

## Keys to Success

References and supporting resources referring to the questions in the Enterprise Selection Guide for Fruit & Vegetable Production.

### • QUESTION 1: DEFINING YOUR FRUIT AND/OR VEGETABLE MARKET

- **Commercial Vegetable Production - A Small Farm Opportunity? (Document)**  
<http://www.public.iastate.edu/~taber/Extension/Farm%20Opportunity.pdf>  
*By Henry G. Taber, Department of Horticulture, Iowa State University, Updated: March 2009.*
- **Fruit and Vegetable Marketing for Small-Scale and Part-Time Growers (UA262)**  
<http://extension.psu.edu/business/ag-alternatives/marketing/fruit-and-vegetable-marketing-for-small-scale-and-part-time-growers>  
*Prepared by James Dunn, Professor of Agricultural Economics; Jayson Harper, Professor of Agricultural Economics; and Lynn Kime, Senior Extension associate, Penn College of Agricultural Sciences and Penn State Extension.*
- **Start Farming - Penn State Extension**  
<http://extension.psu.edu/business/start-farming>
- **“Grower to grower: Creating a livelihood on a fresh market vegetable farm”**  
<http://www.cias.wisc.edu/wp-content/uploads/2008/07/grwr2grwr.pdf>  
*John Hendrickson, CAS Outreach Specialist, University of Wisconsin-Madison College of Agricultural and Life Sciences. October 2005.*

### • QUESTION 2: OPERATOR SKILL SETS FOR FRUIT AND/OR VEGETABLE PRODUCTION

- **Starting A Farm**  
<http://www.beginningfarmers.org/planning-a-new-farm/>  
*Beginning Farmers, An Online Resource for Farmers, Researchers, and Policy Makers.*
- **“What Can I Do with My Small Farm”**  
<http://agmarketing.extension.psu.edu/begfrmrs/WhtDoSmIFrm.html>  
*Adapted from materials developed by: Chip Bubl; and Garry Stephenson; Oregon State University. Dr. Jayson Harper, Professor of Agricultural Economics, Penn State University.*

- **QUESTION 3: LABOR ISSUES**

- **“Selling Fruits and Vegetables”**  
<http://www.extension.iastate.edu/publications/pm1887.pdf>  
*By Eldon Everhart and Barbara Lovitt, Iowa State University Horticulture Guide.*
- **”Economic Challengers of Small-Scale Vegetable Production and Retailing in Rural Communities: An Example from Rural Oklahoma”**  
<http://ageconsearch.umn.edu/bitstream/46583/2/38030005.pdf>  
*By Jon Biermacher, Steve Upson, David Miller, and Dusty Pittman, Journal of Food Distribution Research 38(3). November 2007.*
- **“Farm Labor Management on Small-Scale Farms: Seeking Sustainable Options”**  
<http://extension.psu.edu/plants/sustainable/news/2010/08/1-farm-labor>  
*By Audrey Schwartzberg, Rural Sociology Graduate Student, Penn State Extension. February 23, 2010.*

- **QUESTION 4: IRRIGATION**

- **“Drip-irrigation systems for small conventional vegetable farm and organic vegetable farms” (P)**  
<http://edis.ifas.ufl.edu/hs388>  
*By Eric Simonne, Robert Hochmuth, Jacque Breman, William Lamont, Danielle Treadwell, and Aparna Gazula, University of Florida IFAS Extension.*
- **“Irrigation of Vegetable and Small Fruit Crops” (Document)**  
[http://extension.missouri.edu/webster/irrigation/Irrigation\\_of\\_Vegetable\\_and\\_Small\\_Fruit\\_Crops.HDT.pdf](http://extension.missouri.edu/webster/irrigation/Irrigation_of_Vegetable_and_Small_Fruit_Crops.HDT.pdf)  
*By Bob Schultheis, Extension Natural Resource Engineering Specialist, University of Missouri Extension. Created 1992-04-12, updated 2005-07-22.*
- **Commercial Vegetable Production - A Small Farm Opportunity? (Document)**  
<http://www.public.iastate.edu/~taber/Extension/Farm%20Opportunity.pdf>  
*By Henry G. Taber, Department of Horticulture, Iowa State University, Updated: March 2009.*

- **QUESTION 5: BEST SOIL TYPES FOR FRUIT AND/OR VEGETABLE PRODUCTION**

- **“Maintaining Soil Fertility in an Organic Fruit and Vegetable Crops System” (M1191)**  
<http://www.extension.umn.edu/distribution/horticulture/M1191.html>  
*By Carl J. Rosen and Peter M. Bierman, Department of Soil, Water, and Climate, University of Minnesota Extension. Published 2005.*

- **Grow It Eat It - Maryland's Food Gardening Network**  
<http://extension.umd.edu/growit>  
*University of Maryland Extension*
- **Starting a Farm Enterprise in Maryland: Checklist (FS-946)**  
<https://www.extension.umd.edu/sites/default/files/docs/articles/FS-946%20Starting%20a%20Farm%20Enterprise%20in%20Maryland%20-%20Checklist.pdf>  
*By Sudeep A. Mathew and Shannon P. Dill, University of Maryland Extension.*

