



This Roadmap provides guidance and information for many different audiences. Below are examples of how different audiences can use the information provided.

*Grower*

- Provide sustainable agronomic requirements to breeders for optimal seed selection
- Forecast economic value and produce and harvest crop with appropriate testing and compliance to ensure market value and access to financial options such as insurance and futures contracts
- Reliably sell crop for best value

*Plant Breeder and Seed Producer*

- Forecast seed traits for future climate, agronomic, and grower characteristics
- Ensure appropriate availability of inputs such as seed in right amounts and types

*Extension Agent*

- Define economic and market needs
- Produce materials to support business development for appropriate market value
- Build demand through consumer and product manufacturer outreach
- Translate between growers, buyers, and consumers for strong markets

*Buyer/Cooperative*

- Forecast and communicate demand and pricing for crop
- Define quality and testing requirements for growers' harvests
- Provide access to inputs such as appropriate seed and testing materials
- Ensure appropriate capacity for crop storage and transport

*Product Manufacturer*

- Define product input characteristics and ranges, including testing requirements, and ensures those characteristics are communicated to buyers, growers, breeders and seed producers
- Forecast and communicate demand and price information to cooperatives and/or growers

*Product Marketing and Sales*

- Invest in new product development and marketing that builds on crop availability and specialized seed features, in collaboration with plant breeders and product manufacturers
- Communicate how new products will generate demand, alongside extension and growers

*Consumer*

- Communicate demand signals through purchases and market research
- Build demand for high-quality labeling, testing standards, and high-grower-value products

*NIFA National Program Leader or Other Federal Agency Funding Manager*

- Link to the Roadmap in funding opportunities that support hemp research program priorities
- Incorporate in explanatory notes and agency budget justifications for Congress, as needed.
- Use in presentations to stakeholders and other Federal and international partners.

*Intramural Research Agency National Program Leader*

- Use in writing action plans, e.g., for USDA-ARS National Programs including crop production & protection and natural resources & sustainable agricultural systems
- Communicate with stakeholders and scientists about hemp research needs and priorities
- Communicate with other Departments and Agencies and international partners
- Incorporate in future budget discussions