

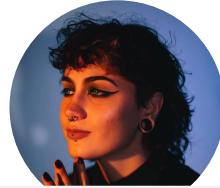


*Connecting local communities
through fresh food.*

OUR TEAM



Jenna Mack



Kelly Pobgee



Madison Jason



Eloy Veloso



Grace Skelton



Danielle Ochoa



Jeremie Rivera Doi



Lexi O'Brien



Dayu Zhao

A white plate with a sad face drawn on it, a fork, and a knife. The sad face has two small black dots for eyes and a simple curved line for a mouth. The plate is centered on a light green background.

“SOLVE WORLD HUNGER.”

— Phil Hendrix, 2020





Personas 

Research

System

Implementation

Moving Forward





Garrett

The Castaway

Motivations



Resources



Personas 

Research 


System 

Implementation 

Moving Forward 





Personas 

Research

System

Implementation

Moving Forward





Personas 

Research

System

Implementation

Moving Forward





Personas 

Research

System

Implementation

Moving Forward





Sheila


Pinched Provider

Motivations



Resources



Personas 

Research

System

Implementation

Moving Forward



Al's Dollar Market

Personas 

Research 

System 

Implementation 

Moving Forward 





Personas 

Research

System

Implementation

Moving Forward





WELCOME!

System

Implementation

Moving Forward



Abby

The Smallholder



Motivations


Family

Nutrition

Community

Resources



Personas 

Research

System

Implementation

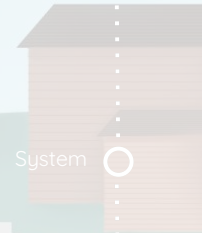
Moving Forward





Personas 

Research



System

Implementation

Moving Forward





Personas 

Research

System

Implementation

