

LEAD FIRM OFFICE / SITE VISIT CHECKLIST

Name of Company:

Date of Site Visit:

Name of Interviewers:

Interview Details				
Date	Name of Person(s) Interviewed	Position/Title of Person(s)	Location	Contact Information

Company Office (HQ and/or regional office, manufacturing site, etc.)	
What does the company's HQ office / regional office look like (size, location)?	
How many staff work there? What is the role of the staff in the sale of company products?	
What products do they sell (type, size, packaging, etc.)?	
Do they have a stock of products onsite (please give some details)?	
Is there a warehouse (describe)?	
Is there a selling point at the office (describe)? If not how do they sell?	
Do they have any vehicles (trucks, cars, etc.)? Describe?	
For Visit to LF Regional Office (if one exists) or LF Distributor	
What company products are sold out of the regional office?	
How much does the LF sell annually in	

this region?	
What responsibilities do the regional staff have in the company's proposed initiative?	
Miscellaneous	
(if possible) Visit with retailers and/or farmers that purchase from the company to understand their relationship with the company as well as their constraints.	
Validate any specific statements/claims made by the company in their application.	

REMOTENESS/UNDERSERVED AREA CRITERIA (only if required by the program)	
Size and estimated population of target area (including number of farmers)	
Closest geographic location with dealer who sells ag inputs*	
Closest geographic location with retailer who sells ag inputs	
Closest geographic location with a "wide variety" of ag inputs available for sale by several vendors	
Distance (kilometers) to the nearest area where "a wide variety" of ag inputs are available for sale by several vendors	
Time it takes via available transportation (describe) to the nearest area where "a wide variety" of ag inputs are available for sale by several vendors	
Type and frequency of transportation available to the targeted area from the nearest area where "a wide variety" of ag inputs are available for sale by several vendors	

*Can be replaced by the type of input(s) the company is selling