

**MARKET
GARDENER**
INSTITUTE



the market gardener
masterclass

SYLLABUS
Fall 2026 Updates

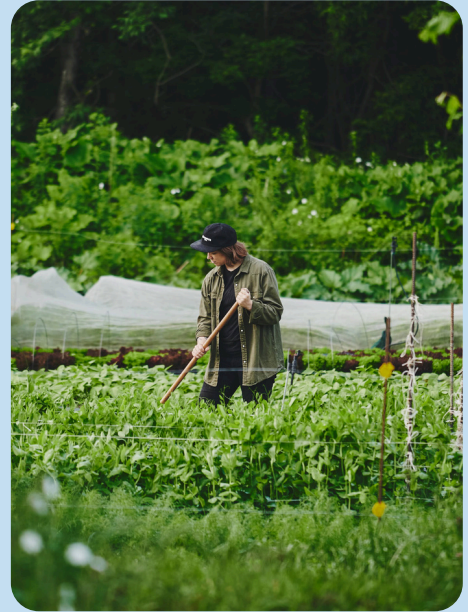
About the Program



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 new edition of the Masterclass Certificate delivers expanded content, more expert voices, and a redesigned student experience, making it the most complete and impactful version yet.





Our Promise to Our 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.



The experience



- **EXCLUSIVE MEMBER ACCESS**
Learn at your own pace on a private platform reserved for Masterclass Certificate members.
- **AN ENGAGED COMMUNITY**
Access content added regularly and connect with a thriving community.
- **CLEAR PROGRESSION MILESTONES**
Reach clear learning goals with built-in progression tracking.
- **EXPERT TEAM**
Get direct access to our expert team to help you meet your challenges.
- **EXPANDED TOPICS**
Access the Market Gardener Method, plus new modules that build on it — covering marketing, farm design, soil management, tropical market gardening, and more!
- **FULL ACCESS & RENEWAL**
Enjoy a full year of access to an ever-evolving library of content (renewable for \$149/year).
- **OFFICIAL CERTIFICATION**
Receive your certification upon completion and boost your credibility worldwide.

Your Faculty

YOUR EXPERTS - COURSE



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.



Catherine Sylvestre

Soil Management

Catherine Sylvestre, agronomist, is the founder of Ferme Décembre, specializing in fresh northern-grown salad greens sold in grocery stores. She previously served as production manager at Ferme des Quatre-Temps, where she achieved a first in 2022: harvesting vegetables year-round in a northern climate. She is the author of *The Winter Market Gardener*.

Your Faculty

YOUR EXPERTS - COURSE



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.



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

The Expert Series



Julia Shanks

Budgeting & Finances

Julia is the author of The Farmer's Office and a trusted advisor in farm business management.

She will lead a series of expert sessions in the Masterclass community on budgeting and farm finances starting in Spring 2026.

Upcoming topics



Coming in 2027



Corn



Culinary Herbs



Team Management



Wholesale



2027 content updates will be added to your library during your year of access.

Time Commitment



+100 hours

of video lessons,
readings, and exercises

The Masterclass Certificate is the first online course for small scale farmers to offer you the expertise of multiple experts on different topics, with content that is regularly updated.

- Farm Design & Crop Planning
- Marketing & Management
- Tools & Techniques
- Crops Itineraries



