



Collier County Government

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University of Florida Extension Services
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FOR IMMEDIATE RELEASE

Extension Offering Entrepreneurial Class for Potential Produce Growers

Do you think you have a green thumb when it comes to growing fruits or vegetables? Perhaps you live with limited land access of five acres or less, but you still hold true to your dream to begin your own produce business. Collier County's University of Florida Extension Service is now offering a produce entrepreneurial course just for you called Urban Farming 101.

During the month of April, the University Extension office will host a beginner's course for urban farming. The course will be held on four consecutive Tuesday evenings on April 7, 14, 21 and 28. Each session begins at 6 p.m. at the Collier County Extension Office located at 14700 Immokalee Rd. adjacent to the fairgrounds.

Urban Farming 101 will cover a number of topics over the course of four weeks. Week one on April 7 will feature "First Things First" which will include the business of urban farming, getting started and organic and traditional farming methods. Week two's focus for April 14 will be "Small Urban Farming Alternatives and Expectations", which will discuss the topics of vegetable and fruit production systems, plant growth characteristics, crop rotations and management strategies and soil types, fertility and pH and organic matter. At the week three class on April 21, the subject will be "The Nuts and Bolts" including pest management, diseases affecting fruits and vegetables, discussion of integrated pest management and traditional approaches. Week three will also educate participants about the process of storing and marketing their farm products. The final class on April 28 will feature a class field trip for hands on learning.

The Urban Farming 101 course costs \$25, which includes work materials. Participants must pre-register for the course by April 2. To register, make checks payable to: Collier County BCC and mail to Collier County University Extension Office, 14700 Immokalee Road in Naples, Florida 34120.

For more information, interested parties should call University Extension at (239) 353-4244.