

# FARM™ AMP Sample Report

Farmer Adoption of Regenerative Management - Adoption Mapping & Prioritization)

## Strategic Market Analysis for Regenerative Farming Solutions:

### The Strategic Challenge: Where to Focus Limited Resources

Does your soil health or crop solution have strong research backing but slower farmer adoption than anticipated? Are your sales teams making solid efforts but finding it challenging to achieve breakthrough momentum in new territories? With boards scrutinizing every investment and farmers operating under tight margins, strategic resource allocation has become more critical than ever.

Many agricultural companies face a common dilemma: **limited visibility into which markets offer the highest probability of success**. Territory decisions often rely on traditional metrics like crop acres or basic demographics, which don't capture the nuanced factors that drive farmer adoption of innovative solutions.

**The FARM Index Report provides additional market intelligence** to complement your existing strategic planning. By analyzing farmer readiness signals, regional adoption patterns, and economic indicators alongside your sales data, we help identify counties where your solution is most likely to resonate and scale effectively.

This analysis supports more informed decisions about where to prioritize field trials, concentrate sales efforts, and align R&D with real-world market opportunities. The result is a data-driven foundation for territory planning that helps justify resource investments and accelerate market penetration in the most promising regions.

**Let's save tomorrow's soils today!**

# Executive Summary

*[This section demonstrates how we aggregate county-level insights into actionable strategic guidance for your leadership team]*

## Strategic Focus: Five Counties, Maximum Impact

Your Iowa expansion strategy should concentrate on **Crawford... counties**. These five locations represent your highest-probability wins, combining farmer readiness (FARM Index 3.05+) with proven market infrastructure.

- **Crawford County:** 1,608 farmers, proven transactions, ready to scale
- **... County:** 2,019 farmers, proven transactions, ...
- **... County:** 1,617 farmers, ...
- **... County:** ...
- **... County:** ...
- **Combined opportunity:** ... farmers across ... million acres.

## Three Critical Messages To Convert Sales (Add on section)

Target your messaging to address the resource concerns where Company A delivers proven results:

1. **Profitability Focus:** "Cost-effective, proven ROI" - addresses farmers' primary concern with current market pressures
2. **Resource Concern #2:** [Available in full analysis]
3. **Resource Concern #3:** [Available in full analysis]

## Immediate Action Plan

- **By October 2025:** Develop 2-3 case studies from your priority counties (if data is available) showing specific ROI numbers, leveraging messaging suggestions, and highlighting testimonials Est. Investment: \$2,500-\$5,000 per study.
- **Fall 2025: Available in full roadmap**
- **Spring 2026: Available in full roadmap**
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## Strategic Discipline: Where NOT to Invest

Avoid the ... Iowa counties classified as "Low Priority" (Zone B). These areas lack both farmer readiness and market infrastructure. Concentrating resources on your priority counties will deliver exponentially better results than spreading efforts across the state.



This focused approach transforms your state from a [XX]-county challenge into a manageable [3-5]-county opportunity with clear pathways to success.

## Observations:

### Analysis Overview:

This analysis employed a multi-layered approach to identify high-potential counties for Company A's Iowa expansion. The methodology combined three critical data sources to create a comprehensive market assessment.

**Data Integration Process:** We began by overlaying your historical transaction data with county-level agricultural characteristics, including average farm size, farmer demographics, total operators, and the percentage of large-scale operations (>2,000 acres). This created our foundational understanding of market structure and economic potential across Iowa's 99 counties.

The second layer incorporated the FARM Index, our proprietary tool that measures farmer readiness for regenerative practice adoption. The FARM Index evaluates regional factors including resource concerns, landscape characteristics, cultural norms around conservation, and historical adoption patterns to predict where farmers are most likely to embrace soil health solutions.

**Analytical Framework:** Through correlation analysis between these datasets, we identified counties where favorable farmer mindset aligns with strong market fundamentals. This dual-lens approach revealed both counties with proven performance and overlooked areas sharing similar potential indicators.

The analysis produced two complementary mapping systems: the County Priority Map, which segments markets based on readiness and opportunity scores, and the Sales Zones framework, which incorporates your actual transaction history to guide tactical deployment decisions.

**Regional Context Development (add on service):** Following county prioritization, we conducted detailed resource concern analysis for target areas using extension data and regional expertise. This step translated broad market potential into specific messaging themes aligned with the operational challenges farmers face in each priority county.

This systematic approach provides your team with both strategic direction for territory investment and tactical guidance for farmer engagement in high-potential markets.



The FARM Index highlights counties where adoption potential is highest. The base map acts independent of the opportunity sizing analysis and zone prioritization. A high-level description of the data can be found in Table 1.

**Table 1:** FARM Index value interpretation. A full breakdown can be found in Appendix A

Index	Common Archetypes	Primary Motivation	Risk Tolerance
1	Traditionalists (L*)	Tradition - "We've always done it this way"	Very Low
2	Soil Health Detractors (LM*) Data First (EM*)	<i>[Available in full analysis]</i>	...
3	Data First (EM*)	<i>[Available in full analysis]</i>	...
4	Soil Health Promoter (EA*) Data First (EM*)	<i>[Available in full analysis]</i>	...
5	Soil Health Pioneers (I*) Soil Health Promoter (EA*)	<i>[Available in full analysis]</i>	...