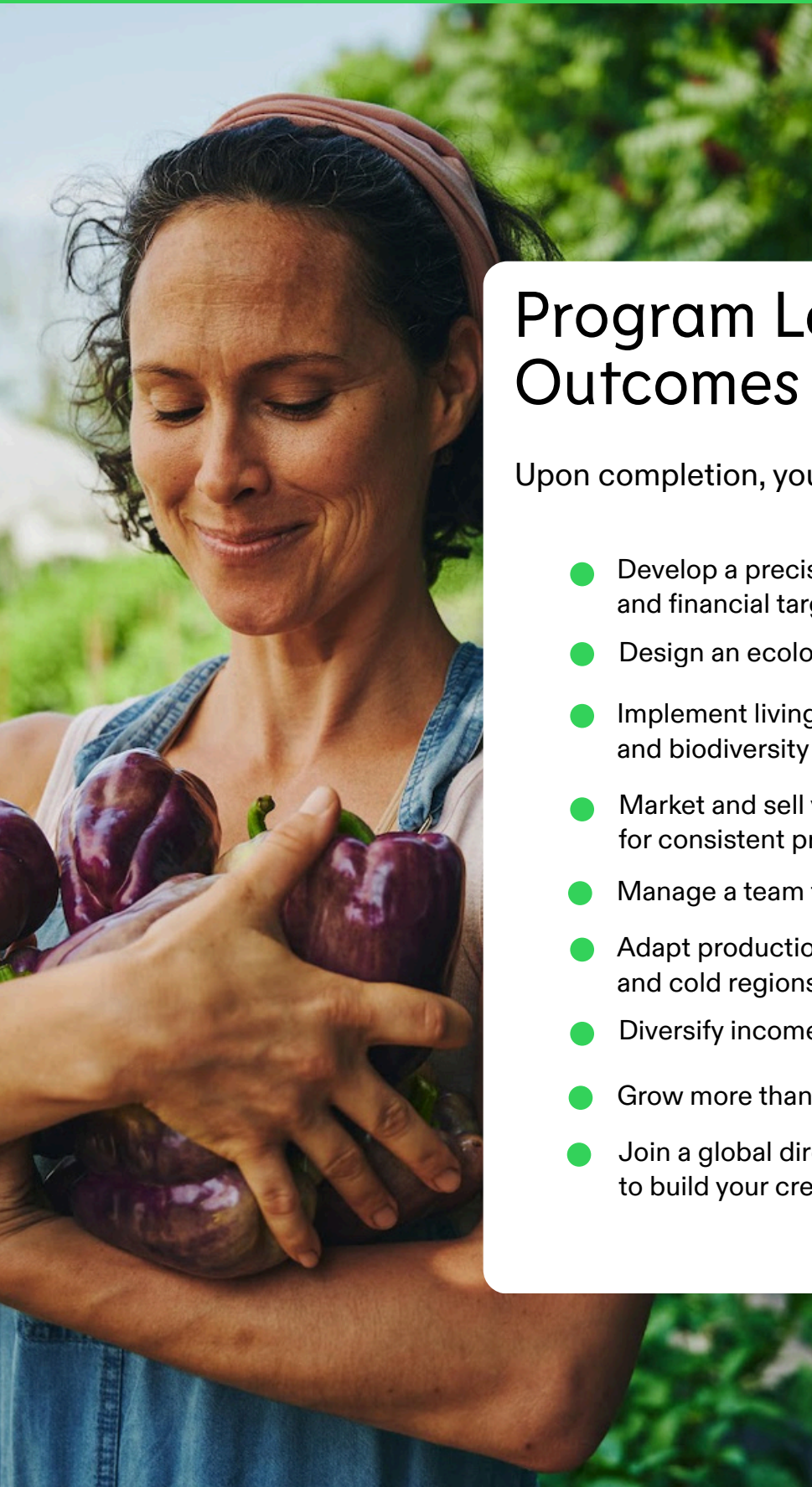
Self-paced learning

Progress through the course at your own pace,
and reach your goals with a clear framework
and support all along the way.



6–12 months

La plupart des étudiants complètent la formation
dans une durée de 6 à 12 mois en mettant
quelques heures par semaine.



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 45+ top-quality vegetables
- Join a global directory of certified market gardeners to build your credibility

Progression Tracking Flow



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

The user journey ensures a solid understanding of the fundamental principles, setting students up for success, while still offering plenty of flexibility in how they navigate the content.

Chapter	Module	Lesson
Chapter 01 — Start Here	Welcome!	The Market Gardener Masterclass (Trailer)
	Community	Welcome! and How to Use This Course
		Connect to the Masterclass Community
	Learning Resources	Welcome to the Masterclass Community!
		Technical Sheets Booklet
		Access the Masterclass on Your Phone (App)
Chapter 02 — Set Your Vision for Success	Mission & Goals	Mission & Goals (Tutorial)
		Mission & Goals Statement (Worksheet)
	Bio-Intensive Principles	Small-Scale Organic Market Gardening
	Crop Planning	Introduction: Why Plan
		Vision, Mission & Goals
		Pre-Planning
		Planning Strategy
		Crop Charts and Mechanical Exercises
		Crop Calendar
		Mapping and Crop Rotation
		Managing Your Plan in the Field
		Crop Planning (Technical Sheet)