Moving Forward



Sammy

Hometown Artisan

Motivations



Resources



Personas 

Research 

System 

Implementation 

Moving Forward 



Personas 

Research

System

Implementation

Moving





SPECIAL:
MARINERA — 2 FOR \$10

DRY PASTAS:
BOW-TIE — \$8
SPAGHETTI — \$10
LINGUINI — \$11
ANGEL HAIR — \$7

BUY SAUCE
& PASTA
GET FREE
ROLLS

Personas 

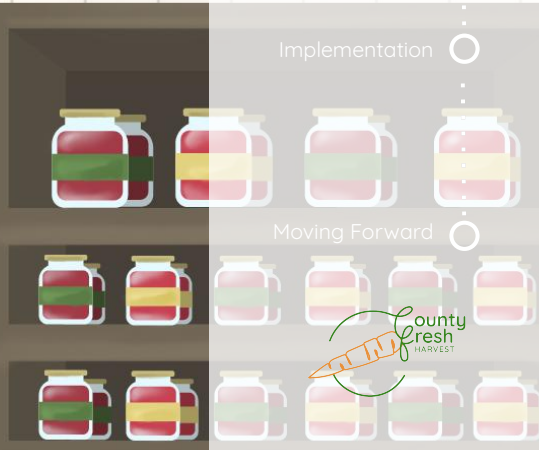
Welcome

Research

System

Implementation

Moving Forward



Janet


The Comfortable Recluse

Motivations



Resources



Personas 

Research 

System 

Implementation 

Moving Forward 





Personas 

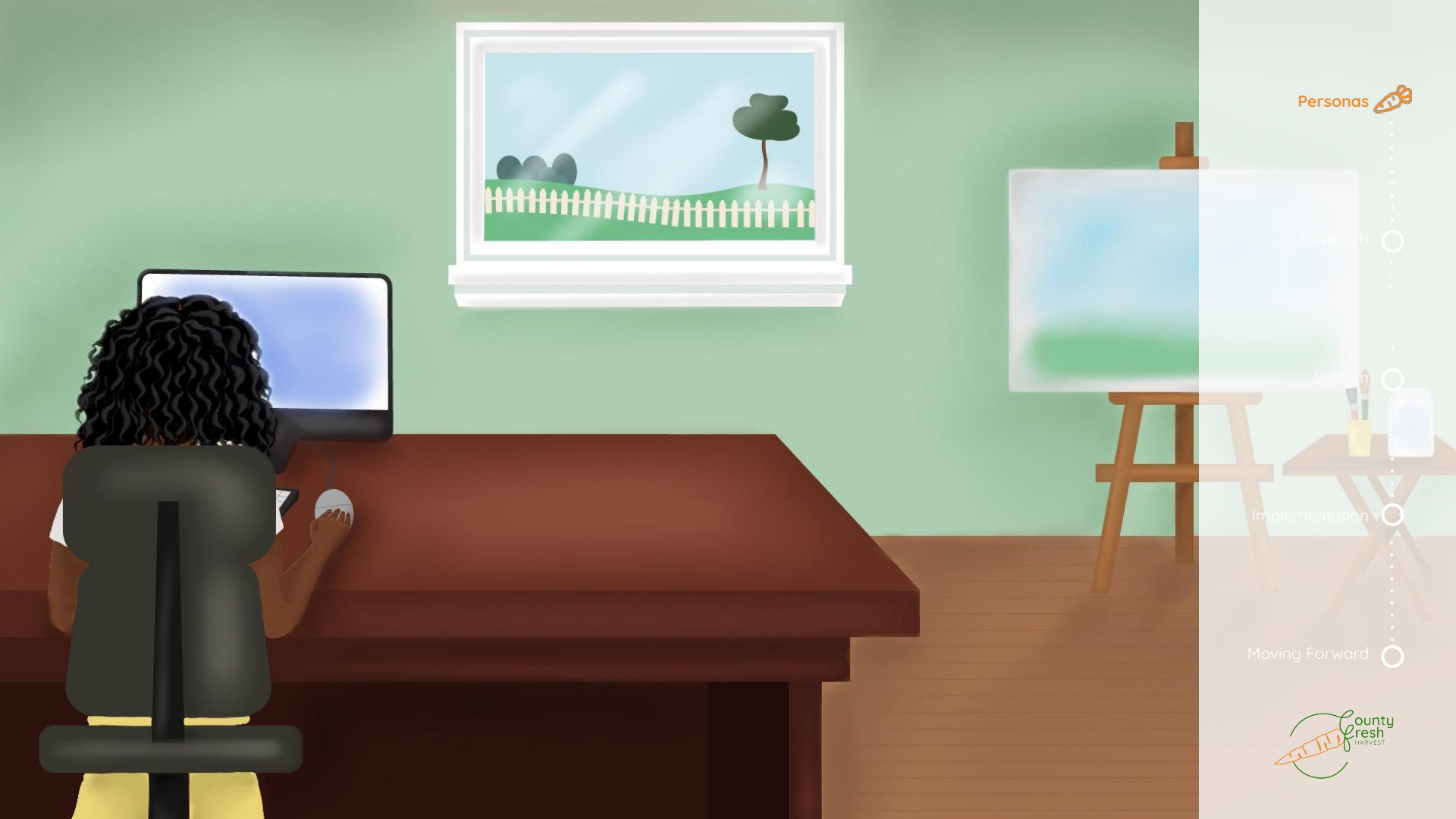
Research

System

Implementation

Moving Forward





Personas 

Research 

System 

Implementation 

Moving Forward 



Nan's



Personas 

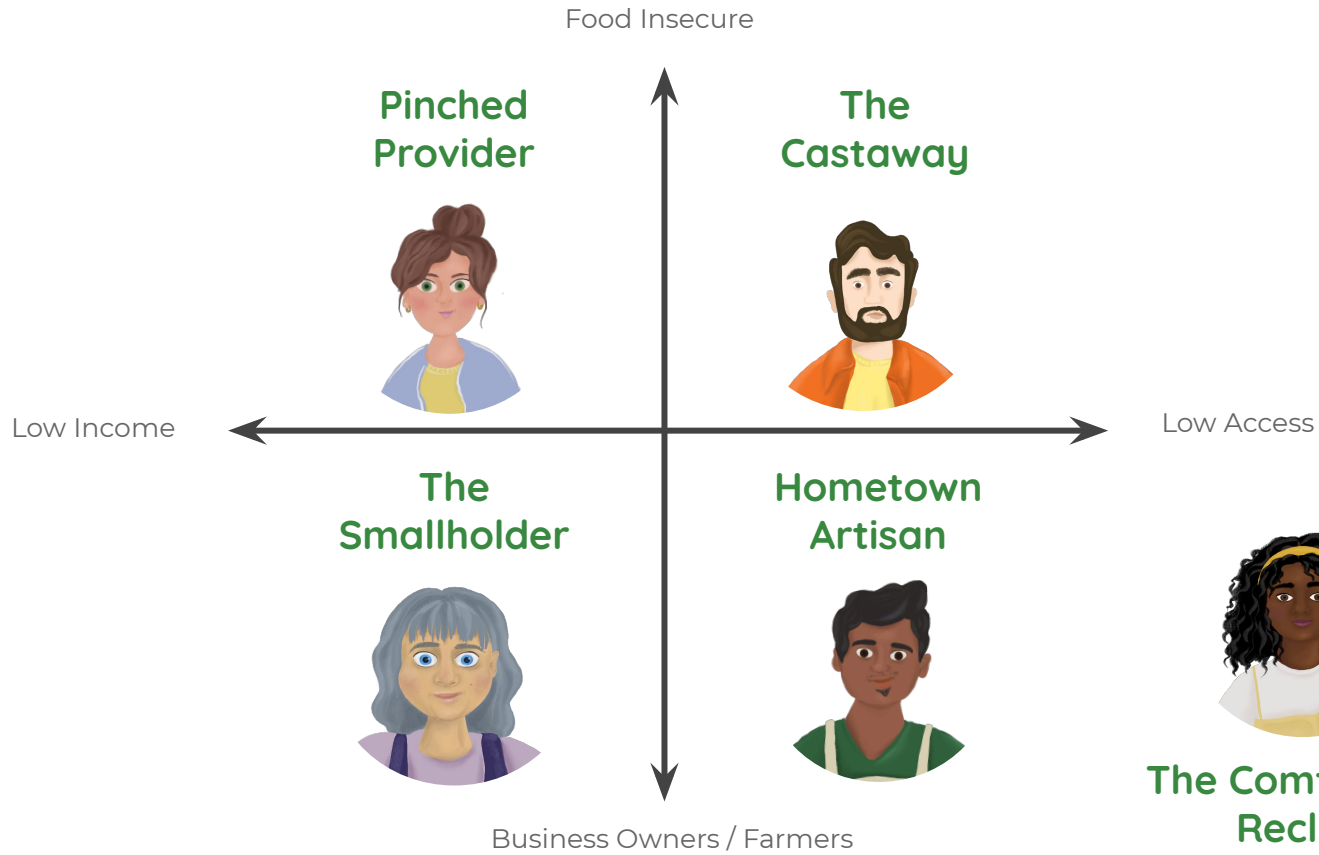
Research

System

Implementation

Moving Forward





Personas 

Research 

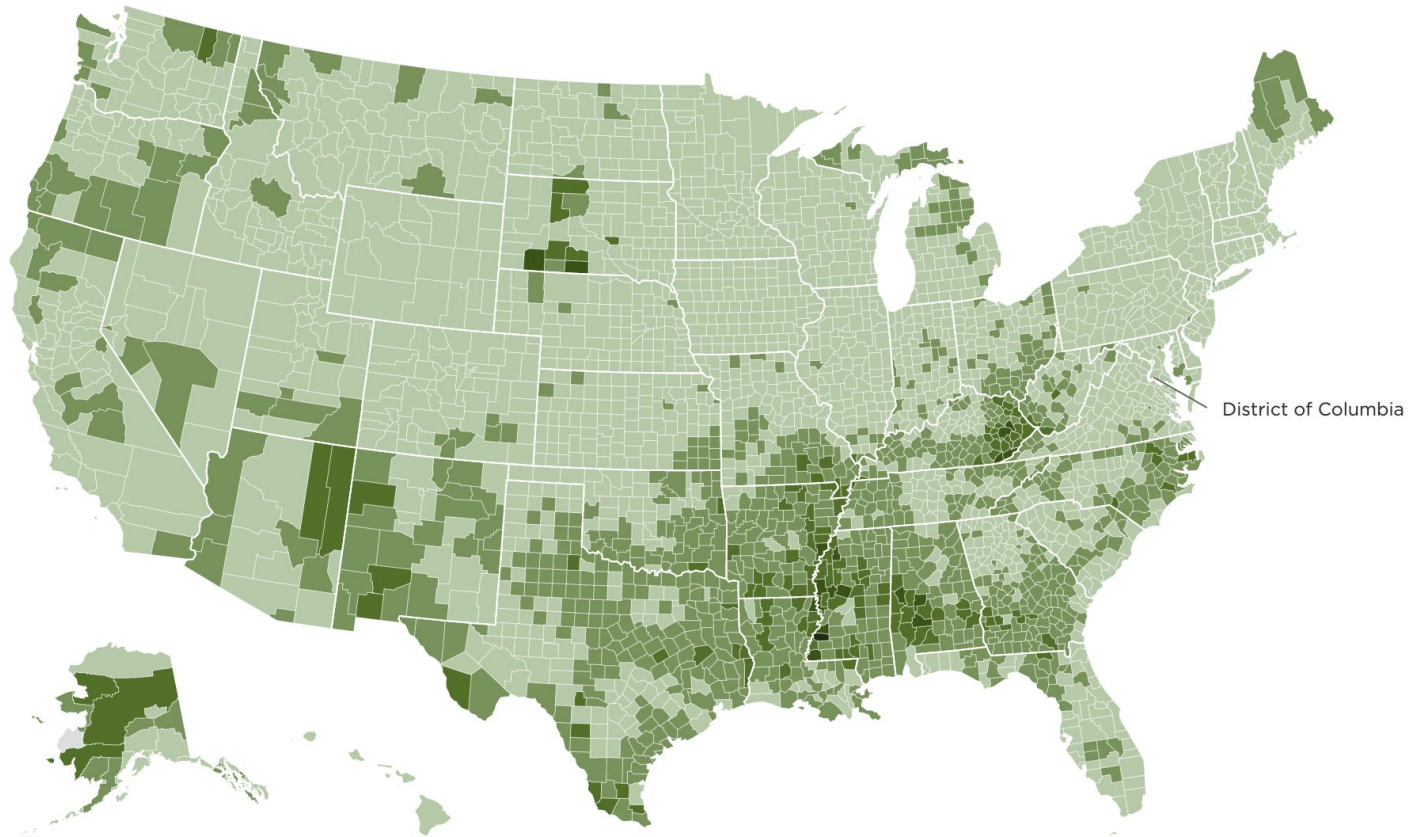
System 

Implementation 

Moving Forward 


The Comfortable Recluse





Personas 

Research 

System 

Implementation 

Moving Forward 

Food Insecurity Rates

4-14%

15-19%

20-24%

25-29%

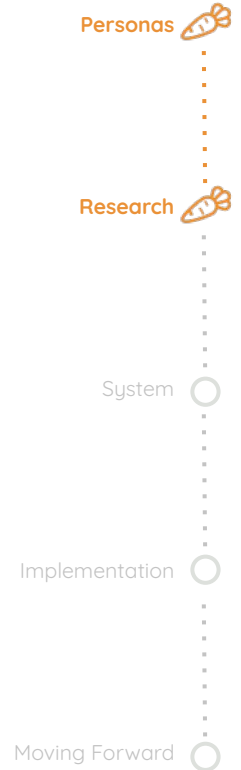
30% +



THE PROBLEM STATEMENT

The last mile of food logistics in rural areas suffers from **lack of efficiency** and **overlong supply chains**, leading to **unequal access** to affordable, fresh and healthy foods in rural areas.

The issue of nutrition is further exacerbated by a **lack of education** on how to prepare these foods.