\*Archetypes: L = Laggard, LM = Late Majority, EA = Early Majority, EA = Early Adopter, I = Innovator

In the case of Iowa, higher FARM scores are typically related to resource concerns (weed management, nutrient cycling, erosion, etc.), soil and landscape characteristics (slope/ terrain, soil organic matter, etc.) and cultural norms (livestock presence/ type, conservation, etc.) creating distinct regional patterns.

**Sample Regional Pattern:** Western regions often create urgent concern around erosion control, driving farmers to actively seek soil stabilization solutions that simultaneously enhance yield.

***[Complete regional analysis with detailed patterns available in full report]***

## County Priority Map Overview:

***[This section demonstrates how we segment markets based on readiness and opportunity]***

The County Priority Map is built on the opportunity score which reflects structural and economic potential for product adoption at the county level. When combined with the FARM Index, we gain a powerful view of where to sell and how to engage.

**Figure 2: (NOT shown here)** This map is designed to reflect which counties have high structural and economic potential for regenerative soil health product adoption. This map is built leveraging farm size,... and known characteristics about your ideal customer profile.

● **Top Priority (“High Readiness, High Opportunity”)**

- **Definition:** *[Available in full analysis]*
- **Implication:** *[Available in full analysis]*

● **Educate & Build (“Low Readiness, High Opportunity”)**

- **Definition:** *[Available in full analysis]*
- **Implication:** *[Available in full analysis]*

● **Pilot-First (“High Readiness, Low Opportunity”)**

- **Definition:** *[Available in full analysis]*
- **Implication:** *[Available in full analysis]*

● **Low Priority (“Low Readiness, Low Opportunity”)**

- **Definition:** *[Available in full analysis]*
- **Implication:** *[Available in full analysis]*

## Why This Matters

By overlaying the FARM Index with the Opportunity Score, we’re not just asking “*Where are the farmers?*”... we’re answering “*Where are the farmers most likely to say yes, AND where is that ‘yes’ worth the most?*” This framework allows us to deploy sales, education, and partnership resources **more efficiently**, prioritizing counties where adoption is both **likely and impactful**, while tailoring strategies to fit the unique dynamics of each zone.

## Sales Zone Overview:

***[This section shows how we integrate your actual transaction data with market potential]***

The Sales Zones Map provides an actionable view of market readiness by combining the FARM Index (adoption mindset), Opportunity Score (market potential), and real-world transactions.

**Figure 3: (NOT shown here)** This map is designed to reflect which counties fall into distinct sales opportunity zones for Company A's products. A breakdown of the zones can be found in appendix B (Not included).

## Sales Zone Overview:

The **Sales Zones Map** (Figure 3) provides an actionable view of market readiness by combining the FARM Index (adoption mindset), Opportunity Score (market potential), and real-world transactions. It helps answer:

**“Where should we sell now, and where should we educate, experiment, or hold off?”**

Each zone guides how to approach different counties based on both mindset and market size:

### **Zone A – Scaling Zone**

- **Definition:** High FARM Index and Opportunity Score with at least one transaction.
- **Implication:** These are proven markets with both mindset and infrastructure in place. Prioritize for sales and expansion.

### **Zone B – Low Priority**

- **Definition:** [Available in full analysis]
- **Implication:** [Available in full analysis]

### **Zone C – Mysterious Success**

- **Definition:** [Available in full analysis]
- **Implication:** [Available in full analysis]

### **Zone D – Untapped Potential**

- **Definition:** [Available in full analysis]
- **Implication:** [Available in full analysis]

## Results

*[This section provides strategic recommendations based on zone analysis]*

The County Priority Map and FARM Index together offer a dual-lens approach to identifying where adoption of soil health products is most likely and most valuable. By integrating readiness (mindset, past practice) with opportunity (market scale, infrastructure), we've segmented counties into four actionable zones.

### Short-term Recommendation: 2026 Growing Season (Table 2)

- **Zones A (Scaling Zones) and D (Untapped Potential)** should be prioritized for sales and field deployment. Zone A counties combine **strong market readiness with favorable structural conditions**. These are ideal for scaling proven products.
- **Zone D** counties, while not currently engaged, possess the economic and structural profile of high-value targets.

### Mid-term Opportunity: 2027 - 2028 (Table 2)

- **Zone C (Mysterious Success)** [Available in full analysis]...

### Avoid or Deprioritize: (Table 9 in Appendix B)

- **Zone B (Low Priority)** counties currently **lack both the mindset and the market conditions** for meaningful returns

**Table 2.** Prioritized sales zones by county. Descriptions of the priority classification and sales zones can be found above. Counties in bold indicate where to start.