Progression Tracking Flow



Chapter	Module	Lesson
Chapter 02 — Set Your Vision for Success	Farm Design	Introduction to Design
		Farm Design and Farm Planning
		Anchoring the Market Garden
		Design Strategies & Initial Criteria
		Permaculture Design: Ethics and Principles
		Design Process
		Case Study: La Grelinette
		Conclusion
		Farm Design (Technical Sheet)
		Market Garden Criteria Checklist
		Design Exercises
		Worksheets
	Marketing for Farmers	Why Marketing Is Your Best Ally
		Clarifying Your Farm Project
		Choosing Your Products Strategically
		Defining Your Ideal Client
		Setting Prices That Truly Support Your Farm
		Choosing Your Sales Channels
		Making Yourself Known
		Tell Your Story
		Nurturing Customer Loyalty
		Your Mini Marketing Action Plan

Progression Tracking Flow



Chapter	Module	Lesson
Chapter 03 — Choose & Use Your Tools	The Tool Shed	The Market Gardener's Toolkit — Part 1
		The Market Gardener's Toolkit — Part 2
		Tool Shed Tour
	Recommended Tools and Equipment List	The List of Recommended Tools and Equipment
	Bed Preparation Tools	Permanent Raised Beds
		Black Silage Tarps (+ Technical Sheet)
	BCS Walk-Behind Tractor	BCS Walk-Behind Tractor (Tutorial)
		BCS Maintenance (+ Technical Sheet)
	Seeders	The Six-Row Seeder
		Jang JP-5 (+ Technical Sheet)
	Weeding Tools	Flame Weeding (+ Technical Sheet)
Chapter 04 — Optimize Soil & Water	Cover Crops	Cover Crops
		Cover Crops Chart
		Cover Crops (Technical Sheet)
	Irrigation Setup	Irrigation System (Tutorial)
		Irrigation Setup (Technical Sheet)
	Soil Health Management ♦ NEW	Soil Principles
		Plant Nutrition
		Soil Profile
		Soil Test
		Fertilizing Your Soil
		Crop Rotation
		Common Mistakes
		Soil Health Tool — Beta Version

Progression Tracking Flow



Chapter	Module	Lesson
Chapter 05 — Grow & Protect	Nursery and Plant Production	Nursery Design
		Seedling in Cell Flats
		The Hi-Hose
		Nursery Design (Technical Sheet)
		Seedling Production (Technical Sheet)
		Hi-Hose Irrigation (Technical Sheet)
	Insect Pests & Disease Management	Handling Biopesticides
		Biopesticide Application Instructions (Technical Sheet)
		Insect Nets (Technical Sheet)
		Biopesticide Application Chart
	Greenhouse Production	Choosing and Positioning Your Greenhouses — Part 1
		Choosing and Positioning Your Greenhouses — Part 2
		Greenhouse Installation
		Electrical Conductivity Test
		Greenhouse Beneficial Insects
		Equipped Greenhouses (Ebook)
		Electrical Conductivity Test (Technical Sheet)
		Greenhouse Beneficial Insects (Technical Sheet + Chart)
Chapter 06 — Harvest & Deliver	Harvest and Conditioning — Washing Station	Washing Station Principles and Design
	Harvest and Conditioning — Bubbler	Building a Bubbler
		Bubbler (Technical Sheet)
		Bubbler — Parts List
	Harvest and Conditioning — Salad Spinner	Build a Salad Spinner
		Salad Spinner (Technical Sheet)
		Salad Spinner — Parts List
	Harvest and Conditioning — Post-Harvest Workflow	Washing Station (Technical Sheet)
		Washing Station Examples (3D Plans)
		Washing Itinerary (Chart)