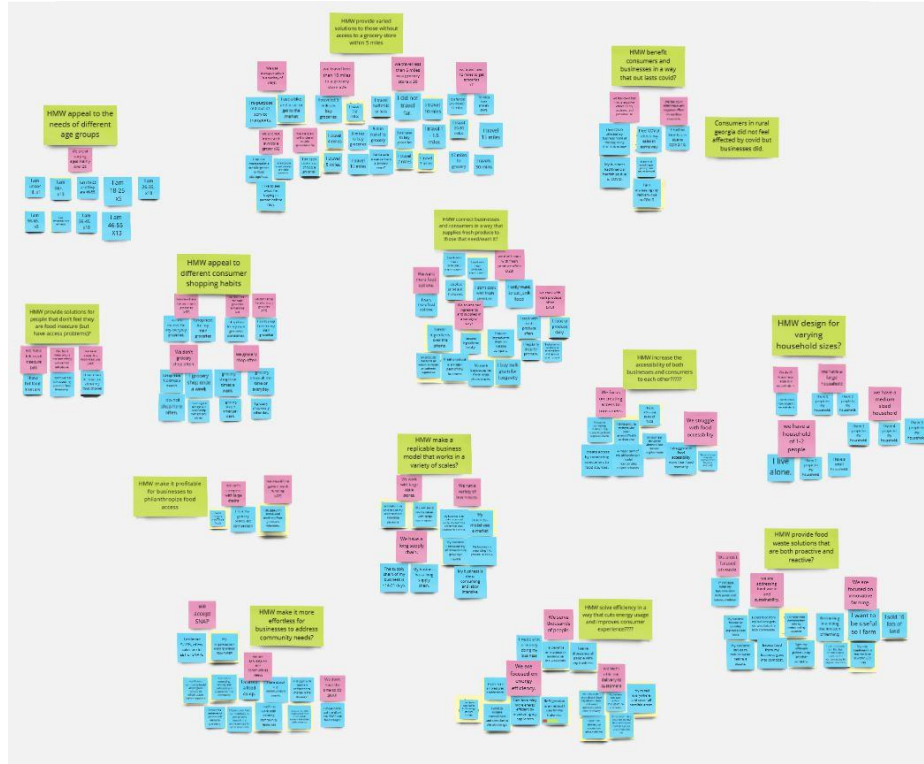
RESEARCH

7 Stakeholder Interviews

52 Online Rural Survey Respondents

60 In-Person Survey Respondents

200+ Online User-Testing Respondents



Personas 

Research 

System 

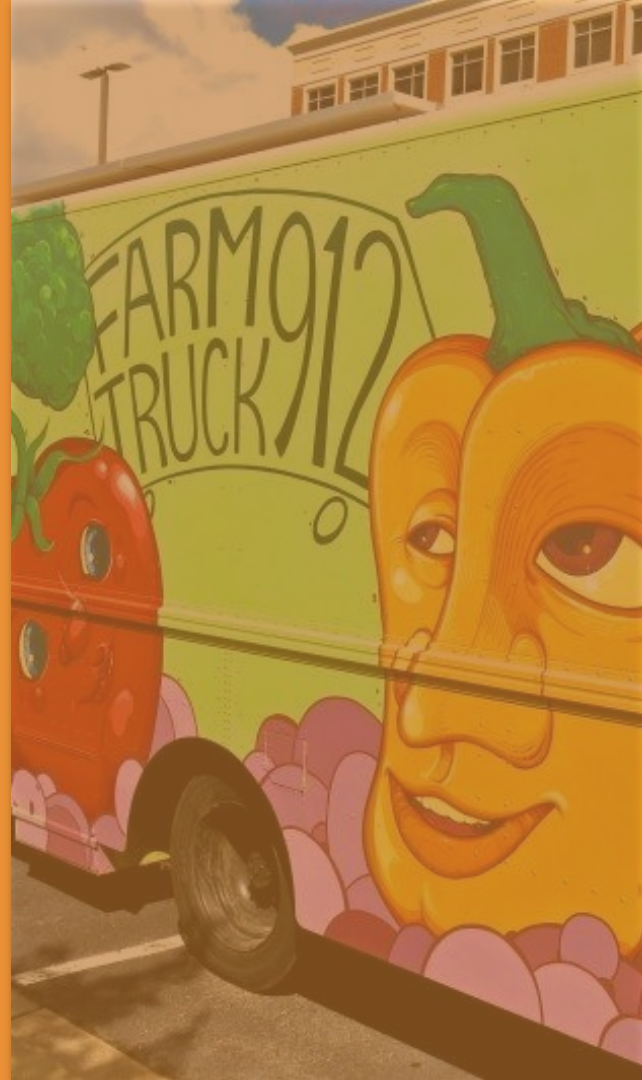
Implementation 

Moving Forward 

**“ PROCEEDS BARELY
COVER THE COST OF THE
PRODUCE ITSELF.**

**WE ARE HEAVILY GRANT FUNDED, AS WELL AS FUNDED BY
INDIVIDUALS AND ORGANIZATIONS AROUND SAVANNAH. ”**

— Jeb Bush
Farm Truck 912



“ THERE COULD BE AN AFFLUENT RURAL COMMUNITY.

ACCESS TENDS TO BE AN ISSUE EVEN
IF POVERTY IS NOT AN ISSUE. ”

— Jennifer McIntyre
Feeding America



**“ IT WAS ALWAYS DONE
TO FULFILL A NEED
INSTEAD OF TO DEVELOP
A BUSINESS.”**

— Carmen Vasquez
Savannah Food Co-Op



“THE GREENEST MILE
IS THE ONE NEVER
DRIVEN.”

—Lucas Lavey
Bimbo



“ ACCESS IS A BIG DEAL...

THESE DISTANCES ARE INCREASING AND ADDING COSTS ON
THE CONSUMER GETTING FOOD. ”

— Lori Capouch
*North Dakota Rural
Grocery Initiative*





Personas 

Research 

System 

Implementation 

Moving Forward 



PRIMARY RESEARCH SURVEY



Determinant



32% > 10 mi



46% education



74% unsure

Personas 

Research 

System 

Implementation 


Moving Forward 




CORE INSIGHTS STATEMENTS

There is a disconnect between **perception** and **reality**.

Personas 

Research 

System 

Implementation 

Moving Forward 





CORE INSIGHTS STATEMENTS


There is a disconnect between **perception** and **reality**.

Philanthropic business models are **not sustainable**.

Personas 

Research 

System 

Implementation 

Moving Forward 



