



## **Developing communication guidelines and marketing materials to help promote the adoption of pennycress, a winter oilseed cover crop.**

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Winter-hardy annual oilseed cover crops, specifically pennycress (*Thlaspi arvense*), provide a host of benefits to the current food system, including environmental, financial, and social. These advantages are just beginning to be understood, however, they have not been effectively communicated to the crops' diverse stakeholders, most importantly, growers, makers, and consumers. Prior communication contained useful information not optimized for individual stakeholders. This was largely due to the minimal research conducted on targeting stakeholders, making it difficult for readers to locate or understand the content. To mitigate this issue, we focused on developing communication guidelines that worked as a centralized tool for communicators to effectively describe and promote pennycress. This guideline was then used to create a wide range of communication collateral including brochures, poster boards, flyers, and PowerPoint presentations. These materials were guided by preliminary research that involved collecting and analyzing existing secondary data and creating primary data through surveying and conducting in-depth interviews (IDIs) with industry insiders. Our survey showed that 70% of consumers value sustainability, 61% desire ethical sourcing, and 93% prioritize the quality of products. The surveys also demonstrated consumers' interest in learning more about the crop so educational media would help demystify pennycress. Additionally, IDIs showed makers' concern surrounding price and end-use marketability. Finally, through secondary research, we found that growers prioritize pennycress' profitability and ease of growth. These findings allowed us to create attractive, informative, educational marketing materials targeted to stakeholder groups increasing their awareness of pennycress and its benefits. The materials were also designed to be easily edited to stay updated on pennycress development.