Progression Tracking Flow



Chapter	Module	Lesson
Chapter 07 — Adapt to Climate	Season Extension	Season Extension Strategies
		Building a Gothic Caterpillar Tunnel
		Building a Standard Caterpillar Tunnel
		Building a Small Tunnel
		Building a Micro-Tunnel
		Row Covers
		Tarping for Early Spring Planting
	Winter Growing Practices	Winter Growing Principles
		Winter Growing Practices — Part 1
		Winter Growing Practices — Part 2
		Winter Harvest
	Tropical Market Gardening	Introduction to Market Gardening in Tropical Climates
		Market Garden Design
		Soil Fertility
		Seed Selection
		Germination
		Soil Preparation and Transplanting
		Crop Management
		Microbiology and Yields
		Crop Rotation and End-of-Season Management
		Easy and Challenging Crops
		Sales Channels
		Market Gardening in Tropical Climates (Technical Sheet)

Progression Tracking Flow

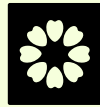


Chapter	Module	Lesson
Chapter 08 — Grow 40+ Vegetable Varieties	Arugula	Video Tutorial & Technical Sheet
	Basil	Video Tutorial & Technical Sheet
	Baby Greens	Video Tutorial & Technical Sheet
	Baby Ginger (Greenhouse)	Video Tutorial & Technical Sheet
	Beets	Video Tutorial & Technical Sheet
	Bush Beans	Video Tutorial & Technical Sheet
	Broccoli	Video Tutorial & Technical Sheet
	Carrots	Video Tutorial & Technical Sheet
	Celery	Video Tutorial & Technical Sheet
	Celeriac	Video Tutorial & Technical Sheet
	Cucumber (Greenhouse)	Video Tutorial & Technical Sheet
	Coriander & Dill	Video Tutorial & Technical Sheet
	Cauliflower	Video Tutorial & Technical Sheet
	Ground Cherry	Video Tutorial & Technical Sheet
	Eggplant (Field)	Video Tutorial & Technical Sheet
	Eggplant (Greenhouse)	Video Tutorial & Technical Sheet
	Fennel	Video Tutorial & Technical Sheet
	Frisée (Chicory)	Video Tutorial & Technical Sheet
	Garlic	Video Tutorial & Technical Sheet
	Hot Peppers	Video Tutorial & Technical Sheet
	Kale	Video Tutorial & Technical Sheet
	Lettuce	Video Tutorial & Technical Sheet
	Leeks	Video Tutorial & Technical Sheet
	Little Gem Lettuce	Video Tutorial & Technical Sheet
	Melons	Video Tutorial & Technical Sheet
	Mesclun	Video Tutorial & Technical Sheet
	Microgreens	Video Tutorial & Technical Sheet

Progression Tracking Flow



Chapter	Module	Lesson
Chapter 08 — Grow 40+ Vegetable Varieties	Onions (and Green Onions)	Video Tutorial & Technical Sheet
	Parsley	Video Tutorial & Technical Sheet
	Pole Beans	Video Tutorial & Technical Sheet
	Peppers (Field)	Video Tutorial & Technical Sheet
	Peppers (Greenhouse)	Video Tutorial & Technical Sheet
	Potatoes	Video Tutorial & Technical Sheet
	Radicchio	Video Tutorial & Technical Sheet
	Radishes	Video Tutorial & Technical Sheet
	Salad Turnips	Video Tutorial & Technical Sheet
	Snap Peas	Video Tutorial & Technical Sheet
	Spinach	Video Tutorial & Technical Sheet
	Swiss Chard	Video Tutorial & Technical Sheet
	Tomatoes (Field)	Video Tutorial & Technical Sheet
	Tomatoes (Greenhouse)	Video Tutorial & Technical Sheet
	Snapdragons	Video Tutorial & Technical Sheet
	Winter Radishes	Video Tutorial & Technical Sheet
	Winter Squash	Video Tutorial & Technical Sheet
	Zucchini	Video Tutorial & Technical Sheet
	Culinary Herbs ♦ COMING SOON (2027)	Coming Soon
Chapter 09 — Continue Your Journey	What's Next	Let's Collaborate!
	Wholesale Selling ♦ COMING SOON (2027)	Selling to Intermediaries and Retailers: The Case of Baby Leaf Greens
		Selling to Restaurants and Chefs



A living extension of the curriculum

The Masterclass Community

The Masterclass community is a core part of the learning experience. It is not a support forum or a comment section. It is an extension of the curriculum, designed to support growers as their farm evolves.

Members return to the community to get inspired, explore new concepts, ask questions as they arise, and gain perspective from others who are actively farming. Through the interactive map, growers can also connect with other Masterclass members in their own region, making it easier to exchange local insights.

