



Why Chestnuts? Why Now?

As we plant our orchards, we're also planting questions. Questions about the future, about the land, about our place in the world. Chestnut farming asks us to think beyond immediate returns. It asks us to imagine long-term impact, to consider a future beyond our own.

Inspire and Reflect

This exercise is designed to help you clarify the core reason behind your work. It's about peeling back the layers of why you're here and allowing those answers to guide you. Whether you're planting your first seedling or tending to trees that have been with you for years, this tool helps you go deeper.

DIG DEEPER, FIND YOUR ROOT WHY

01

WHY DO I WANT TO GROW CHESTNUTS?

Identify your ideal clients and understand their needs, interests, and pain points to tailor your content and offerings.

02

WHY DOES THAT MATTER TO ME?

Identify your ideal clients and understand their needs, interests, and pain points to tailor your content and offerings.

03

WHY DOES THAT MATTER, REALLY?

Identify your ideal clients and understand their needs, interests, and pain points to tailor your content and offerings.

04

WHAT'S ANOTHER REASON THAT MATTERS?

Identify your ideal clients and understand their needs, interests, and pain points to tailor your content and offerings.

05

WHY DOES THIS TRULY MATTER IN MY LIFE?

Identify your ideal clients and understand their needs, interests, and pain points to tailor your content and offerings.

06

WHAT'S THE HEART OF IT? WHAT'S PULLING ME FORWARD?

Identify your ideal clients and understand their needs, interests, and pain points to tailor your content and offerings.

07

WHAT'S UNDERNEATH ALL OF THIS?


Identify your ideal clients and understand their needs, interests, and pain points to tailor your content and offerings.



REFLECTION

As you move through the exercise, don't rush. This is about getting to the heart of why you're doing this work. Your first answer may be simple or practical—"I want to grow chestnuts because they're gluten-free."

But keep going. With each answer, you'll move closer to the deeper layers. Maybe it becomes about more than just flour. Maybe it's about a healthier life for your family. Maybe it's about the land you'll leave behind for your grandkids.



It's not about crafting the perfect answer—it's about being real. It's about uncovering something that will hold when the days are long and the crops are slow.



Finding the Thread in Your Answers

Once you've finished the seven rounds of "why," step back and look at your answers. What stands out to you? What surprised you? What patterns can you identify? You may see that your answers evolved from practical reasons to emotional or philosophical ones. This exercise isn't about the first response—it's about the thread that runs through them.

Reflection Questions

- **What surprised you about your answers?**
- **Where did your answers lead you emotionally?**
(Think about how your "why" shifted from one answer to the next.)
- **Can you identify a personal story or memory connected to one of your deeper answers?**
(Maybe it's a childhood experience or a pivotal moment in your life.)
- **If your land could speak back to you, what would it say?**
(Imagine your land's own "why" after all your care and attention.)



REFLECTION

These questions aren't just prompts—they're an invitation to sit with what's driving you. The deeper you go, the clearer your true motivations will become. When you're aligned with that truth, the challenges that come with growing chestnuts will feel more manageable.

