most people lived on a farm
• You were required to grow what you ate
• This meant over half of our resources went into making our food
• Today, around 2% or our resources are expended on growing food
• We have a lot of resources left over to spend on other things, like medicine, cars, TV’s, computers, etc…
The Vegetable Industry

- What about Jobs?
  - On the farm
    - Farm Manager
    - Fewer farms mean larger farms; larger farms mean more trained managers
  - Universities
    - Research
    - Extension
  - Industry (Seed/Chemical/Fertilizer/Equipment)
    - Research
    - Technical Service
    - Sales
    - Marketing
Total value of vegetable production by major vegetable producing States.

<table>
<thead>
<tr>
<th>State</th>
<th>10 Year Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>$4,024,246,909</td>
</tr>
<tr>
<td>FL</td>
<td>$1,147,404,545</td>
</tr>
<tr>
<td>AZ</td>
<td>$575,633,727</td>
</tr>
<tr>
<td>TX</td>
<td>$313,987,091</td>
</tr>
<tr>
<td>GA</td>
<td>$256,359,909</td>
</tr>
<tr>
<td>NY</td>
<td>$212,536,545</td>
</tr>
<tr>
<td>WA</td>
<td>$188,544,455</td>
</tr>
<tr>
<td>ME</td>
<td>$137,843,394</td>
</tr>
<tr>
<td>OR</td>
<td>$114,310,636</td>
</tr>
<tr>
<td>NJ</td>
<td>$112,391,364</td>
</tr>
<tr>
<td>CO</td>
<td>$108,363,727</td>
</tr>
<tr>
<td>US</td>
<td>$8,941,628,909</td>
</tr>
</tbody>
</table>

See you in Lab!