

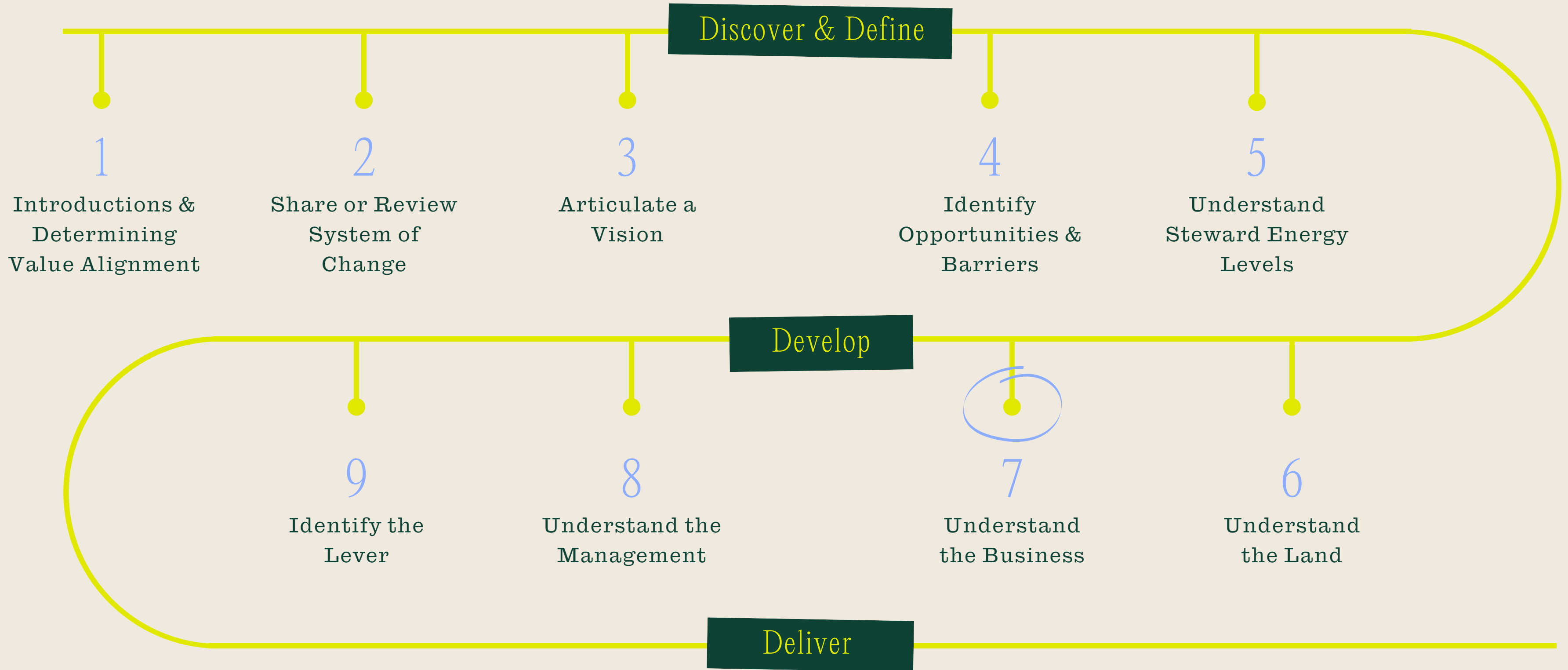
MARKETING QUESTIONNAIRE

Regenerative Stewardship Curriculum: Develop



MAD!

REGENERATIVE STEWARD COURSE PLAN



Overview

PURPOSE

This tool helps the planner(s) identify and communicate market opportunities to partners, as well as potential opportunities to diversify the crop rotation.

PREP ITEMS

None.

TIMING

During the first on-site meeting or during a follow-up phone interview, and after creating the Markets & Enterprise list.



Overview

DELIVERY

Questions can be asked directly, sent in a follow up email, or shared through an electronic survey tool, such as Salesforce, Airtable, or Quickbooks.

OUTCOME

After completing this step, planners will have a comprehensive list of the steward's current crop portfolio, certifications and potential bottlenecks in storage. These will help the planner create a list of market options to share with the farmer.

