

PRODUCTION AND MARKETING



Image: UK Agricultural Communications

When producing a horticulture crop, it is important to consider how you will market and sell the product. In the Production and Marketing Project, you will research a horticulture plant or crop and develop a plan for producing and marketing it.

Choose a horticulture plant or crop to produce and market. The following are a list of examples, but projects are not limited to these three.

- Vegetable garden planted for home and/or market use.
- The planting, production, or management of a fruit plantings.
- The planting, production, or management of trees, shrubs, greenhouse crops, or garden perennials.

A one-page project description and tri-fold project board are required for this project. The project description and project board should be easy to understand and informative to the viewer, and include the following:

- Project Description
- Project Cost (list the expenses incurred for your project)
- Production Practices (how you raised the crop or plant, tasks completed, equipment and materials used, etc.)
- Project Income (list the income received through selling your product)
- Analysis of Project (detailed conclusion of your project)
 - Sample questions to include in your analysis:
 - Did you make a profit?
 - Did you lose money on your project?
 - Did your plant or crop grow successfully?
 - What was the crop yield?
 - What did you learn from your project?
- Photographs (include photos for each stage of the project from beginning to end)
- Supplemental materials (such as receipts, balance sheets, garden plan/design, etc.)
- One-page description of the project (typed or printed neatly), stapled to the board or in a folder.

Visit the 4-H Horticulture webpage, <https://4-h.ca.uky.edu/content/horticulture> for the Kentucky State Fair guidelines and scoresheet for this project.

References:

KY State Fair Catalog, Division 6015 4-H Horticulture and Plant Science Entries
KY State Fair Evaluation Sheet, Lot 6015, Class 562

Production and Marketing Project Sheet prepared by Jessica Sayre, Horticulture Extension Agent for Harrison County, and Ashley Osborne, Extension Specialist for 4-H Youth Development, 2020.



4-H is a community of young people who are learning **leadership**, **citizenship** and **life skills**.

Fun Fact: The official state fruit of Kentucky is the blackberry.

Materials Needed

- Tri-fold project board
- Pictures of project
- One-page description of project stapled to the board or in a folder

State Fair

Project Information

- Division 6015: 4-H Horticulture and Plant Science
- Class 562: Production and Marketing

Visit the 4-H Horticulture webpage at <https://4-h.ca.uky.edu/content/horticulture> for additional information.

