FARMLAND ANALYSIS MATRIX

#	Area of Due-Diligence/Risk Evaluation
	Product:
1	CROP: Market demand, growth cycles, harvest cycles, disease vulnerabilities
2	SALES: Product availability (supply volume & consistency), sales channel network, Product pricing.
3	PROCESSING/DISTRIBUTION/LOGISTICS: Customs/trade issues, use of Technology for logistics, route complexity (e.g. hold up at borders/customs), Global GAP certified, Transport & shelf life window
	Investment:
4	LOCATION - Political, Economic, Currency etc.
5	ENVIRONMENTAL – weather, water, soils etc.
6	ENTITY STRUCTURE - Jurisdiction, Banking, Ownership Structure etc.
7	FINANCIAL DETAILS - Full Model Review, Capital Buffer, Returns/Projections etc.
	Team:
8	BIZ MANAGEMENT - Business Track Record, Quality/Depth, Language/Culture/Location, Use of Technology, Communication etc.
9	FIELD OPS - Generational, Crop/Region-knowledge, Past History, Use of Technology in Farming etc.
	Intangibles:
10	Demographic trends, Food Trends, Internet Research, Prior relationship with investment team, personal knowledge of similar types of investments etc.

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