March 16: (9:00 am to 6:00 pm)
- Welcome and Overview of Training
- Florida Hydroponic Industry History and Opportunities
  - trends in acreage, size of operations
  - crops
  - structures
  - production systems
- Successful Operations Have a Plan - Do You?
  - developing a sustainable business plan
  - setting goals
  - finding financing
  - management
  - labor
  - resources
- Start with Your Market
  - how to do market research
- 4 Ps of marketing: product, people, place, price
- Greenhouse and Shade Structures for Florida
  - using different structures
  - extend harvest seasons
  - heated greenhouses
  - fan and pad greenhouses
  - naturally ventilated greenhouses
  - walk-in tunnels
  - shade structures
  - outdoor hydroponic production with row covers
- Production Systems - So Many to Choose From
  - floating systems
  - NFT
  - VertiGro and other stacking systems
- upright containers (pots)
- open troughs
- hanging containers
- Earthbox
- Media
  - perlite
  - coconut fiber
  - peat-based mixes
  - rockwool
  - foam blocks
  - Sure to Grow
- media for organic systems

March 17: (8:00 am to 6:00 pm)
- Growing Transplants
  - containerized plug systems with peat mixes
  - rockwool
  - Oasis cubes
  - Jiffy-7s
  - various cell sizes and seeding techniques
- Managing Pests or Letting Them Manage You
  - pest exclusion
  - scouting and monitoring techniques
  - insect screens
  - sanitation
  - biological control
  - biorational sprays
- Water and Fertilizer - Inseparable
  - irrigation delivery systems
  - well water quality
  - filtration
  - maintaining the system
  - fertilizer injectors
  - standard fertilizer mixes and recipes
  - monitoring crop nutrient status
- Popular and Profitable Crops and Production Techniques
  - tomato
  - pepper
  - Cucumber
  - lettuce
  - specialty greens
  - herbs
  - colored carrots
  - cut flowers
  - microgreens
- Putting It All Together - Using Greenhouses, Shade-houses, and Outdoor Area Combinations to Expand Production
  - developing a plan using various structures, systems, & media choices to expand production to 12 months a year

SPEAKERS
- Bob Hochmuth, Multi County Extension Agent, North Florida REC - Suwannee Valley
- Wanda Laughlin, Sr. Agricultural Assistant, North Florida REC - Suwannee Valley
- Linda Landrum, Regional Specialized Agent, North Florida REC - Suwannee Valley
- Lei Lani Davis, Farm Manager, North Florida REC - Suwannee Valley
- Al Wysocki, Extension Specialist - Marketing, Food and Resource Economics Department
- George Hochmuth, Associate Dean, Research Industry
- Richard Tyson, Extension Agent, Seminole County Industry
- Tim Carpenter, VertiGro
- Tim Blank, Future Growing
- Emil Belibasis, Beli Farms (Grower Tour)
MARCH 16 - 18, 2009

Starting a Successful Hydroponic Business

Registration Form
Make Check Payable To: University of Florida

Name: ____________________________
Address: ______________________________________
Phone: ____________________________
Email: ____________________________

Classroom & Greenhouse Sessions:
March 16, 2009 - 9:00 am to 6:00 pm
March 17, 2009 - 8:00 am to 6:00 pm

Optional Growers Tour:
March 18, 2009 - 7:30 am to Noon

Where:
UF/IFAS North Florida Research and Education Center - Suwannee Valley
8202 County Road 417, Live Oak FL 32060

Who Should Attend:
Prospective or new growers or Extension agents interested in protected culture, hydroponics, and products for local markets.

Costs:
Classroom and Greenhouse Sessions - $295 per person, Optional Grower Tour - $50 per person. Space is limited, first come, first serve basis.

What Attendees Will Receive:
This short course is designed to teach attendees the basic skills needed to start a hydroponic based business including planning, marketing, and production techniques. Much of the two day program will be conducted in the greenhouses so attendees will “learn by doing”. Attendees will receive a notebook for the class and will learn where to find information on the web. Lunch and dinner will be provided on March 16 and lunch on March 17. Those interested in attending a half day tour to area growers on Day 3 will be able to attend for an additional fee.

For individuals with disabilities requiring special accommodations, please call (386) 362-1725 four days prior to the event so that proper consideration may be given to the request. For persons with hearing or speech impairments, use the Florida Relay Service (TDD) at 1-800-955-8771 or 711.

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http://smallfarms.ifas.ufl.edu

Hydroponic Controlled Growing Systems for Locally Grown Products
“The Hands-on Approach to Learning”