



Developing basic stakeholder communication tools for pennycress

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Developing supply chains requires attracting many potential stakeholders (notably growers, manufacturers, and consumers). The novelty of cash cover crops further increases the importance of educating and communicating with potential stakeholders in the supply chain who are likely unfamiliar with the unique benefits of the novel crop, in this case, domesticated pennycress (*Thlaspi arvense*). Developing media aiding this requires understanding stakeholders' unique priorities. Stakeholder group-specific materials are currently unavailable. By interviewing two food industry insiders, developing and administering a consumer survey (140 responses), talking with IPREFER collaborators, attending grower calls/meetings, and viewing literature, we developed a communication guideline document for pennycress. This document includes information on different stakeholder groups' interests, benefits of pennycress relevant to them, suggested talking points, a suggested introduction of pennycress, other considerations, and justifications for all of the above. One key finding is to describe pennycress as maximizing a field's agricultural output to quell manufacturer concerns regarding the optics of using a potential food source as a biopolymer. Another finding is the significance of prioritizing discussion of pennycress' economic impact when communicating with growers. Using information collected for, and included in, the communication guidelines, we developed stakeholder-oriented media spanning print and digital channels. We created brochures, flyers, and presentations targeting each stakeholder group discussed in the communication guidelines. This media assortment covers communication about pennycress occurring during field days, industry events, and remotely both synchronously and asynchronously. This forms a basic pennycress communication toolkit with developed media and the ability to develop future resources aiding the supply chain development process using the communication guidelines.