



FOR AGRICULTURE RESEARCH & CROP INNOVATION TEAMS

THE ON-FARM TRIAL OPERATIONS PLAYBOOK

A step-by-step guide to running trials that hold up, from the first grower enrolled to the last commercial-ready report.





Ask anyone who's run trials across 50, 100, or 500 sites: the science isn't the hard part. The hard part is 200 spreadsheets from 200 field reps, photos with no GPS tag sitting in someone's camera roll, and six weeks of cleanup before you can show anyone the results. This playbook walks through how to build a trial operation that's clean from day one.

Four Stages, One System

1. Enroll

Build a custom digital application that captures field boundaries, treatment groups, and eligibility the same way, every time. Skip the version where every field rep has their own intake form.

Do this: Standardize your intake before the first grower signs up. Retrofitting consistency after enrollment is nearly impossible.

2. Verify

Require geotagged, timestamped photos and documents submitted directly by participants. A photo with no location data isn't evidence; it's a nice picture.

Do this: Push structured verification tasks to growers' phones. Teams using this approach have cut in-person site visits by roughly 80%.

3. Incentivize

Track grower stipends and milestone-based payments with real-time visibility. If you can't answer "who's been paid, for what, and when" in under a minute, you don't have a payment system; you have a guess.

Do this: Tie every disbursement to the milestone and verification record that triggered it.

4. Report

Pull real-time exports by cohort, location, or treatment group. Built for R&D, commercial partners, or regulators, not just your internal team.

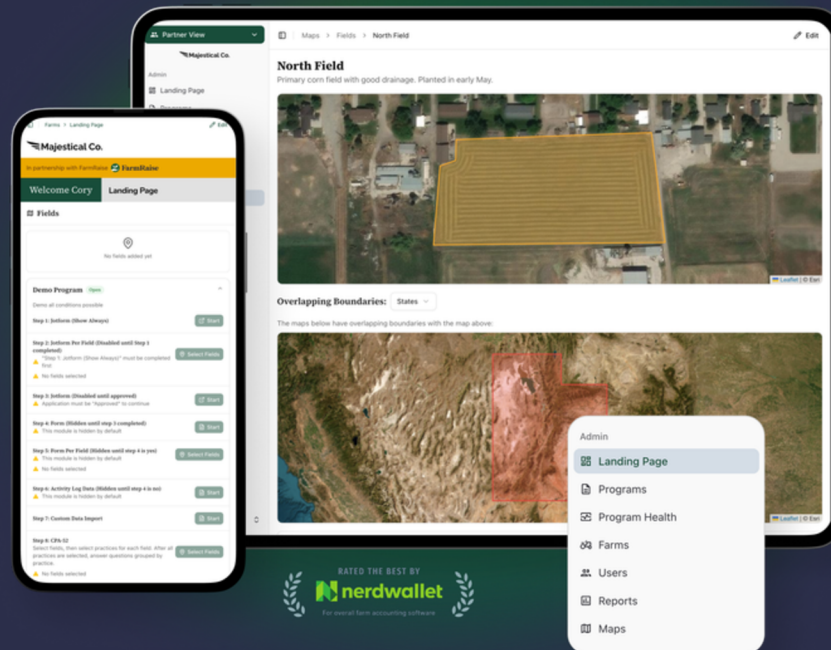
Do this: Aim for same-day performance exports at harvest. Teams that consolidate for six weeks are handing their commercial team's advantage to whoever gets to growers first.

The Cost of Skipping a Step

We've talked to trial operators who estimate this approach saves 15–20 minutes per farmer and turns a six-week data-cleanup slog into a same-day export. That's not a nice-to-have; that's the difference between your commercial team leading the conversation with growers and trailing a competitor who already has.

“What impressed me most was how quickly growers adopted the platform and how much structure it brought to the process.”

— Chief Product Officer, ag innovation partner



Running trials across dozens or hundreds of sites this season?
See how FarmRaise keeps every trial audit-ready from enrollment to harvest.
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