County Name	FARM Index	County Priority Ranking	Sales Zones
<b>CRAWFORD</b>	<b>3.05</b>	<b>Top Priority</b>	<b>Zone A: Scaling Zone</b>
...	<b>3.05</b>	<b>Top Priority</b>	<b>Zone A: Scaling Zone</b>
...	<b>3.05</b>	<b>Top Priority</b>	<b>Zone D: Untapped Potential</b>
...	3.38	Educate & Build	Zone D: Untapped Potential
...	3.38	Educate & Build	Zone D: Untapped Potential
...	3.05	Educate & Build	Zone D: Untapped Potential

## Recommendation:

The data highlights the following counties as strong short-term opportunities for deeper engagement and growth. These locations stand out due to a combination of high grower readiness, favorable structural conditions, and/or demonstrated market traction. The final prioritization Company A decides upon should align with strategic goals and capacity.

1. **County A (Zone A)** – High opportunity and strong readiness make this prime for scaling
2. **County B (Zone A)** – Positioned for rapid growth with supportive infrastructure



3. **County C (Zone D)** – Strong readiness signals untapped potential despite no historical transactions
4. **County D** - *[Available in full analysis]*
5. **County E** - *[Available in full analysis]*
- 6.

Characteristics of farmers in those counties are found below in Table 3.

**Table 3.** Farm demographic characteristics for top five counties.

Data Points	Crawford	...	...	...	...
<b>Farmland Acres</b>	401,881	376,681	304,498	254,871	239,671
<b>Total Farmers*</b>	1,608	2,019	1,617	2,839	-
<b>Avg Farm size (ac)</b>	423	327	339	164	-
<b>Farms (500 - 999 ac)</b>	12.5%	11.9%	14.4%	-	-
<b>Farms (1,000 - 1,999 acres)</b>	8.4%	7.6%	-	-	-
<b>Farms (2,000 + acres)</b>	2.8%	-	-	-	-
<b>Farmers &lt;35 yrs</b>	-	-	-	-	-
<b>Farmers 35 - 64 yrs</b>	-	-	-	-	-
<b>Farmers &gt;64 yrs</b>	-	-	-	-	-

\*The total number of farmers differs from the number of operations, as larger farms often have multiple primary decision-makers.

## **Strategic Report add ons:**

*[The following sections can be added for enhanced implementation guidance]*

## **Resource Concerns and Messaging Considerations:**

*[This section translates regional challenges into specific value propositions]*

Resource concerns are operational constraints that inhibit profitability, production, or prevent farmers from meeting their goals. Major resource concerns for priority counties are shown in the heat map below (figure...).

***[Figure ... (Not Shown) Heat map of resource concerns/ top of mind challenges in priority counties]***

Table 4. Resource concern explanations and messaging considerations

Resource Concern	Messaging Considerations
<b>1. Profitability</b>	<ul style="list-style-type: none"> <li>Profitability is top of mind. Fall delivery prices are below breakeven for many. Growers are cutting anything that doesn't have proven ROI.</li> <li>Position as economical essential with proven ROI. Words like "Cost effective" "ROI" and "Proven Performance" resonate</li> </ul>
<b>2. Nitrogen loss</b>	<ul style="list-style-type: none"> <li><b>Available in full analysis</b></li> </ul>
<b>3. Tar Spot</b>	<ul style="list-style-type: none"> <li><b>Available in full analysis</b></li> </ul>
<b>4....</b>	<ul style="list-style-type: none"> <li><b>Available in full analysis</b></li> </ul>

## Roadmap:

*[This section provides phased implementation timeline with cost estimates. It leverages LRA's modified BRICE prioritization to shed light on which questions companies need to answer to influence farm decision making and adoption by archetype]*

### Agronomic Prioritization (2025–2027)

Initiative	Cost Estimate	Impact	Timing
<b>Build Quick Proof Points</b>	...	High	By September 2025
<b>Prioritize Research Spend</b>	...	High	Ahead of 2026 planning
<b>Install On-Farm Trials</b>	...	High (Long-term)	Spring 2026 implementation

### Business Development (2025-2026)



- Engage regional farmer influencers in priority zones
- *[Additional strategies available in full roadmap]*
- ...

#### **Marketing and Sales (2025-2026)**

- Create post-harvest case studies
- *[Additional strategies available in full roadmap]*

***[Complete roadmap with detailed timing, costs, and success metrics available in full analysis]***

## **Strategic Implementation Add-ons:**

*[This section outlines additional services that accelerate implementation]*

The following services build on this analysis to transform recommendations into measurable results:

**1. Trial Placement, Planning & Protocol Development** Complete trial management from site selection through data interpretation, including protocol design, data collection, and statistical analysis.

**2. Educational Content Development & Data Translation**

Transform research data into targeted materials—farmer case studies, technical documents for advisors, and retailer training materials.

**3. Advanced Market Analysis & Expansion Planning** Extension of this methodology to additional states with complete FARM Index analysis and strategic roadmaps.

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This sample demonstrates our analytical approach and strategic framework. Complete analysis includes detailed county profiles, farmer demographic breakdowns, prioritization recommendations, and tactical deployment guidance. Additional services such as comprehensive messaging frameworks, detailed implementation roadmaps, and ongoing strategic consultation are available as add-on engagements.

*Contact Living Roots Ag to discuss how the FARM Index can accelerate your market expansion while maximizing resource efficiency in today's challenging agricultural economy.*