

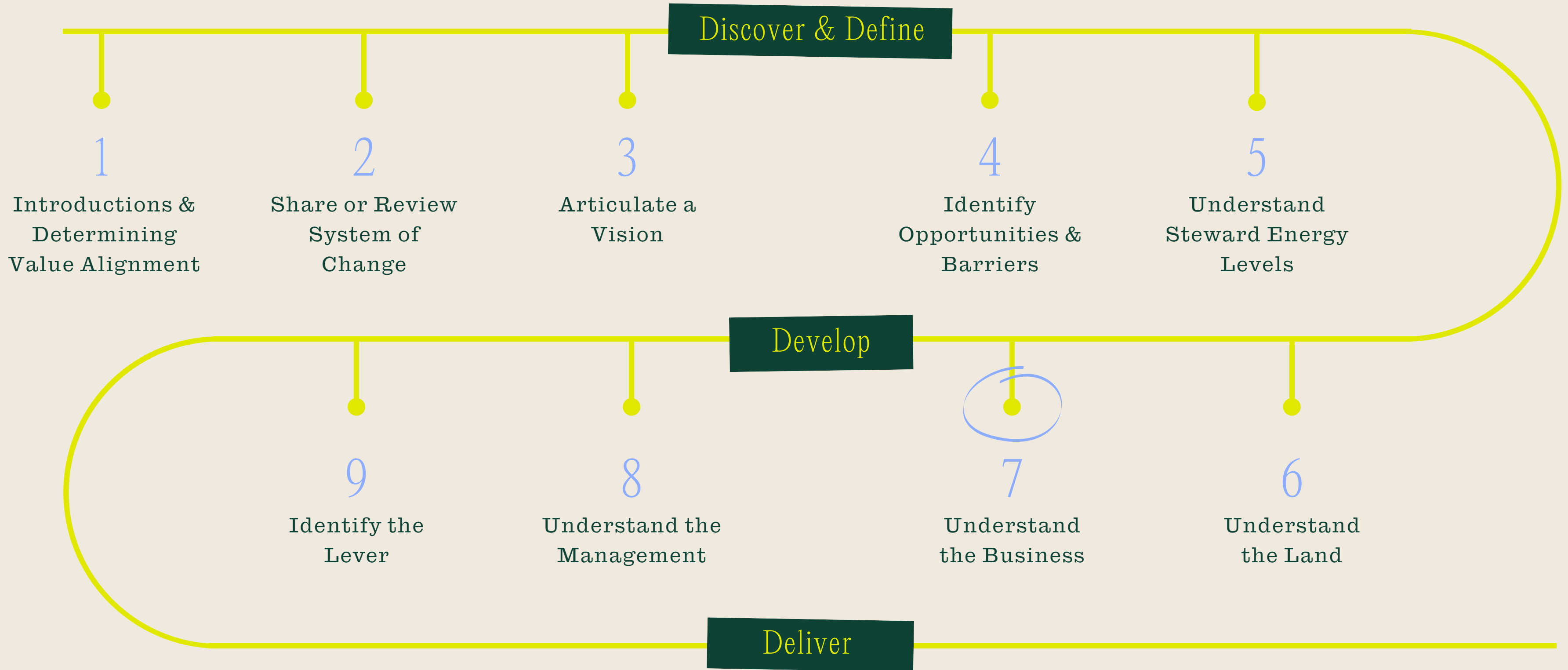
MARKETS & ENTERPRISE LIST

Regenerative Stewardship Curriculum: Develop



MAD!

REGENERATIVE STEWARD COURSE PLAN



Overview

PURPOSE

This tool can be used to create a list of existing and potential revenue sources for the operation.

PREP ITEMS

None.

TIMING

After a land walk has been conducted.

DELIVERY

Spreadsheet or simple list.



Overview

OUTCOME

Clearly defined opportunities to add value, stack enterprises, or branch into new markets.

STAFF

Planner and steward, though this can also be given to the steward to fill out on their own and return to the planner.



MAD!

Our Markets Approach

We believe that decommoditizing food and helping farmers work together are the keys to disrupting the commodity market.

We work hard to discover and arrange new market outlets for the crops and products, working to create new supply sheds by creating partnerships among farmers, supply shed intermediaries (i.e. processors, distributors, retailers) and consumer-facing brands based on a shared set of values that are embodied in the products that regenerative and organic agriculture creates.



Benefits to Stewards

Through markets and enterprise development, regenerative stewards can experience the following benefits:

- **Improved economic resilience**
 - Development of new markets
 - Focus on long term relationships
 - Design of new and innovative contracts
 - Increased ability to scale
- **Rewards for regenerative practices**
 - Practice-based incentives provided
 - Development of markets that support crop rotations and diversification
- **Expanded consumer awareness and support**
 - Development of brand marketing that connects consumers to farms
 - Emphasis on storytelling that honors farmers and farming communities



Markets Exercise

List the producer's enterprises (examples include: small grains, cash crops, livestock, cover crops, diverse vegetables, etc.).

Enterprise/Cash or Specialty Crop					
Est. contribution to rotation (% of acre total)					
Do you sell to commodity, wholesale, or retail?					
Price unit \$/bushel or %/cwt?					
Do you need marketing support for a new crop?					
Market stability (poor, fair, good)					
Storage capabilities					



The End

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

MAD!