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