

**MARKET
GARDENER**
INSTITUTE

A photograph of three people standing in a garden. On the left, a woman wears a wide-brimmed straw hat, a light blue t-shirt, and dark overalls. In the center, a man wears a black baseball cap, sunglasses, and a white t-shirt with a logo that says 'GROWERS & CO.' and features a tomato. On the right, a woman wears a white baseball cap and a light-colored t-shirt. They are all smiling and looking upwards. The background shows green foliage and a clear blue sky.

the market gardener

masterclass

2025 SYLLABUS

About the Program

Since 2017, the Market Gardener Masterclass has become the global standard for professional small-scale organic farming education, with over **10,000 farmers trained in 90+ countries.**

This comprehensive online program is designed for aspiring and professional growers who want to operate profitable, ecological farms without scaling beyond a human-focused model.

The 2025 edition delivers **expanded content, more expert voices, and a redesigned student experience,** making it the most complete and impactful version yet.





Our Promise to Students

By enrolling, you are not just joining an online course, you are joining a global movement to make biointensive farming viable, rewarding, and accessible.

You will leave with:

Practical systems to design, operate, and grow your farm

Clear financial and production plans tailored to your context

Confidence in your technical skills

A network of peers and experts to support your journey for years to come



New in 2025



- **1-YEAR ACCESS**
to the full course & community (renewable for USD \$149/year)
- **BROADER TOPICS**
marketing, management, farm design, growing in the tropics, herbs, and more updated throughout the year
- **NEW EXPERTS FACULTY**
with 90+ years of combined experience
- **REDESIGNED STUDENT DASHBOARD**
with guided learning paths and progression tracking
- **MULTI-LANGUAGE CONTENT**
(Spanish available Fall 2025, German in 2026)
- **PROGRESSION FOLLOW-UPS**
to ensure content assimilation
- **COMPLETION CERTIFICATION**
& inclusion in our Worldwide Directory of Certified Growers
- **MOBILE & AI EXPERIENCE**
with our new Masterclass in your pocket where you can ask anything to our AI bot to find your answers quickly!
(Coming in 2026)
- **EXCLUSIVE COMMUNITY SPACES**
with monthly events, weekly calls, and peer-to-peer exchange

Your Faculty



Jean-Martin Fortier

Lead Instructor

Globally recognized authority on small-scale organic vegetable production, JM has inspired hundreds of thousands of growers through his farm, best-selling book *The Market Gardener*, TV series, and educational work. His vision combines ecological integrity with proven profitability.



Luke Sheldrick

Crop Planning

Founder of Terramor Farm, Luke has grown a small CSA into a thriving farm serving top restaurants, markets, and retail outlets. Known for cost-effective farm management and sales strategy, Luke brings a decade of hands-on expertise to your crop planning module.



Lizianne Fortier

Marketing

Business strategist and owner of La Pivoinerie Lili, Lizianne has guided over 100 farms and flower farms in building powerful marketing strategies that increase sales and elevate brand identity.

Your Faculty



Chloé Roy

Flower Farming

Founder of Floramama Farm, Chloé is renowned for her romantic, lush floral design and mastery of cut flower production. She shares both the technical and creative sides of profitable flower growing.



Benjamin Fahrer

Farm Design

Permaculture designer and farmer known for ecological, high-efficiency farm designs, including pioneering rooftop farms in California.



Thierry Lison

Growing in
the Tropics

Marine biologist turned tropical farmer, Thierry leads a 50-acre permaculture project in Raiatea, French Polynesia, developing innovative solutions for wet tropical climates.



Angie Warner

Fine Herbs Lover

Market Garden Manager at The Old Mill, Angie specializes in team coordination, workflow optimization, and real-world application of Masterclass systems.

Your Faculty



Coming in 2026



John Kempf

Soil Expert



Team Management



Agronomist &
Fertilisation Expert



Program Learning Outcomes

Upon completion, you will be able to:

- Develop a precise crop plan with realistic production and financial targets
- Design an ecological and efficient farm layout
- Implement living soil practices to sustain productivity and biodiversity
- Market and sell your products strategically for consistent profits
- Manage a team for motivation, productivity, and retention
- Adapt production for varied climates, including tropical and cold regions
- Diversify income with herbs and specialty crops
- Grow more than 40+ top-quality vegetables
- Join a global directory of certified market gardeners to build your credibility

Time Commitment



100 + hours

of video lessons,
readings, and exercises



Self-paced
learning

with progress tracking

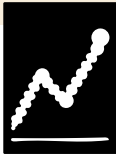


Most students complete
the course within

6–12 months

while actively farming

Progression Tracking Flow



Our goal is to support our students through their learning journey and encourage them to complete the course in the most effective and dynamic way possible.

