

Product Demo & Field Trial Planner

Agri-Inputs & Farm Supply

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a demo/field-trial program to prove new seed or inputs with lead farmers — plot design, comparison, documentation and conversion to sales. Use it to build confidence in new products. For a larger event use the Field Day Campaign tool.

Purpose of this tool & output

Prove products with farmer demos

How the output is used

Use it to plan farmer demos and field trials that prove a product on local fields, turning sceptical farmers into repeat buyers.

Important cautions

Run demos fairly with a farmer-practice check strip and honest documentation — overselling an unproven product or rigging a demo destroys trust. Use registered products at label rates. Results vary by field and season; present them as indicative.

Companion documents

- Input Sales Strategy
- Crop Advisory & Recommendation Builder
- Right-Product Recommendation Guide
- Crop Package-of-Practices Builder
- Season Readiness Planner
- Farmer Meeting & Outreach Kit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.