It serves as a long-term learning space that supports clarity, confidence, and better decision-making over time.



What You Can Expect in The Community

Content Pillars

Seasonal Conversations with JM

The Expert Series
(additional course content)

Exclusive workshops and replays

Virtual farm tours

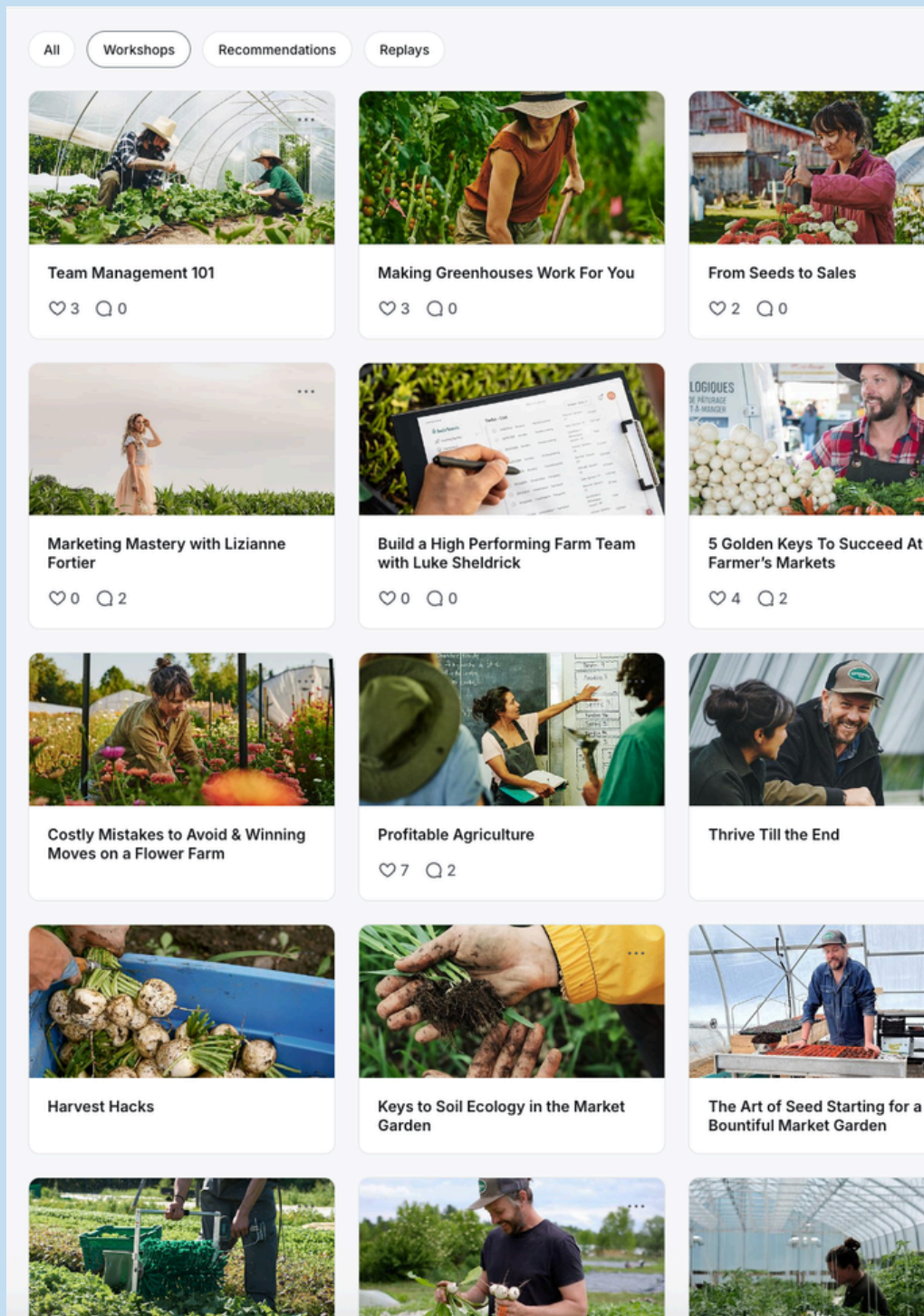
Discussions Tabs

Say Hello

Ask Your Question

Share Your Wins

Get Support



Membership Options

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\$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.