CORE INSIGHTS STATEMENTS


There is a disconnect between **perception** and **reality**.


Philanthropic business models are **not sustainable**.

There are solutions that aren't reaching **rural** areas.

Personas 

Research 

System 

Implementation 

Moving Forward 



CORE INSIGHTS STATEMENTS

There is a disconnect between **perception** and **reality**.


Philanthropic business models are **not sustainable**.


There are solutions that aren't reaching **rural** areas.

The target audience has **varied mental models**.

Personas 

Research 

System 

Implementation 

Moving Forward 



CORE INSIGHTS STATEMENTS

There is a disconnect between **perception** and **reality**.

Philanthropic business models are **not sustainable**.


There are solutions that aren't reaching **rural** areas.


The target audience has **varied mental models**.

Residents of rural and urban health food deserts have **different needs**.

Personas 

Research 

System 

Implementation 

Moving Forward 



HOW MIGHT WE...

provide solutions for **people that don't feel they are food insecure** (but have access problems nonetheless)?

make it **profitable** for businesses to philanthropize food access?

increase the accessibility of both **businesses and consumers** to each other?

provide varied solutions to those **without access** to a grocery store within 10 miles?

provide food waste solutions that are both **proactive and reactive**?

Personas 

Research 

System 

Implementation 

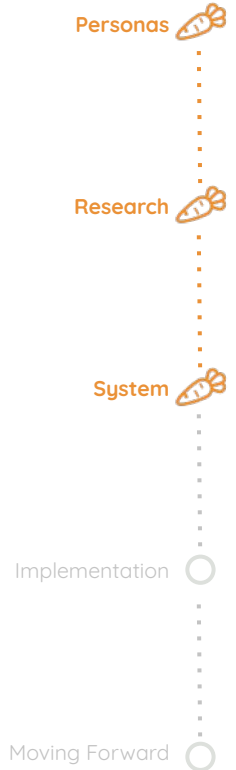
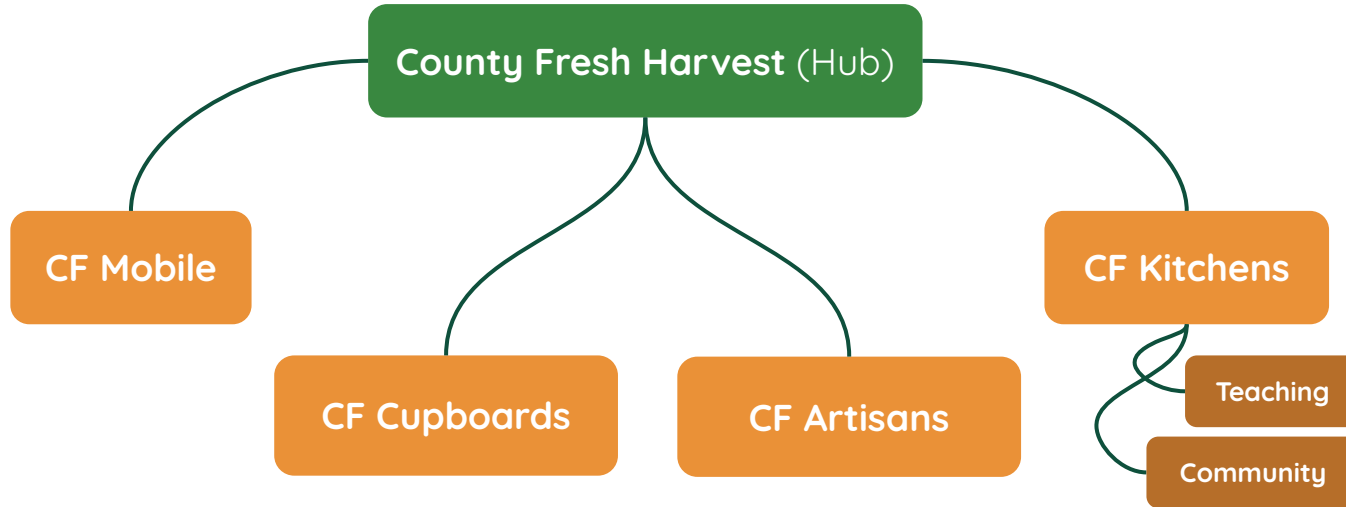
Moving Forward 





