

## DAGR 0630 Special Project – Learning Contract Template

Student Name:

Student Number:

Project Title:

Academic Term:

Project Advisor:

Project Description:

Project Goals/Learning Outcomes:

Project Details & Schedule of Activities:

Evaluation Methods:

Assignment Descriptions and Resources:

**SAMPLE DAGR 0630 Special Project – Learning Contract Template**

Student Name: XXXX

Student Number: XXXX

Project Title: **Strawberry Production in Manitoba**

Academic Term: XXXX

Project Advisor: XXX

Project Description:

Student will work with at least two different strawberry growers and independent research to assess three standard information tools available for strawberry producers in Manitoba.

Project Goals/Learning Outcomes:

1. Identify and assess agronomic and business management resources that are available for Manitoba Agricultural Producers
2. Develop an understanding of economics of strawberry production relevant to Manitoba growing conditions.
3. Develop an understanding of cultivation techniques and options relevant to Manitoba growing conditions.
4. Apply the communication and professional business skills I have developed during the Agriculture Diploma program when working with strawberry growers
5. Apply this knowledge to assess strawberry production as a potential viable enterprise for my Management Planning Project.
6. Apply this knowledge to assess strawberry production as a potential viable enterprise for my family farm.

Project Details & Schedule of Activities:

Date	Activities
xx	Identify two growers and confirm their participation
xx	Grower consultation
Xx	Assignment #1 submission deadline
Xx	Assignment #3 submission deadline
xx	Assignment # submission deadline

Evaluation Methods:

Three written assignments of equal value. Each will be submitted in draft form for review, and final form for grading.

#### Assignment Descriptions and Resources

##### **Assignment #1: Agronomics**

Evaluate the MAFRI publication: [Guidelines for Estimating Strawberry U-Pick Production Costs \(2012\) in Manitoba.](#)

*You should assess if this guideline is current, accurate and reasonable. You should assess if this guideline would be the basis for a successful operation should you wish to start one.*

[http://www.gov.mb.ca/agriculture/business-and-economics/financial-management/pubs/cop\\_crop\\_strawberry.pdf](http://www.gov.mb.ca/agriculture/business-and-economics/financial-management/pubs/cop_crop_strawberry.pdf)

##### **Assignment #2. Production:**

Evaluate the information provided on the MAFRI website:

<http://www.gov.mb.ca/agriculture/crops/production/fruit-crops/strawberry-production.html>.

You should assess if this information is current, accurate and reasonable. You should assess if this guideline would be the basis for a successful operation should you wish to start one.

**Assignment #3. Marketing:** Marketing a perishable fruit crop has unique challenges. Develop a marketing plan that identifies and addresses these challenges with solutions suitable for your proposed operation near MacGregor Manitoba. Keep in mind that If “4 acres of strawberries require 1,400 customer sales” (Courter 1982) and 75% of all customers will live within 32km radius of your farm, then it should be possible to calculate the maximum opportunity for conventional u-pick style strawberry farm.

Recommended resources:

“Strawberry Production” <http://www.fruit.cornell.edu/berry/production/strawberryproduction.htm>

[Commercial Strawberry Production on the Prairies](#) [Chris Kaulbars](#); [Alberta Agriculture, Food, and Rural Development.](#)

Presentation (March 11 & 12) Manitoba Direct Farm Marketing Conference:

“Strawberry Cultivars” Dr. Sajjad Rao, Assiniboine Community College (ACC), Horticulture Production Instructor and Researcher - results from the ACC's 2015 Strawberry Cultivar evaluations

“2015 berry season” Anthony MIntenko, MAFRD Provincial Fruit Crops Specialist - recap of the 2015 Manitoba berry season and discussion of potential 2016 issues.