

The Market Gardener Masterclass

PROGRAM SYLLABUS

**MARKET
GARDENER**
INSTITUTE





The Market Gardener Masterclass

ABOUT THE PROGRAM

As a highly acclaimed resource of the Market Gardener Institute, the Market Gardener Masterclass is a comprehensive educational online program designed to help aspiring and professional small-scale organic regenerative vegetable farmers become more efficient, increase the quantity and quality of their produce, work fewer hours and as a result, have a better quality of life.

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Your Instructor, Support Team & Community

The Market Gardener Institute is deeply invested in your success with small-scale regenerative farming. As a student, you'll interact with:

INSTRUCTOR

Become mentored by Jean-Martin (JM) Fortier, a world-renowned agricultural expert who has honed his skills in small scale organic farming for over 20+ years. With a focus on 'growing better, not bigger', his teachings have contributed to the success and sustainability of hundreds of thousands of growers around the world. Coupling practical knowledge with relevant examples, the Market Gardener Masterclass offers detailed yet succinct video tutorials and additional materials that highlight the many techniques he applies on his farm.

SUPPORT TEAM

Find support from the Institute's dedicated team of staff and technical advisers with extensive teaching and facilitation experience. These professionals are here to guide discussions, foster peer-to-peer connections, and provide feedback on your questions and comments.

MASTERCLASS COMMUNITY

Join a dynamic group representing thousands of serious growers from over 60 countries that are dedicated to taking their farming knowledge and skills to the next level. Build your agricultural network by establishing valuable connections at both a local and international scale.





Planning for a Successful Learning Experience

The Market Gardener Masterclass is delivered in four key ways that are all designed to help you understand and retain new knowledge about farming. In each module, you have the opportunity to watch, read, share, and apply. This is an optimized experience through active engagement—to get the most out of the program, we recommend that you connect with your fellow learners and practice the new methods you learn directly in your fields.





“My mission is to inspire, educate and empower people to work together towards multiplying the number of small ecological farms. This I believe, is how we can replace the poison and destruction of industrial agriculture with a food system based in nature and community. Food grown with care, by and for people who care.”

— Jean-Martin Fortier

Meet Your Instructor

Jean-Martin Fortier is a farmer, educator and award-winning author of the best-seller, *The Market Gardener: A Successful Grower's Handbook for Small-Scale Organic Farming*. A recognized authority on small-scale organic vegetable production, he has inspired hundreds of thousands of growers to embrace a vision of agriculture that is human-scale, ecological and profitable. With more than 20 years of experience, paired with a tireless drive to share his know-how, he has emerged as a leading expert in the field.



Program Syllabus

UPON COMPLETION OF THE MARKET GARDENER MASTERCLASS, YOU WILL BE ABLE TO:

- Develop a detailed crop plan and task calendar based on financial and personal goals
- Identify and compare the essential tools of a modern small-scale mixed vegetable farm
- Recognize key components of establishing efficient and profitable small-scale organic vegetable production
- Apply best practices for each step of crop production for over 30+ organic produce.
- Gain a certificate of achievement from the Market Gardener Institute, an internationally-recognized organization representing the movement of small-scale regenerative farming.

TIME COMMITMENT — 75 HOURS

Our program is a 100% self-guided learning experience. This means students can engage at their own pace, referencing a rich array of in-depth resources in multiple formats. As most of our participants are managing farms, depending on the tasks at hand, the time dedicated to learning can vary through the seasons, but the program material can also be completed in a regimented weekly or monthly schedule.

PREREQUISITES

The program is intended for professional growers and aspiring farmers who want to learn more about the model of bio-intensive farming practices popularized by Jean-Martin Fortier and others.

While we don't require students to have any previous training or experience, we expect general knowledge of the farming model described in Jean-Martin Fortier's book, *The Market Gardener: A Successful Grower's Handbook for Small-Scale Organic Farming*.

Program Outline

With over 40+ modules including 50+ videos, 45+ technical sheets and more, our program is designed as an all-in-one library of resources that are divided into two categories:

FOUNDATION MODULES

Our foundation modules cover the most critical topics that enhance how you plan and prepare your farm's production with efficiency, innovation and success.

