Instructor: Albert Ayeni, Room 268, Foran Hall, Cook Campus

(2-6289; Email: ayeni@aesop.rutgers.edu)

11:76:421 – Vegetable Production and Marketing (3 credits)

Important Announcements

A. Rutgers University interim academic integrity policy: http://academicintegrity.rutgers.edu/
   It is strongly recommended that students read and understand this policy. Please ask questions whenever or wherever there is a concern.

B. Class attendance policy:
   1. Punctuality is highly recommended
   2. Participation is highly encouraged

C. Grading:
   1. Mid-Semester exam 30%
   2. Final exam 30%
   3. Class presentation 30%
   4. Participation 10%
   5. Total

Class presentations are made towards end of semester on dates to be announced by instructor.

D. Exams: Combination of multiple choice and short answer questions. Mid-Semester exam covers up to date class work; final exam covers the second half of the semester.

E. Class presentation: Instructor allocates topics to students by the 3rd week of lectures. 20-30-minute occasional class quizzes are part of the evaluation for class participation.
1. Course Introduction
2. Vegetable crops: Significance and Uses
3. Classification
4. Adaptations
5. Soils & soil fertility considerations
6. Cultural practices
7. Production management
8. Post harvest handling
9. Emerging vegetable crops
10. Germplasm diversity, breeding & selection
11. Production economics & marketing
12. Developing US markets for new vegetable crops
13. Policy and public acceptance of new vegetable crops
14. Class presentations (20 minutes/presentation)
15. Job opportunities in the vegetable crops industry

Resources

Albert Ayeni: VPM Spring 2012

Reference Texts:

Albert Ayeni: VPM Spring 2012

Objective: To present a subject of interest to a known audience in audible and/or visually understandable ways.

Preparations for a Good Class Presentation:

A. Speaker Preparation:

1. Ensure you have a grasp of the subject matter – think clearly!
2. Do a thorough and up-to-date literature search on subject matter
3. Assemble in writing the facts and figures and arrange in logical order
4. Do a thorough and up-to-date literature search on subject matter
5. Ensure you have a grasp of the subject matter – think clearly!

B. Speaker Presentation:

- prepare slides that only highlight discussion points are used
- develop a talk that’s not visual but non-verbal
- develop slides in simple, explicit fashion
- assemble in writing the facts and figures and arrange in logical order
- do a thorough and up-to-date literature search on subject matter
- develop slides in simple, explicit fashion

C. Audience Preparation:

- be clear and understandable ways
- present a subject of interest to a known audience in audible and/or visually understandable ways.

Some Websites

Rutgers' New Jersey Agricultural Experiment Station: Commercial Vegetable Production Recommendations 2011

Department of Horticulture and Landscape Architecture (Hort 410-Vegetable Crops)

University of Florida IFAS Extension: Vegetable Crops

University of California, Davis: Vegetable Research & Information Center

Texas A&M: Aggie Horticulture: Commercial Vegetable, Fruit & Nut Crops

Production Recommendations 2011

Rutgers, New Jersey Agricultural Experiment Station: Commercial Vegetable

Albert Ayeni: VPM Spring 2012
Prior to presentation, run a mock presentation before a critical peer group to develop confidence; and improve style and subject matter content (Allocate time to different segments in proportion to the significance each segment contributes to total presentation).

f) Check facts and figures over and over again and be sure they are accurate.

g) Ensure that slides follow the order intended.

B. Presentation environment:

a) Ensure a good spatial relationship exists between the speaker(s) and audience.

b) Test amenities (seating arrangement, audiovisuals, lighting, room temperature/air circulation, refreshments, etc.) and audience.

c) Ensure a good spatial relationship exists between the speaker(s) and audience.

d) Prevent presentation environment:

f) Check facts and figures over and over again and be sure they are accurate.

e) Prior to presentation, run a mock presentation before a critical peer group to develop confidence, and improve style and subject matter content (Allocate time to different segments in proportion to the significance each segment contributes to total presentation).
d) Speaker concludes presentation (summarizes accomplishments and proposes essential future steps for advancing the subject matter) (5%)

f) Speaker acknowledges contributors to presentation and ends presentation (<1%)

Q&A Session:
Organizer calls for Q&A from the audience (10-15% time)

Closing:
Organizer gives closing remarks including thanking the speakers and
giving announcements (if any).

Class Presentation Schedule (Tentative)

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<tr>
<td>Yan, Y.</td>
<td>Supple, D.A.</td>
<td>Rashkin, A.</td>
<td>Macdonald, J. A.M.</td>
<td>Guarnera, J.</td>
<td>Cecere, E.</td>
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<tr>
<td>Ahmed, E.</td>
<td>Carr, B.</td>
<td>Clifford, L.D.</td>
<td>Kwon, A.</td>
<td>Yan, Y.</td>
<td>Raskin, A.</td>
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Class Presentation contd.
(1) Speaker acknowledges contributors to presentation and ends presentation (1%)
(2) Speaker concludes presentation (summarizes accomplishments and proposals for essential future steps for advancing the subject matter) (5%)

Class Presentation contd.