*Connecting local communities
through fresh food.*


COUNTY FRESH INTERACTION MODEL



COUNTY FRESH HARVEST (HUB)



Personas 

Research 

System 

Implementation 

Moving Forward 



FUNCTIONALITY & FEATURES



Centralized store



Pick-up or **delivery**



Online shop



Dark store



Funds entire system

Personas 

Research 

System 

Implementation 

Moving Forward 

COUNTY FRESH CUPBOARDS



Personas 

Research 

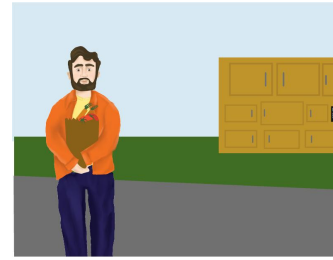
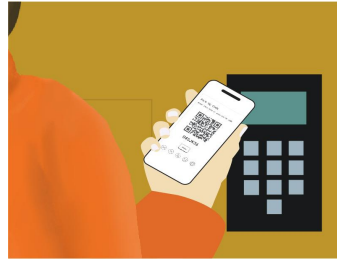
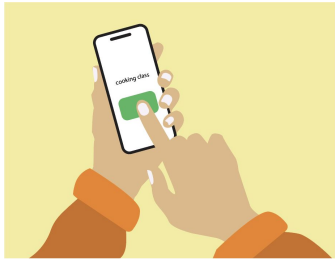
System 

Implementation

Moving Forward



FUNCTIONALITY & FEATURES



- **Customized** modular lockers
- Freezer, refrigerated, and ambient
- Accessible by **pin/QR code**
- Pick up/drop off station
- Bringing **fresh produce closer**

Personas 

Research 

System 

Implementation 

Moving Forward 

COUNTY FRESH ARTISANS



Personas 

Research 

System 

Implementation

Moving Forward



FUNCTIONALITY & FEATURES



- **Seasonal** ingredients from various **local** farmers and artisans
- **Ships** to consumer
- Enhanced & Premium boxes **subsidize** for Basic box

Personas 

Research 

System 

Implementation 

Moving Forward 

COUNTY FRESH MOBILE



Personas 

Research 

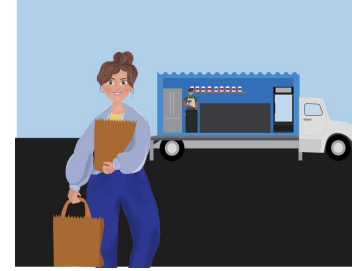
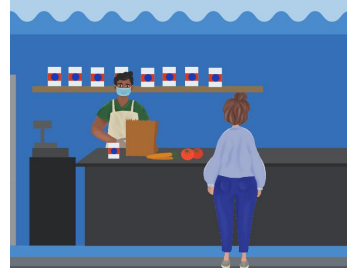
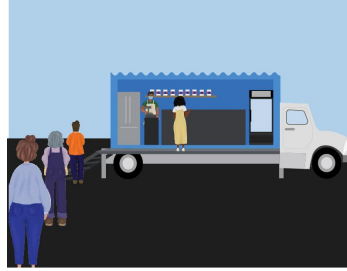
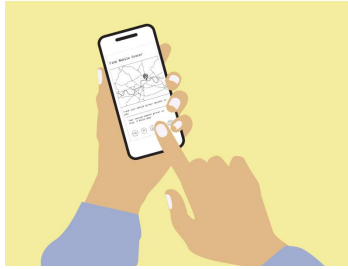
System 

Implementation 

Moving Forward 



FUNCTIONALITY & FEATURES



- Distribution of food to **inaccessible areas**
- Distribution for **food banks**
- **Waste reduction** for the hub

Personas 

Research 

System 

Implementation 


Moving Forward 

COUNTY FRESH KITCHENS | TEACHING



Personas 

Research 

System 

Implementation

Moving Forward



FUNCTIONALITY & FEATURES



- **Outdoor** restaurant
- Educational kitchen for **teaching** communities

Personas 

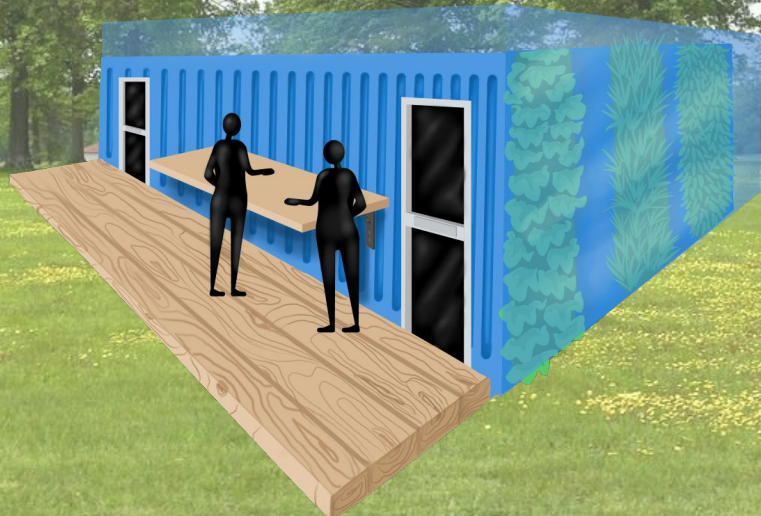
Research 

System 

Implementation 


Moving Forward 

COUNTY FRESH KITCHENS | COMMUNITY



Persons 

Research 

System 

Implementation 

Moving Forward 



FUNCTIONALITY & FEATURES



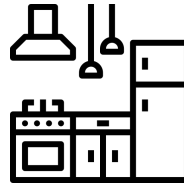
Incubator for artisans and small food businesses



