Today’s Lecture

- Types of Vegetable Production
- Knowing and Understanding your Market

Types of Vegetable Growing

- Market Gardening
  - Small scale, local/regional, multiple crops
  - Extensive
- Truck Farming
  - Large scale, national, fewer crops
  - Intensive
- Processing
  - Large scale, near processor (local), few crops
  - Mechanized
- Greenhouse
  - Small scale, national, few crops
  - Intensive
- Seed Production
  - Large scale, international, many crops
  - Extensive & Intensive
- Home Gardening
  - Small scale, local, multiple crops
  - Extensive

Truck Farming: Lettuce Production in California
Processor Farming: Pickle harvest in South Texas

Greenhouse Farming: Dutch Cucumbers in Spain

Greenhouse tomatoes in Millican, TX

Seed Production: Onion seed in New Mexico
Marketing

- Promotion, Selling & Advertising of your product
- Performance of services required to move commodities from the farm to the customer in the desired form, at the right time, in the right place, and at the desired price

Marketing Objectives

- Supply a product that your customer wants or needs
- Move the product with the least loss of quality
- Provide sales appeal with attractive and convenient product
- Keep market costs at a minimum
- Provide fair prices to both consumer and producer
Market Outlets

- Fresh Market
  - Direct to Consumers
  - Direct to Retailers
  - Direct to Wholesalers
  - Grower Cooperatives
- Processing
  - Contract with Processor