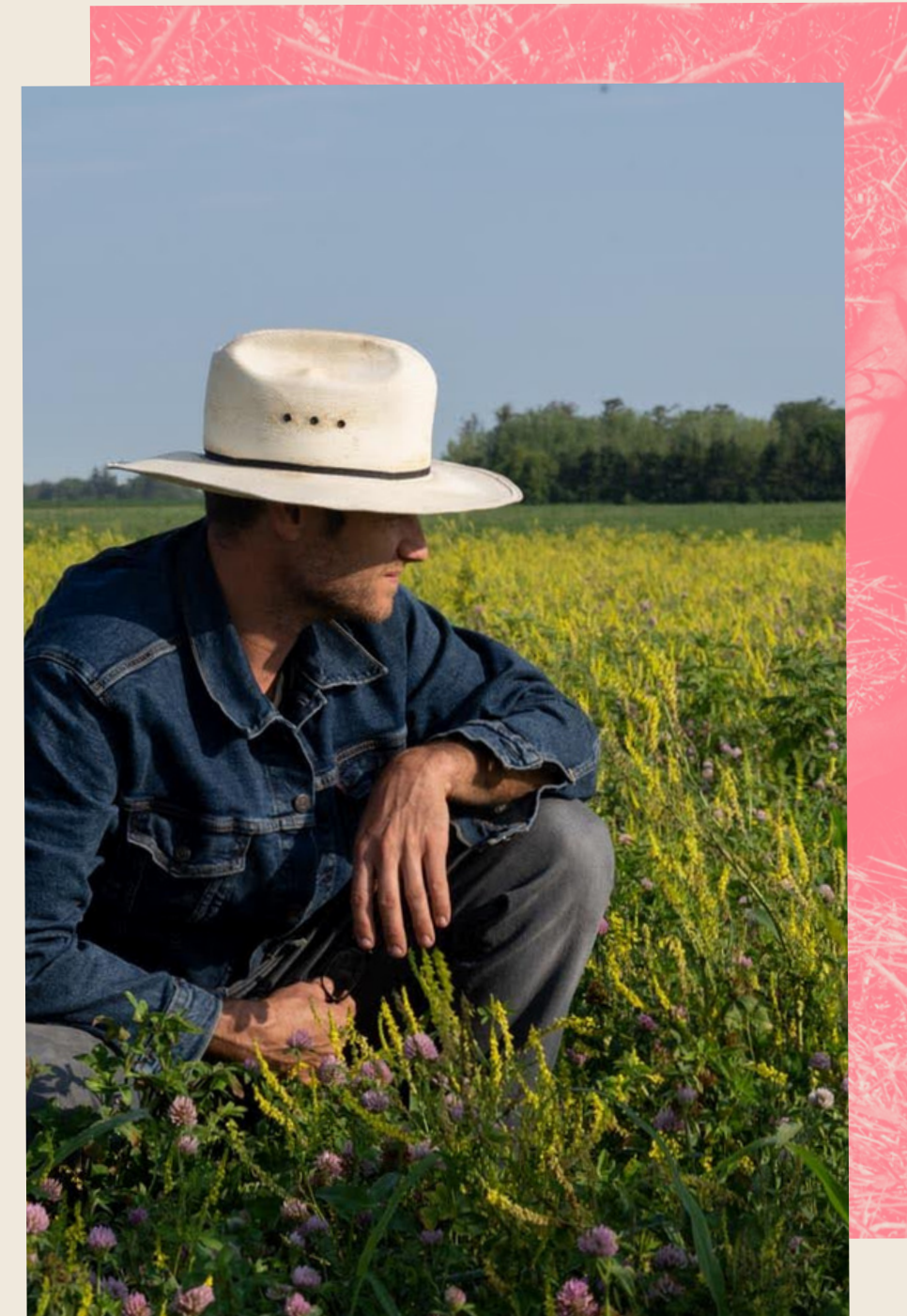
STAFF

Steward.



Marketing Questionnaire

- **What are your total acres under management?**
 - Please include a breakdown of the acreage in organic production, transitional organic production (and number of years in transition), conventional acres, and acres in USDA Farm Bill conservation programs such as the Conservation Reserve Program (CRP), the Wetland Reserve Program (WRP) and conservation easements.



Marketing Questionnaire

- **Are any multi-year agreements currently in place?**
 - Do you have any organic certifications?
 - What is your crop grade assessment? (food vs. feed grade)
- **Who are your current offtake partners or markets?**
 - Are there any buyers/companies you would NOT want to work with? Why?
- **What are contracts do you currently have in place?**
 - Include pricing and discount schedules.



Marketing Questionnaire

- Please provide an infrastructure description of on-farm storage capacity.
- Do you have long haul trucking capabilities or a preferred logistics partner?
- Do you have the ability to clean and bag/tote grain? If yes, please list your cleaning capabilities (i.e. color sorting).
- Do you pursue direct to consumer sales?
- Are there any vertical integration opportunities?





The End

Continue exploring tools for
the second phase of our
**Regenerative Stewardship
Curriculum, Develop, [here.](#)**