



For Immediate Release

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NEW PLANNING TOOL TO HELP MARKET GARDENERS SUCCEED

“Crop Planning for Organic Vegetable Growers”

OTTAWA—Canadian Organic Growers (COG) launches the third book in its Practical Skills series of technical manuals for organic agriculture, *Crop Planning for Organic Vegetable Growers*. The book and the series continue COG’s commitment and success in educating organic and transitioning growers.

Local organic food is in great demand. Farmers markets and home delivery programs are expanding, and restaurants are eager to add “local” to their menus.

Market gardeners and farmers are scrambling to meet the challenge. It takes planning and organization to provide a variety of vegetables week after week. Crop planning is complicated, but this handbook presents eleven manageable and logical steps, and provides readers with examples, templates, and solid reasoning on the benefits of the process. The first step is to set your salary objective, then calculate harvest goals, field and greenhouse operations, and seed orders. The planning process will appeal equally to non-organic market growers, but the organic focus includes crop rotations that are the basis of soil building.

Frédéric Thériault and Daniel Brisebois are enthusiastic about sharing their formula for success in quickly growing their business. With their partners at Tourne-Sol Cooperative Farm in Quebec, they produce six acres of vegetables each year for direct sales to 250 CSA members and at farmers market.

With more and more people beginning to grow vegetables (many of whom have a relatively limited amount of prior growing experience, let alone planning experience) *Crop Planning for Organic Vegetable Growers* should become a critical reference, useful for inexperienced and seasoned growers alike.

The Practical Skills series and other handbooks are available from Canadian Organic Growers on the web at www.cog.ca or by phone at 1-888-375-7383 (Canada) or 1-613-216-0741.

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Canadian Organic Growers (COG) is a national charitable organization with members across the country. Since 1975, COG has provided a focal point for advocacy and education for organic agriculture in Canada. COG’s publications on organic growing are used worldwide as on-farm reference books.

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our nature is organic ~ le bio, au coeur même de notre nature

Crop Planning for Organic Vegetable Growers

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