

## **GROWING An Edible Plant BUSINESS**

Entrepreneurial Training Programme

Since 1990 **Carolyn Herriot** has made a wonderful living from her nursery and seed business, The Garden Path and 'Seeds of Victoria' (Certified organic, IOPA 1406).

In this exciting new programme, six people will receive instruction, group support, mentorship and ongoing evaluation to help them establish their own business producing edible plants.

The objective is to promote the 'Grow Your Own' food movement by establishing a supply in Victoria of certified organic food plants, thus creating a demand in future.

Students can then continue to build businesses that contribute to greater local food security by:

- \*Retailing from their own business
- \*Wholesaling to local businesses
- \*Direct selling at public markets
- \*Supplying edible landscapers
- \*Contract growing for projects etc.

If you are an hardworking person with a passion for plants, a community spirit and an entrepreneurial nature, this is the programme for you!

**March to October 2009**  
**Mondays & Tuesdays**  
**10:00am - 5:00pm**

Classes in the Forest House,  
the Greenhouse & Gardens at:

**THE GARDEN PATH CENTRE**  
**395 Conway Road**  
**Victoria, BC**  
**V9E 2B9**

<http://www.earthfuture.com/gardenpath>

**Fee \$995 (plus GST)**

~ Earn As You Learn ~  
Entrepreneurial Programme  
(Fee refunded in October  
upon course completion)

**Limit: 6 persons**

Apply by Email:  
**thegardenpath@shaw.ca**

Or by calling:  
**Tel: 250-881-1555**

*Chinese Proverb:*

The best time to plant a tree is 20 years ago. The second best time is NOW!

## **GROWING AN EDIBLE PLANT BUSINESS**

**A 10-MONTH  
ENTREPRENEURIAL  
TRAINING  
PROGRAMME**

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**A BUSINESS  
APPROACH TO  
INCREASING LOCAL  
FOOD SECURITY**

With Carolyn Herriot

YM-YWCA Greater Victoria  
Woman of Distinction Award  
for Business, Professions  
& Entrepreneurship

March to October 2009

## ~ Course Content ~

### **BUSINESS DEVELOPMENT**

**Creating A Business Plan**  
**Prerequisites of Organic Certification**  
**Budgeting & Bookkeeping**  
**Record Keeping & Communications**  
**Advertising & Marketing**  
**Establishing a Customer Base**  
**Business Evaluation**

### **CLASSROOM SESSIONS**

**See Class Content for details**

### **GREENHOUSE PRODUCTION**

**\*Seed Propagation**  
**\*Plant Propagation**  
**\*Softwood Cuttings**

### **SEED PRODUCTION**

**\*Planting for Seed Production**  
**\*Seed Saving**  
**\*Seed Cleaning Techniques**

### **RETAIL NURSERY EXPERIENCE**

*Students need to be free for these 2 weeks to run the business:*

#### **The Totally Tomato Sale**

**May 30th to June 7th 2009**  
**10 am to 5.30 pm Daily**

We will grow and retail an incredible selection of certified organic heritage tomato seedlings from The Garden Path Centre.

#### **The Winter Vegetable Sale**

**August 29th to September 6th 2009**  
**10 am to 5.30 pm Daily**

We will grow and retail a diverse offering of certified organic winter vegetable starts from The Garden Path Centre.

## ~ Class Content ~

### **From the Ground Up**

Explore the foundation of a productive organic food garden – the soil food web of life. Understand the importance of feeding and building soil using compost and manure teas; companion planting, crop rotations and the vital role of wildlife in the garden.

### **Getting Seeds Off To The Best Start**

It's possible to grow a lot in a small space when you know how. Avoid the pitfalls of nutrient imbalances, damping off and pest problems by following a few basics for growing healthy seedlings.

### **Cool Weather Crops**

In this class we'll learn about the large variety of food plants that thrive in cool weather. Later we will plant the spring/summer garden for seed saving and early food harvests.

### **The Heat Lovers**

In today's uncertain climate heat loving food plants may require special attention. In this class we will discuss the needs of 'heat lovers' such as tomatoes, peppers, eggplants, amaranth, basil, beans, squash and corn. Later we will plant these out or in containers for greenhouse growing.

### **Grow Your Best Tomatoes Ever!**

Meet Carolyn's favourite heritage tomato varieties and get all her secrets for huge harvests of really great tomatoes. Then you'll be able to grow your best tomatoes ever!

### **Organic Pest & Disease Control**

Organic solutions to pesky problems are explored in this class. From slugs to tomato blight, discover organic methods to keep your garden healthy and productive.

### **The Winter Food Garden**

In this region we can grow 50 varieties of cold hardy vegetables (without protection) to harvest throughout winter. Meet the characters before seeding them in preparation for creating a market for them locally. Later we will transplant them into a winter food garden for food and seed production.

### **Propagation of Fruits & Berries**

Establishing a small fruit tree orchard and growing small fruits and berries requires some experience. Learn the basics and then propagate a range of fruits and berries by softwood cuttings and layering techniques.

### **Planting Great Garlic**

Garlic is a health-giving sustainable crop, which reproduces readily and is relatively easy to grow. October is the month to plant hard neck garlic. After learning about it, we will harvest garlic from 2008, and later plant garlic in the garden for 2010.

### **Saving Your Own Seeds**

With impending climate instability, bio-regionally-adapted seeds offer the most reassurance of productive harvests. With its unique microclimate, there's no better start for a garden than using seeds saved from that garden. Learning how to save your own seeds creates greater food security and saves you a small fortune at the same time!

### **Putting the garden to bed for the winter.**

Keeping gardens free of pests and diseases requires a 'putting the garden to bed for the winter' routine. Cleaning up and preparing the soil for another year's harvest we come full circle as a group of Successful Entrepreneurs!

