

# Old Mule Farms

## Factory farm vs. local farm

- Produce the most at the cheapest price. Quality?
  - Pesticides, produce waste
  - Carbon footprint
  - Local: fresher, taste better
  - Local economy
  - Local: Food safety
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## Trends

- Health**
    - Organic
    - Local
    - Natural
    - Non-GMO
    - Gluten-free
    - Paleo
    - Vegan
    - Vegetarian
  - Environment**
    - Eco-friendly
    - Sustainable
    - Green
    - Recycled
    - Biodegradable
    - Compostable
    - Renewable
    - Energy-efficient
  - Convenience**
    - Online
    - Delivery
    - Subscription
    - Mobile
    - App
    - Click-and-collect
    - Curbside
    - Drive-through
  - Local**
    - Community
    - Support
    - Engagement
    - Education
    - Experience
    - Entertainment
    - Events
    - Festivals
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## Psychographic Segmentation of the Market

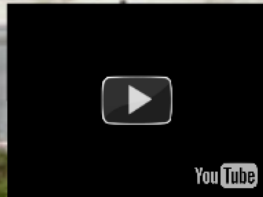
Psychographics: The analysis of consumer lifestyles

**Activities**  
Shopping at green markets, reading nutritional labels, and involvement in the community

**Interests**  
Environmental consciousness, health and fitness, support for small businesses, interest in connectivity and networking, interest in cooking, interest in innovative projects

**Opinions**  
Wholesome eating, 'you are what you eat', social responsibility

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## Company Background



- Weaknesses**
    - A little more expensive
    - Not labeled organic (who cares)
    - Not suitable for all rooftops
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## Opportunities for Growth

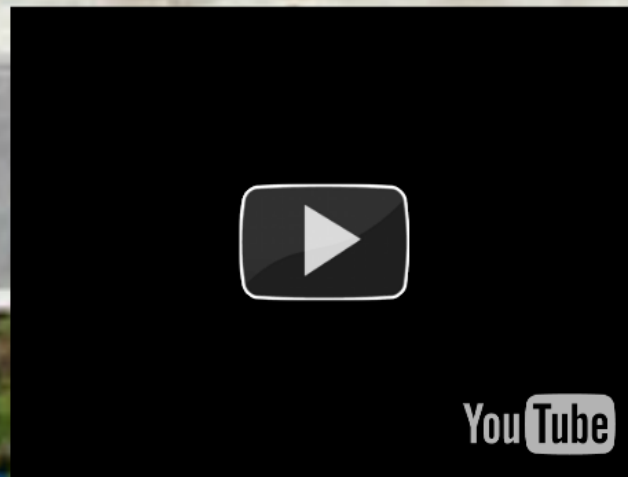
- Why Psychographic segmentation support these trends?**
  - It's natural
  - Choices
  - Price
  - Places
  - People are starting?
  - How are getting more people our natural products?
  - Partnerships, food outlets and markets, businesses, community buildings
  - current plans for expansion why not go East?
- How does a Psychographic segmentation support these trends?**
  - Promotion
  - promotions
  - social media and peer generation
  - building the community of our brand, and/or raising buzz about our product
  - strategic and grassroots initiatives to get people excited about fresh vegetables

## Concluding Remarks

- Next step: Baby steps
- Cities of Diversity and Transformation
- Building community ecology
- it's not commercial, it's communal
- Beyond the product: filling more people to enjoy a healthy lifestyle

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# Old Mule Farm



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# What is different about Lufa farms?

- Food goes straight to the consumers



- Unbeatable freshness
- More nutritional
- Tastes better
- Environmentally responsible
- Forms communities

# *Weaknesses*

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- **Not labeled organic (who cares!)**
- **Not suitable for all rooftops**

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# Psychographic Segmentation of the Market

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# Trends

## Social environment

- Increased social awareness
- Health becomes more important
- Importance of locally-grown goods
- More Canadian customers buying into the trend
- 18 percent of Canadians heavy buyers
- 22 percent purchased organic food several times (several times or light buyers) - forecast to increase

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## Political

- Politicians spend more time talking about it
- Rooftop farming zoning in Montreal, today vs. tomorrow
- Mayor's cabinet decisions
- Political trends are aiming at making rooftop farming more accessible

## Technological

- Hydroponic growing technique in a greenhouse = more efficient
- Using less space and water = lower costs
- Full control of conditions, allows for adjustment to ensure a high quality product
- Sustainable development
- Focus on production that uses less resources while protecting the environment

## Competitive

- Supermarkets
- Other urban farmers
- Green markets
- Major corporations that are jumping on the natural food
- Picking your own (baskets - clients have difficulty)
- Running out versus supermarket

## Economic

- Spending on meat decreasing, fruits and vegetables increasing
- Food prices increasing due to inflation and rising price of oil
- Lufa is able to cut costs
- Local = savings for company and consumers
- Price of real estate increasing
- Less free space
- Rooftop farming = a solution



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