

Estimate repeat microgreen seed demand from a stated sowing plan

When a customer expects to sow microgreen seeds more than once, a repeat-demand estimate can make the conversation more precise. The estimate should reflect the customer's stated schedule, sowing amount and period of use rather than a generic production assumption. A transparent calculation also helps distinguish an initial enquiry from confirmed demand, while allowing the retailer to respond to changes in the plan.

Record the customer's actual sowing plan

Begin with the identified seed reference, the number of sowings planned and the amount assumed for each sowing. Record where the per-sowing amount comes from. It may reflect the customer's own documented method and should not automatically be replaced with a broad catalogue rate. Also capture the period covered and any expected interruptions. A regular schedule, a one-off demonstration and a tentative trial represent different levels of intent and should remain separate in the forecast.

Make every calculation assumption visible

Use a simple hypothetical calculation to show how the estimate is obtained. For example, three sowings a week at an illustrative 10 grams per sowing over four weeks produces 120 grams. These inputs are hypothetical planning values, not a sowing recommendation or a statement about any specific article. If the schedule changes to two sowings a week, update that input and recalculate the total instead of overwriting the final figure manually. Keep formulas, units, rounding and any allowance visible so the result can be reviewed.

Separate planning from commercial confirmation

A calculated estimate can support an enquiry, but it does not confirm the actual pack basis, availability or supply terms. Preserve the selected supplier code and requested unit when discussing requirements. Do not promise a delivery arrangement or treat expected repeat sowings as a guaranteed sales commitment solely because the arithmetic is complete. Before expanding a new stock position, use an appropriate review point and consider actual reorder history as supporting evidence.

Review the estimate against actual requests

After the planned period, compare the estimate with the quantities actually requested. Note known reasons for differences, such as a changed crop, a paused schedule or a revised sowing amount. A difference does not automatically indicate a problem with the seed or the customer; the underlying plan may simply have changed. Ask the customer to review the assumptions before the estimate is used in a supply enquiry, and keep later changes visible so that the next forecast starts with the current plan rather than an outdated total.

Related articles

[Estimate repeat microgreen seed demand from a stated sowing plan](#)

[Calculate microgreen seed amounts from the actual growing area](#)