Subsidizes for CF Kitchens



Helps **entrepreneurial** minds



Doubles as the same kitchen for the CF Kitchens

Personas 

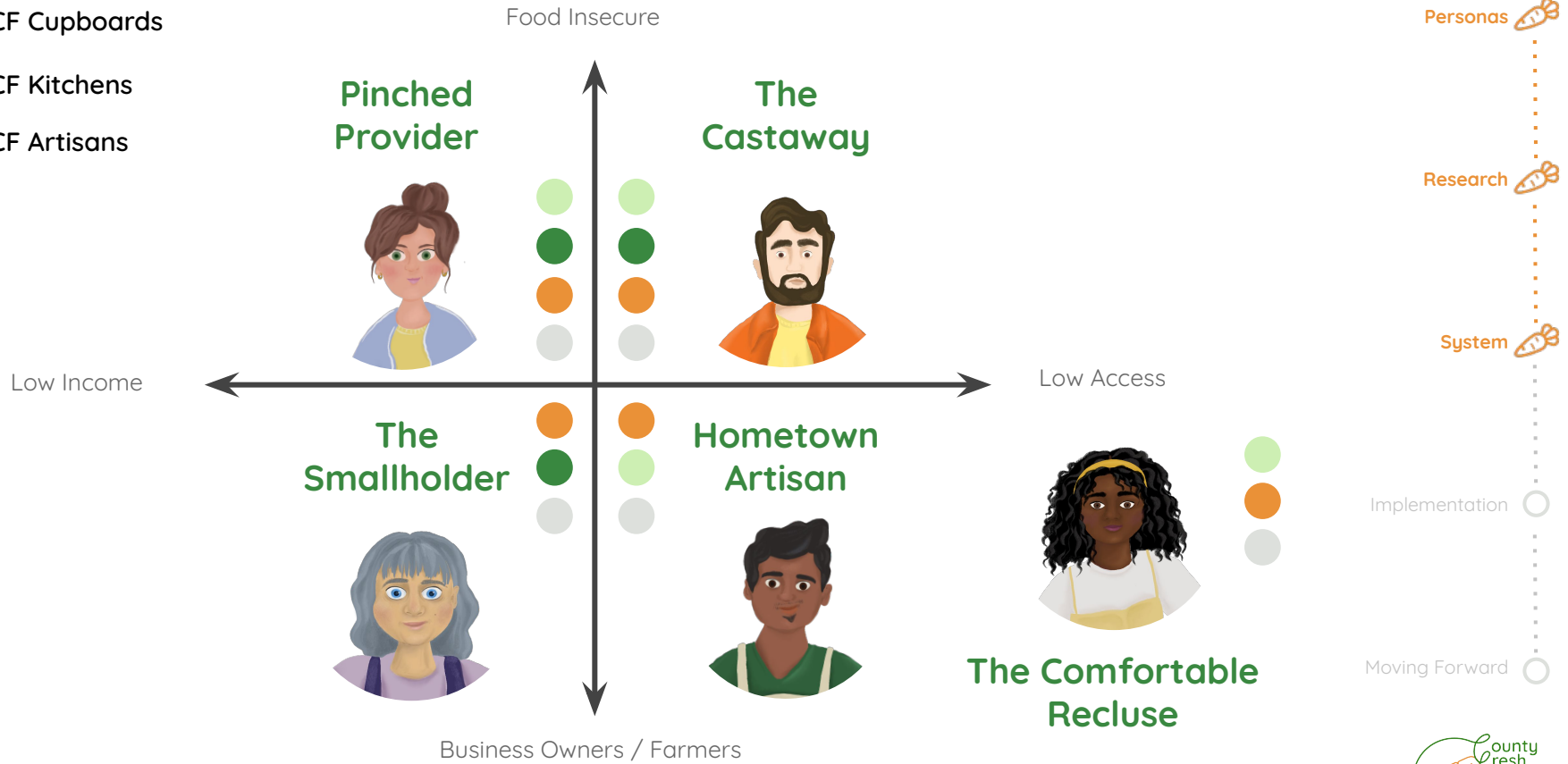
Research 

System 

Implementation 

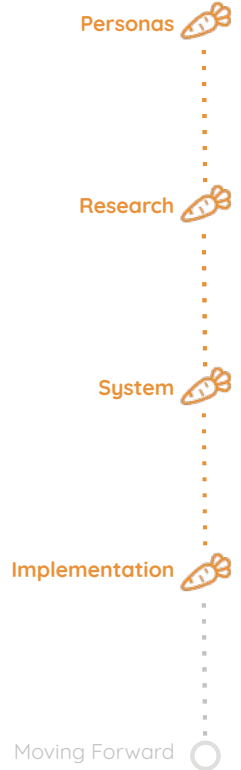
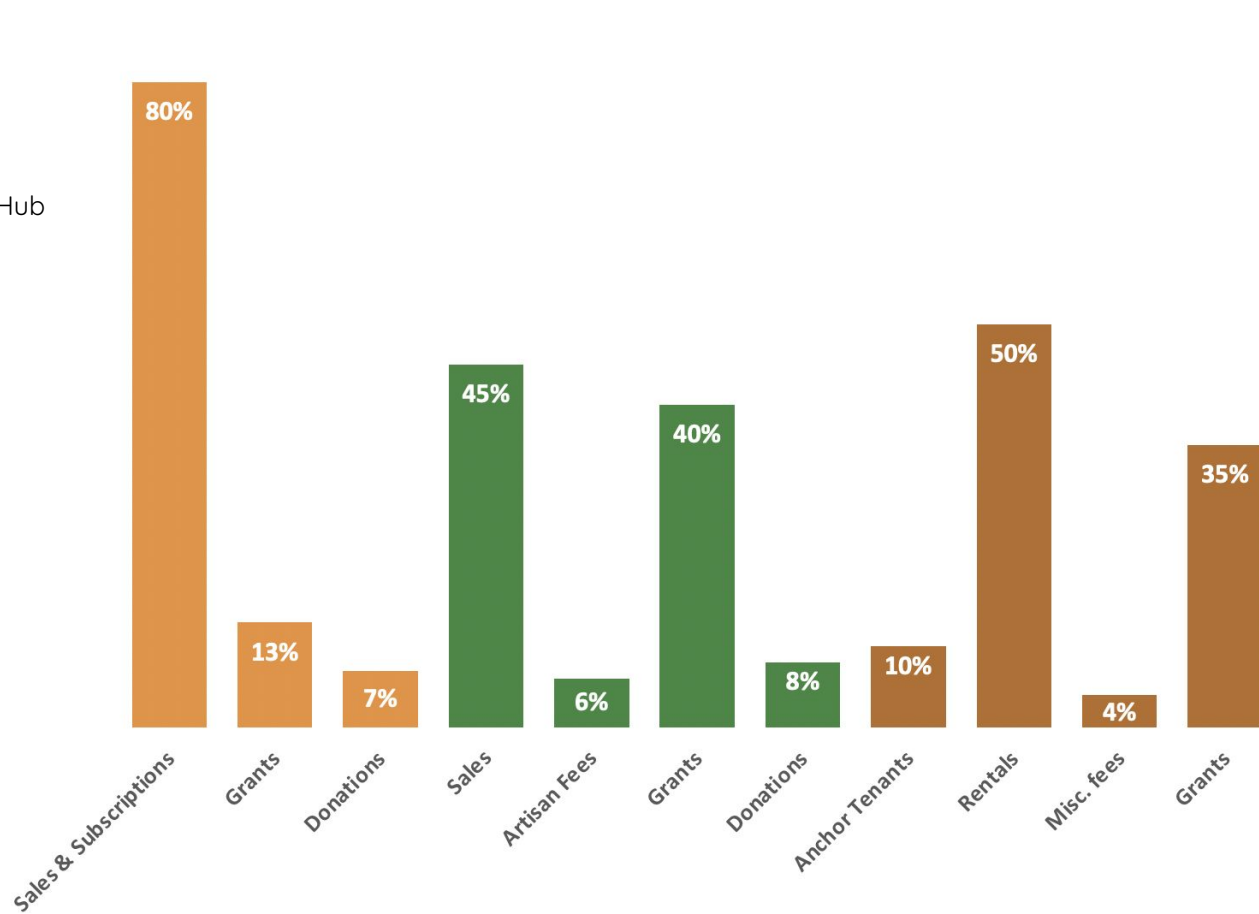
Moving Forward 

