

1. Age: 54
Gender: Female
Enterprise: Cow/calf operation
Acreage: 300
Markets: Feedlots
Location: very rural
Technology: Email account, on computer average 3 times per week
Family: Married, 2 grown children
2. Age: 25
Gender: Female
Enterprise: OG Micro-greens
Acreage: 1
Markets: 3 restaurant accounts, 1 farmers market (Thursday)
Location: close to town, leased land
Technology: uses smartphone, uses social media, texts, etc
Family: Married
3. Age: 40
Gender: Female
Enterprise: OG Vegetable Seed Crops
Acreage: 4
Markets: seed companies
Location: very rural
Technology: on the computer every day; uses email, facebook, limited cell phone reception
Family: Single
4. Age: 37
Gender: Male
Enterprise: OG Vegetables
Acreage: 11
Markets: CSA 3 growers markets, some wholesale
Location: 30 minutes from town
Technology: smartphone, no social media, on email about 5x per week
5. Age: 35
Gender: Male
Enterprise: Goat dairy and micro-creamery
Acreage: 20
Markets: 2 markets, CSA, 4 stores
Location: 15 minutes outside small town

Technology: email 3 x per week, cell phone

6. Age: 60
Gender: Male
Enterprise: Hay
Acreage: 70
Markets: local
Location: outskirts of town
Technology: cell phone, wife has email

7. Age: 28
Gender: Female
Enterprise: OG Mixed Vegetables
Acreage: 7
Markets: CSA
Location: 20 minutes from town
Technology: cell phone, daily email and social media

8. Age: 48
Gender: Male
Enterprise: Pastured poultry, meat goats, and pastured pork
Acreage: 95
Markets: Meat CSA, stores, farm store
Location: 30 minutes from small town
Technology:

9. Age: 55
Gender: Female
Enterprise: Cut flowers, nursery
Acreage: 4
Markets: 2 Growers Markets, 3 grocery stores
Location: 5 minutes from town
Technology: cell phone, email daily

10. Age: 50
Gender: Male
Enterprise: Vineyard, winery
Acreage: 20

Markets: winery
Location: 25 minutes from town
Technology: social media, smart phone, email daily

11.Age: 47
Gender: Male
Enterprise: Cattle Ranch
Acreage: 120
Markets: feed lots, some local direct
Location: 40 minutes from town
Technology: cell phone, minimal email

12.Age: 59
Gender: Female
Enterprise: Berries, value-added products
Acreage: 2
Markets: 2 Growers Market, Farm stand
Location: Outskirts of town
Technology: cell phone, email several times a week

13.Age: 43
Gender: Male
Enterprise: Garlic
Acreage: 2
Markets: On-line catalogue, 1 growers market
Location: 45 minutes from town
Technology: email 2 times per week, out of cell range

14.Age: 55
Gender: Female
Enterprise: Apple and pear orchard
Acreage: 12
Markets: Grocery stores, wholesale
Location: 10 minutes from town
Technology: cell phone, social media and email daily

15.Age: 57
Gender: Female

Enterprise: Eggs
Acreage: 5
Markets: 2 growers markets, online market, 2 grocery stores
Location: 25 minutes from town
Technology: cell phone, email 4 times per week

16.Age:
Gender:
Enterprise:
Acreage:
Markets:
Location:
Technology:

17.Age:
Gender:
Enterprise:
Acreage:
Markets:
Location:
Technology:

18.Age:
Gender:
Enterprise:
Acreage:
Markets:
Location:
Technology:

19.Age:
Gender:
Enterprise:
Acreage:
Markets:
Location:
Technology:

20.Age:
Gender:
Enterprise:
Acreage:

Markets:
Location:
Technology:

Explanation of role play:

Throughout the training, keep your character in mind- their weekly schedule, family life, methods of communicating, enterprises, markets, and proximity to town.