The new user journey ensures comprehension of the fundamental principles, setting you up for success while allowing flexibility in navigating the content.

Start Here Module (Mandatory for certification)

- Welcome!
- How to Use This Course
- The Masterclass Community

Set Your Vision for Success (Mandatory for certification)

- Mission & Goals
- Bio-Intensive Principles
- Crop Planning
- Farm Design
- Marketing

Optimize Soil & Water (Mandatory for certification)

- Cover Crops
- Irrigation Setup
- How to Build Your Fertilization Plan (coming 2026)

Progression Tracking Flow

Choose and Use Your Tools

(Mandatory for certification)

- Tool Shed Tour
- The List of Recommended Tools and Equipment
- Soil & Bed Preparation Tools
- BCS Tractor
- Seeders & Direct Seeding
- Cultivation & Weed Management

Grow & Protect

(Mandatory for certification)

- Nursery and Plant Production
- Insect, Pests & Diseases Management
- Greenhouse Production

Harvest & Deliver

(Mandatory for certification)

- Washing Station
- Bubbler
- Salad Spinner
- Conditioning and Post-Harvest Workflows

Adapt to Climate

(Not mandatory for certification)

- Season Extension Techniques
- Winter Growing
- Tropical Market Gardening

Lead & Manage Your Farm

(Mandatory for certification)

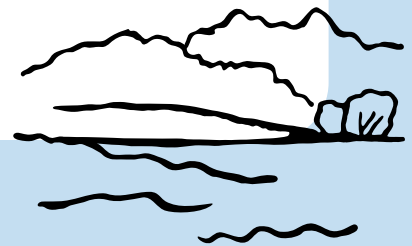
- Farm and Team Management
(Coming in 2026)



Vegetable Modules – Full List



- Arugula
- Baby Greens
- Basil
- Beets
- Bell Peppers (Field)
- Bell Peppers (Greenhouse)
- Bush Beans
- Broccoli
- Cabbage
- Carrots (Fresh & Storage)
- Cauliflower
- Celery
- Celeriac
- Cucumbers (Greenhouse)
- Dill & Coriander
- Eggplants (Field)
- Eggplants (Greenhouse)
- Fennel (Mini)
- Fine Herbs (coming in 2026)
- Frisée
- Garlic
- Ginger (Baby)
- Green Onions
- Ground Cherry
- Hot Peppers
- Kale
- Leeks
- Lettuce
- Little Gems Mini Lettuce
- Melons
- Mesclun Mix
- Microgreens
- Onions (Fresh & Storage)
- Parsley
- Pole Beans
- Potatoes
- Radishes
- Salad Turnips
- Spinach
- Snap Peas
- Swiss Chard
- Tomatoes (Field)
- Tomatoes (Greenhouse)
- Winter Squash
- Zucchini



Membership Options



Masterclass Certificate

\$2,250 USD

Operate your farm with the #1 online course for small-scale organic farming. This is the base course, giving you access to all content. Includes:

- ✓ 12 months access
- ✓ Downloadable technical sheets binder & Excel templates
- ✓ Access to exclusive community & events
- ✓ 3 months Heirloom software
- ✓ Progression follow-ups
- ✓ Official certification
- ✓ Multilingual subtitles
- ✓ Mobile app

Renewal \$149/year



Masterclass Certificate Plus

\$2,525 USD

This course includes everything in the Masterclass Certificate plus 1-year access to our farm management software Heirloom, as well as all of our exclusive partner discounts allowing you to save up to 8000\$.

This is the best of both worlds and is the perfect package for owner starting their farm and needing to make big investments.