- CF Mobile
- CF Cupboards
- CF Kitchens
- CF Artisans



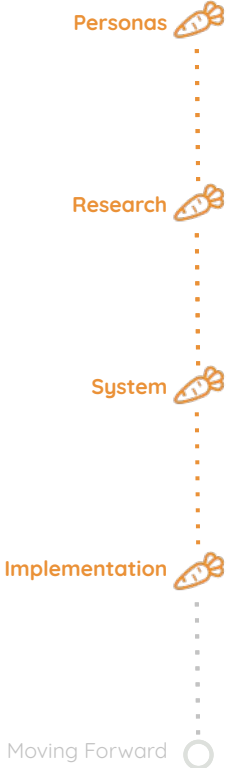
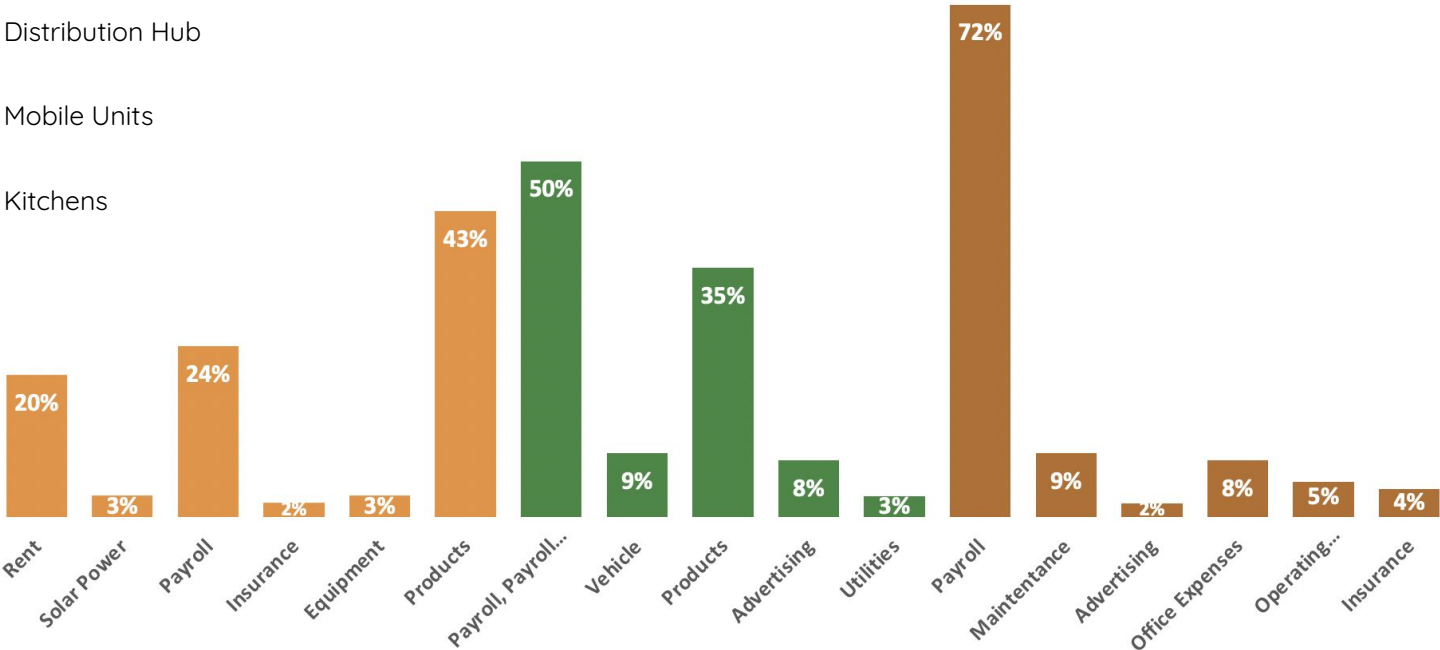
INCOME

