

Understanding Producers

Make it Happen

To deeply understand the drivers, stressors, motivators, and values of the producers who will influence the positioning of your outreach, and ultimately the success of your regenerative agriculture goal, we recommend the following process.

1. Understand which insights are available

Conduct a comprehensive landscape assessment to understand what datasets exist that provide information about the producers that will influence the success of your goal.

There are available datasets at organizations like Farm Journal that will provide deep behavioral and psychographic insights. That data will inform the right messages, messengers, value propositions, and outreach approach for regenerative agriculture goals.

Other datasets such as the U.S. Census, state and county agriculture and property data, the USDA Census of Agriculture, and organizational membership offer local insights for you to build on.

If accessing a dataset isn't an option for your team, build time for focused information gathering into your project plan.

2. Collect insights from a broad array of sources

To understand the specific producers relevant to the project goals, collect information both from the farmers themselves and from stakeholders who work with them.

Conduct interviews and organize focus group discussions with producers in the project area that represent, to the best of your ability assess, the producers your team would like to be engaging with.

Involve relevant stakeholders such as agricultural extension services, local implementing organizations, and industry experts who have insights into the producers of focus and can validate and provide complimentary perspectives to your findings.

3. Segment findings

Analyze all the data you collect to identify common themes, trends, and patterns. Look for key motivators, barriers, and influencers that affect producers' decisions related to regenerative agriculture.

Analyze the data collected to identify different segments within the producer set you are choosing to focus on to reach your goals. Look for patterns and trends in producers with similar characteristics, behaviors, and needs to inform and tailor your outreach approach.

Pair what you learn with values.

4. Develop a persona

Illustrating the research findings with a persona can help bring the insights to life. Create detailed personas representing different segments of producers that are identified in the data collection and analysis effort. These personas should include demographic information, motivations, goals, challenges, and preferred communication and outreach methods. You can even give your persona a photo and a name! Carol Cover-Crop, Randy Rotation, and so on.

As you learn more about the producers and their considerations, be prepared to adapt outreach and engagement efforts accordingly. Tailor your messages and approaches to resonate with their values and motivations.

5. Document and share knowledge

Ensure that all insights and findings are documented and shared with the project team. This knowledge can provide actionable insights to teams as diverse as marketing and communication, product development, on-the-ground implementors, technical support, and partnership development. Ensuring all teams have access to the information and understand how it should influence their work can create synchronicity and increase productivity towards achieving your goal.

**MIDWEST
ROW CROP**
COLLABORATIVE

Administered by  Environmental
INITIATIVE



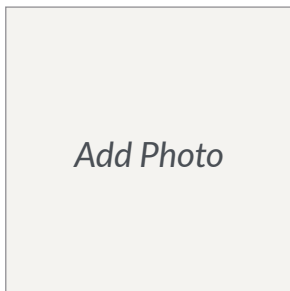
TRUST IN
FOOD
A FARM JOURNAL INITIATIVE

Made possible by

Walmart  **org**

Create your persona

Below are some questions to help you create your producer persona. Identify data points to shape the persona and then give the persona a name and a photo to make it feel real.



PERSONA NAME

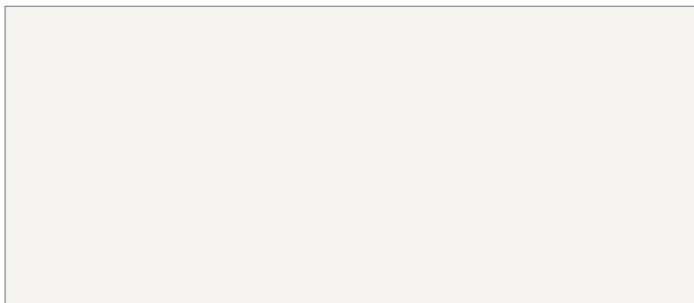
Average farm size or GFI: _____

Average age: _____

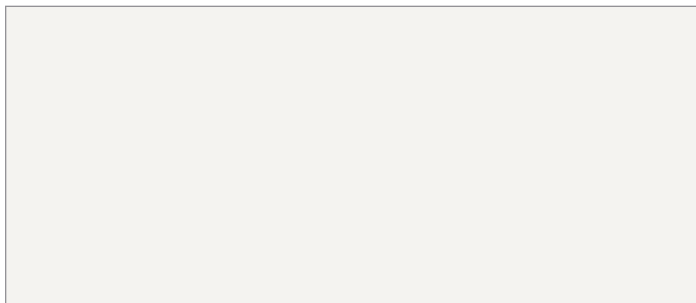
Production system and crops/livestock: _____

Geographic focus: _____

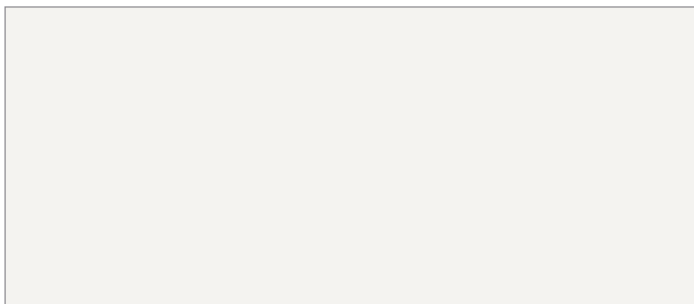
What are their agronomic interests, such as weed control or soil health?



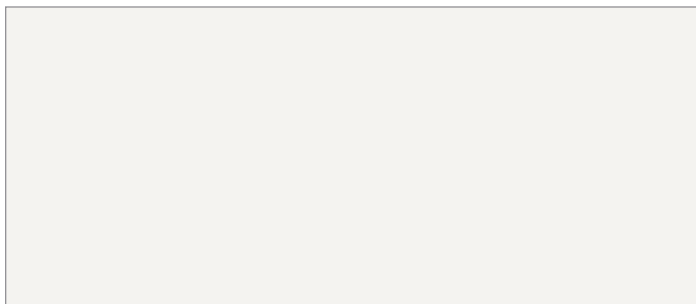
What are their attitudes to conservation, such as protecting wildlife or watersheds?



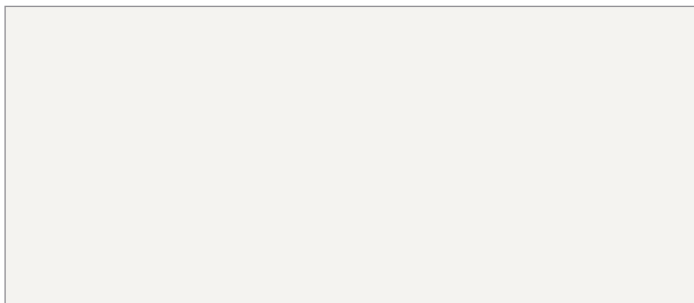
What are their operational goals, such as adopting automation or transition planning?



What are their financial attitudes to managing risk or debt?



What motivates them, such as farming lifestyle or community involvement?



What are their preferred methods of communication? How do they get their information?