- + **1-year Heirloom subscription**
- + **Premium Partner Discounts** — save up to \$8,000 on tools, seeds, equipment, and resources



See partner discounts
on the following pages

Renewal \$475/year

Membership Options



\$3,950 USD

Title says it all ;) This membership is for the committed and dedicated learner looking to step up their game fast. Access all of our Masterclass certificate content, as well as Heirloom software and partners discounts but on top of that enjoy access to all of our live courses available during your 1-year access.

And when we're on a fast track, support is key to grow. Access a dedicated customer success manager allowing you to have a direct line to an expert of our team.

- ✓ All live courses during your 1-year access
 - The Crop Plan Accelerator
 - Marketing for Farmers
 - Farm design (2026)
- ✓ Monthly mastermind coaching
- ✓ Dedicated customer success manager for direct expert support

Renewal \$675/year



Multi-user access, educational licenses, full library, tailored coaching.

[Contact us for details.](#)



Support Programs

NPO Program

Non-Profit Organization (NPO) can take advantage of an exclusive 30% discount on the Masterclass Certificate.

You are eligible for the program if:

- Your non-profit organization is actively engaged in promoting sustainable agriculture, small-scale organic farming, or similar fields.

Please fill out [this form](#) to confirm your eligibility for the program.

Academic Program

Students can take advantage of an exclusive 20% discount on the Masterclass Certificate.

You are eligible for the program if:

- You're currently (or in the past 6 months) pursuing a degree or certification at a recognized college or university in agriculture or a related field.

Please fill out [this form](#) to confirm your eligibility for the program.

Partner Discounts

available in the Masterclass Plus Certificate & the Pro plan

Partner	Discount	Eligible Regions	Link
ActiveVista	5-10%	AUS, NZ	Visit
Advancing ECO AG	15%	Canada, USA, UK	Visit
Agrosemens	13%	Europe	Visit
BCS America	11-16%	US, CA, MX, Caribbean	Visit
Bootstrap Farmer	15%	US, CA	Visit
Cardinal Éditions	20%	Worldwide	Visit
Chelsea Green Publishing	20%	North America, UK	Visit
Éco Société	10-15%	Worldwide	Visit
Ecumene	25%	CA	Visit
Growers & Co.	10%	US, CA	Visit
Growing for Market	50%	North America	Visit
Harnois Industries	3-5%	US, CA, FR	Visit
Heirloom	1-Year access	Worldwide	Visit
Johnny's Seeds	10%	Worldwide	Visit
New Society Publisher	35%	Worldwide	Visit
Tessier	8%	US, CA, FR	Visit
Tunnel Vision	10%	North America	Visit

About heirloom Software

Heirloom is an integrated crop planning and farm management platform built **by growers, for growers.** It helps you:

- ✦ Plan production for profitability
- ✦ Optimize workflow and labor
- ✦ Track crops from seed to sale
- ✦ Save time, reduce errors, and make better business decisions



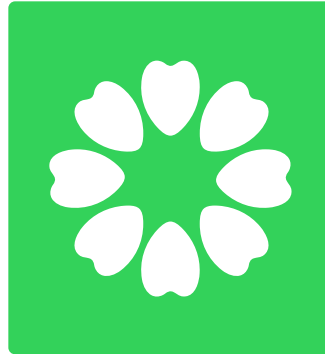
What if I'm already a Masterclass legacy member?

If you've purchased our signature class the Market Gardener Masterclass anytime before July 2025, don't worry we've got you covered. Your legacy plan is safe with us and you will keep your lifetime access directly in your portal. If you want to change your plan and access the new version of the Masterclass, you can do so while using the unique link in your legacy plan allowing you to add the new course to your dashboard for 149 \$ USD/year.

If you wish to obtain certification, you can take our legacy user certification exam. Upon successful completion, you'll receive your certification and be added to our worldwide directory.



Guarantee



14-day 100% money-back guarantee if the course does not meet your expectations.

The Market Gardener Masterclass comes with a 100% Money Back Guarantee for 14 days after the date of enrollment.

We understand that our program is a serious investment for a small-scale farmer, and we expect you to do your due diligence before purchasing our program to be certain that it is the right step for you. We cannot guarantee that taking our course is the right decision for you personally or financially. If you sincerely engage with the course and don't get the value or feel your learning style doesn't match how we teach, we'll happily refund the money you've paid us, given that you tell us exactly why it didn't work for you within the 14 day period.

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