## • QUESTION 6: RISK MANAGEMET

- **A Discussion of Agriculture in Southern Maryland—Changing the way we lease land in Maryland**  
<http://smadc.com/blog/changing-the-way-we-lease-land-in-maryland/>  
*Farm Views-growth from the ground up. Posted on March 28, 2013; By Greg Bowen.*
- **Recordkeeping Toolkit for Small-Scale Fruit and Vegetable Growers**  
<http://virginiafarmtotable.org/recordkeeping-toolkit-for-small-scale-fruit-and-vegetable-growers/>  
*Virginia Farm to Table - "Healthy Farms and Healthy Food for the Common Wealth and Common Good." Virginia Cooperative Extension, Northern District Office.*
- **"Recordkeeping Instructions and Templates for Small-Scale Fruit and Vegetable Growers" (Publication/Templates)**  
<http://www.start2farm.gov/resources/recordkeeping-instructions-and-templates-small-scale-fruit-and-vegetable-growers>  
*By Hli Xyooj, FLAG Farmers' Legal Action Group, Inc.*
- **Start2Farm**  
<http://www.start2farm.gov/programs/start2farm>

## • QUESTION 7: PRODUCTION REGULATIONS AND FOOD SAFETY

- **"Food Safety Regulations for Farmers' Markets" (EC-740)**  
<https://www.extension.purdue.edu/extmedia/EC/EC-740.pdf>  
*By Christa Hofmann and Jennifer Dennis, Department of Agricultural Economics Purdue University, A. Scott Gilliam and Shirley Vargas, Indiana State Department of Health.*
- **Sustainable Vegetable Production from Start-Up to Market (Publication NRAES-104)**  
[http://palspublishing.cals.cornell.edu/nra\\_order.taf?function=detail&prbooknum=nraes-104](http://palspublishing.cals.cornell.edu/nra_order.taf?function=detail&prbooknum=nraes-104)  
*Sustainable Vegetable Production from Start-Up to Market provides practical information on such essential matters as selecting a farm site; planning and record keeping; marketing options; and systems for starting, planting, protecting, and harvesting crops. The 280-page book is enhanced by 91 illustrations, 36 sidebars, and 20 tables. The publication is \$38.00 per copy, plus shipping and handling and sales tax. Published 1999.*

- **Packaging Requirements For Fresh Fruits and Vegetables (AG-414-8)**  
<http://www.bae.ncsu.edu/programs/extension/publicat/postharv/ag-414-8/>  
*Prepared by M. D. Boyette, Extension Agricultural Engineering Specialist  
D. C. Sanders, Extension Horticulture Specialist, G. A. Rutledge, Senior Research Associate, Food Science. Published by the North Carolina Agricultural Extension Service*
  
- **QUESTION 8: TRAITS OF SUCCESSFUL VEGETABLE AND/OR FRUIT PRODUCERS**
  - **Commercial Vegetable Production - A Small Farm Opportunity? (Document)**  
<http://www.public.iastate.edu/~taber/Extension/Farm%20Opportunity.pdf>  
*By Henry G. Taber, Department of Horticulture, Iowa State University, Updated: March 2009.*
  - **Marketing Strategies for Vegetable Growers (Publication FRE144 - Chapter 19)**  
<http://edis.ifas.ufl.edu/pdffiles/cv/cv11600.pdf>  
*By J.J. Vansickle, University of Florida, IFAS Extension. September 2007.*
  - **GROWERTALKS (Online Magazine)**  
<http://www.ballpublishing.com/insidegrower/CurrentNewsletter.aspx>
  
- **QUESTION 9: MARKETING PLANS**
  - **Fruit and Vegetable Marketing for Small-Scale and Part-Time Growers (UA262)**  
<http://extension.psu.edu/business/ag-alternatives/marketing/fruit-and-vegetable-marketing-for-small-scale-and-part-time-growers>  
*Prepared by James Dunn, Professor of Agricultural Economics; Jayson Harper, Professor of Agricultural Economics; and Lynn Kime, Senior Extension associate, Penn College of Agricultural Sciences and Penn State Extension.*
  - **Maryland Rural Enterprise Development Center**  
<http://www.extension.umd.edu/mredc>
  - **Ag Marketing**  
<http://www.extension.umd.edu/agmarketing>
  - **Marketing Small Fruit... Points To Ponder**  
<http://www.fruit.cornell.edu/berry/business/businesspdfs/Marketing%20Small%20Fruit.pdf>  
*Cathy Heidenreich, Small Fruit Extension Support Specialist, Department of Horticulture, Cornell University's College of Agriculture and Life Sciences, Ithaca, NY.*
  
- **QUESTION 10: PRODUCTION METHODS**
  - **Maryland Vegetable Growers Association**  
<http://www.extension.umd.edu/mdvegetables/md-vegetable-growers-association>
  - **Grapes and Fruit - Information and Resources for Commercial Grape and Fruit Growers.**  
<http://www.extension.umd.edu/smallfruit/tree-fruit>

- **Maryland Vegetables**  
<http://extension.umd.edu/mdvegetables>
- **Commercial Vegetable Production Recommendations - New Jersey 2013 (Publication E001)**  
<http://njaes.rutgers.edu/pubs/commercialvegrec/introduction.pdf>  
*Rutgers, New Jersey Agricultural Experiment Station*
- **The Mid-Atlantic Berry Guide for Commercial Growers 2013-2014**  
<http://pubs.cas.psu.edu/freepubs/pdfs/AGRS097.pdf>  
*Penn State Cooperative Extension*