MISSION & GOALS	Develop your mission and goals for your farm and your farming life.
CROP PLANNING	Develop your mission and goals for your farm and your farming life.
TOOL SHED	Gain insights and techniques that clarify the purpose, use and maintenance of the best tools for efficient and effective small-scale mixed vegetable production.
LIVING SOILS	Learn best practices that establish and enhance a strong foundation of healthy living soil for growing high-quality organic vegetables.
COVER CROPS	Gain understanding of the purpose and benefits of growing cover crops and how they can support a healthy and non-compacted soil profile for your farm.
NURSERY & PLANT PROPAGATION	Apply tips and techniques for setting up an efficient and highly-functional farm nursery.





**INSECT, PEST
AND DISEASE
MANAGEMENT**

Learn how to use and safely apply practices that mitigate insect, pest and disease pressure, applying biopesticides as a last resort when all other techniques are insufficient.

IRRIGATION

Apply the best approaches for setting up an efficient and reliable irrigation system for small-scale mixed vegetable production.

**HARVEST AND
CONDITIONING**

Learn how to optimize your wash and pack station, gain efficiency, improve safety and ensure top quality of vegetables post-harvest.

**SEASON EXTENSION
AND TUNNEL
MANAGEMENT**

Learn how to grow delicious organic vegetables in the shoulder and off season using a variety of methods intended for a small farm/market garden setting.

WINTER GROWING

Learn the main principles and practices to increase your farm's income during the low season.

**GREENHOUSE
PRODUCTION**

Apply The Market Gardener methodology for taking your greenhouse vegetable production to the next level.

VEGETABLE MODULES

Our crop modules cover over 35+ types of vegetables and each detail best practices from seed to harvest that can improve both the efficiency and profitability of your farm's production.

Arugula	Hot Peppers
Baby Greens	Kale
Basil	Leeks
Beets	Lettuce
Bell Peppers (Field)	Little Gem Mini Lettuce
Bush Beans	Melons
Broccoli	Mesclun Mix
Cabbage	Onions (Fresh & Storage)
Carrots (Fresh & storage)	Pole Beans
Cauliflower	Potatoes
Celery	Radishes
Cucumbers (Greenhouse)	Salad Turnips
Dill & Coriander	Spinach
Eggplants (Field)	Sweet Peas
Fennel (Mini)	Swiss Chard
Frisée	Tomatoes (Field)
Garlic	Tomatoes (Greenhouse)
Ginger (Baby)	Winter Squash
Green Onions	Zucchini





Additional Benefits

GROW YOUR FARMING KNOWLEDGE AND CONNECTIONS IN THE MARKET GARDENER INSTITUTE'S COMMUNITY PLATFORM!

As an exclusive space for Masterclass growers to ask questions, share their experiences and build their networks of support, participants will also gain six months of access to:

- Informative presentations and features from staff, guests, and Institute partners
- Early access to articles on the Market Gardener Institute Blog
- Monthly Member Digest, featuring the latest news and information from the Institute
- Special offers from over a dozen leading tool and farm supply companies

ACHIEVE THE MARKET GARDENER MASTERCLASS CERTIFICATE OF COMPLETION:

- Evaluation includes the successful completion of three short quizzes and a final assignment, all based on the course material. Certificates are non-accredited and are issued three times a year.
- Upon successful completion, apply the Market Gardener Masterclass Certified logo on your farm website and gain recognition for this accomplishment and your dedication to advancing your farming knowledge and skills!



Tuition & Guarantee

TUITION	The tuition for The Market Gardener's Masterclass is \$2250 USD as a one-time payment or three payments of \$784 USD.
LIFETIME ACCESS TO PROGRAM CONTENT	Once enrolled, students gain lifetime access to the Masterclass platform and its full resource library, including new modules and technical materials that may be added in the future.
100% SATISFACTION GUARANTEE	If the Masterclass is not meeting the student's expectations, we are here to help. Our program comes with a 14-day 100% satisfaction guarantee.
HOW TO REGISTER	Visit marketgardenerinstitute.com to find full details on how to join the Market Gardener Masterclass! To get the latest updates on all activities at the Market Gardener Institute, subscribe to the mailing list and follow us on social media.





MARKET GARDENER INSTITUTE

The Market Gardener Institute is an impact-driven social enterprise with the mission to inspire and empower individuals to gain valuable expertise that can multiply the number of successful small-scale regenerative farms around the world.

For any questions,
please contact us.

marketgardenerinstitute.com

