CLASS OUTLINES

January

January 2, 2013 – TA session “Introduction to Reading a Seed Catalogue”

* Pass out catalogue from 10 seed companies so farmers can see that each catalogue is unique
* Talk about why it is hard to compare catalogues: each catalogue uses a different measurement of seeds (grams, ounces, pounds, counting individual seeds, etc).
* Talk about why catalogue with pictures are much easier to use, but are more expensive (flashy color catalogues are very expensive to produce).
* Pass out Johnny’s catalogues to learn with.
* Talk about and practice the three ways to find an item in a Johnny’s catalogue:
  1. Look through the whole catalogue until you find what the picture you are looking for
     + Made easier knowing that everything is more or less in alphabetical order
  2. Find appropriate color page label
     + Vegetables are green; herbs are purple; cover crop is blue, etc, etc.
     + Made easier knowing that everything within a color grouping is in alphabetical order
  3. Use the Index
     + Teach farmers how to find the general category word (vegetable, herb, cover crop, etc)
     + Find the item name
     + Find the page number corresponding with item
     + Find the page number in the catalogue – should have picture of what you are looking for!