The University of Florida, IFAS, Lee County Extension
In Conjunction with the City of Fort Myers will be offering the Course of study

Urban Farming 201 Advanced Course – Production and Marketing
Dates: Tuesday September 6, and Tuesday September 13 2011; 5:30 PM – 8:30 PM

Class will be held at the:
Southwest Florida Enterprise Center, 3903 Dr. Martin Luther King, Jr. Blvd.
Fort Myers, Florida 33916,

To register: Call Michele at 239-321-7085

Cost: $50.00 (Advanced registration is necessary. Pay by check, credit card or cash)

Instructors:
   a) Roy Beckford, Ag/Natural Resources Agent, UF/IFAS Lee
   b) Dr. Robert Kluson, Ag/Natural Resources Agent, UF/IFAS Sarasota
   c) Selected Industry Specialists (Grow-Tex)

Week One: (Tuesday September 6, 2011)
5:30 – 8:30 PM           Improving Production and Productivity Skills
Students will learn:
   1. The Advantage of Net and Shade Houses in Urban Agriculture
   2. Constructing a Hoop House from the Ground Up
   3. Identification of Common Insect Pests of Florida Vegetables
   4. An Introduction to Beneficial Insects

Week Two: (Tuesday September 13, 2011)
5:30 PM – 8:30 PM          Expanding the Farm Business beyond your Farm Gate
Students will learn:
   1. Self Assessment of Food Safety Risks
   2. What is Community Supported Agriculture
   3. Using Prospecting to Expand Customer Base
   4. Important Online Tools: Florida Market Maker