- ✓ 12 months access
- ✓ Downloadable technical sheets & Excel templates
- ✓ Access to exclusive community & events
- ✓ 3 months Heirloom software
- ✓ Progression follow-ups
- ✓ Official certification
- ✓ Language options between EN, FR or ES

Renewal \$149/year

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PLUS

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\$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 software subscription**
- + **Access to Soil Health Tool**
- + **Premium Partner Discounts** — save up to \$8,000 on tools, seeds, equipment, and resources

See partner discounts on the following pages

Renewal \$475/year

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BUSINESS

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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.



Growing Change Scholarships

Through the Grow the Change program, the Market Gardener Institute grants between 5 and 10 free spots in the course to students who demonstrate their commitment to small-scale agriculture.

The scholarship program runs in the summer.

Based in Australia and working on a farm project?

Good news!

You may be eligible to access the Market Gardener Masterclass through government funding.

If you're farming or starting a farm project, you could qualify for support through the Farm Household Allowance.

We've partnered with GlobalNet Academy to guide you through the entire process.

Answer a few quick questions to check your eligibility.



A close-up photograph of a person's arm and hand holding a large bunch of fresh, bright orange carrots. The carrots have long, thin green leafy tops. The background is a lush green garden with various plants, including what appears to be a large leafy vegetable like a chard or spinach. The lighting is natural and bright, suggesting an outdoor setting.

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Partner Discounts

available in the Masterclass Plus Certificate

Partner	Discount	Eligible Regions	Link
ActiveVista	5-10%	Australia, New Zealand	Visit
Advancing ECO AG	15%	Canada, USA, UK	Visit
Agrosemens	13%	Europe	Visit
BCS America	11-16%	USA, Canada, Mexico, Caribbean	Visit
Bootstrap Farmer	15%	USA, Canada	Visit
Cardinal Éditions	20%	Worldwide	Visit
Chelsea Green Publishing	20%	North America, UK	Visit
Dubois Agrinovation	10%	USA, Canada	Visit
Éco Société	10-15%	Worldwide	Visit
Felco SA	10%	USA, Canada	Visit
Floramama	10%	Canada	Visit
Growers & Co.	10%	USA, Canada	Visit
Growing for Market	50%	North America	Visit
Harnois Industries	3-10%	USA, Canada, France	Visit
Harrowsmith	25%	USA, Canada	Visit
Heirloom	1-Year access	Worldwide	Visit
Johnny's Seeds	5%	Worldwide	Visit
Local Line	15%	USA, Canada, Australia, New Zealand, UK, *Europe	Visit
New Society Publisher	35%	Worldwide	Visit
Ooooby	3 months free	Europe	Visit
Re Ag Tools	10%	Europe	Visit
Terradonis	10%	Europe, Africa, Middle East, South America	Visit
Triangle Outillage	5%	France	Visit
Tunnel Vision	5-10%	North America	Visit

Exclusive in the Plus Plan

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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

*A 3-month access is included with the Masterclass Certificate.
A 1-year access is included with the Plus plan*



Exclusive in the Plus Plan

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What if I'm already a Masterclass legacy member?

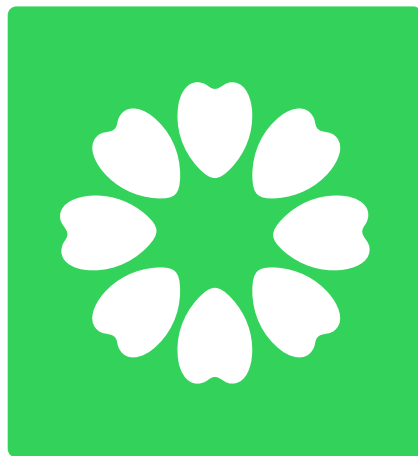
If you've purchased our signature class the Market Gardener Masterclass anytime before July 2025, don't worry we've got you covered. Your legacy plan is safe with us and you will keep your lifetime access directly in your portal.

If you want to upgrade your plan and access the new version of the Masterclass Certificate - all while keeping your legacy lifetime access - 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 Masterclass Certificate 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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