- Distribution Hub
- Mobile Units
- Kitchens



EXPENSES

- Distribution Hub
- Mobile Units
- Kitchens



SOLUTIONS SURVEY



66.4% Low Income



Resistance



Challenge



Receptive



Understanding



COVID-19

Personas 

Research 

System 

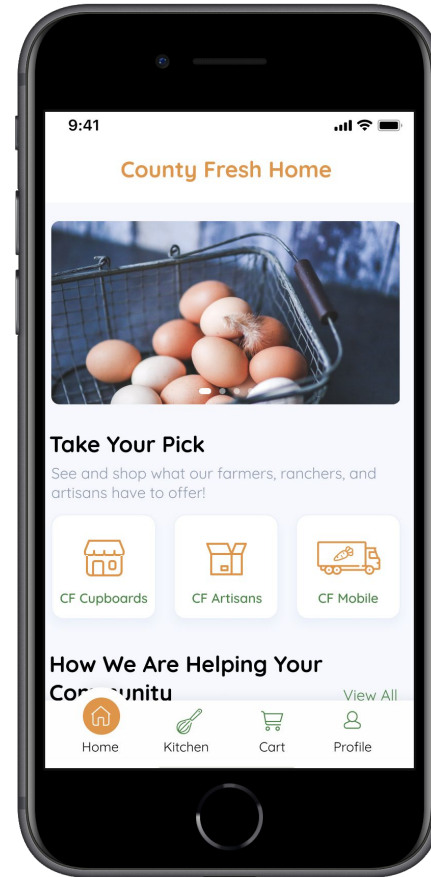
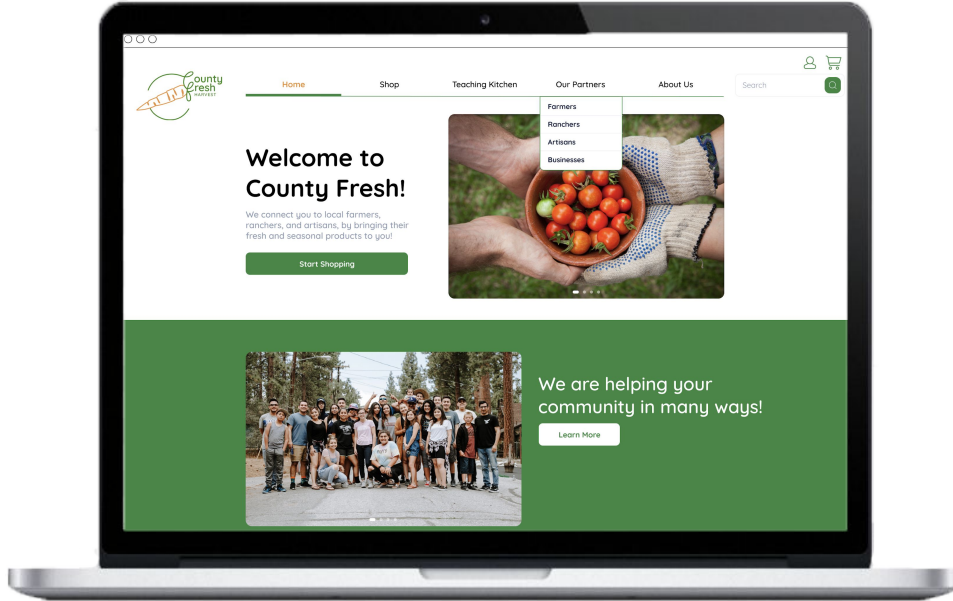
Implementation 

Moving Forward 



WEBSITE & APP UI

UI: HOME



Personas 

Research 

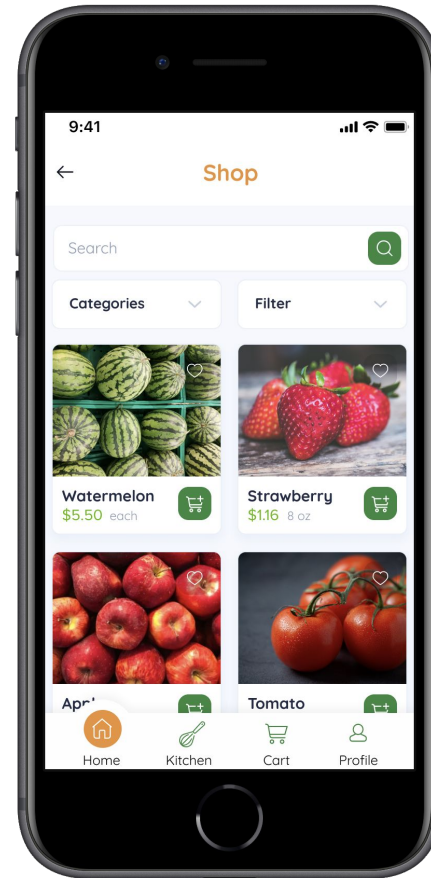
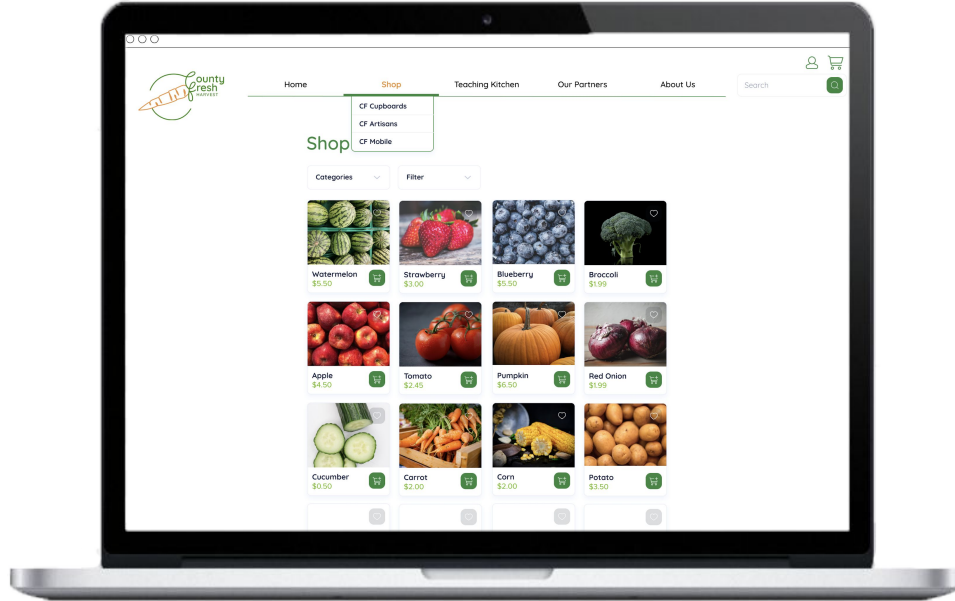
System 

Implementation 

Moving Forward 



UI: SHOPPING FROM THE HUB



Personas 

Research 

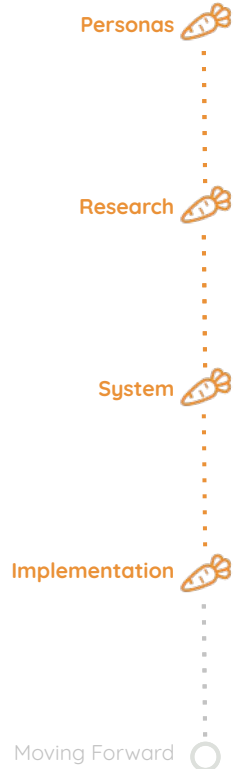
System 

Implementation 

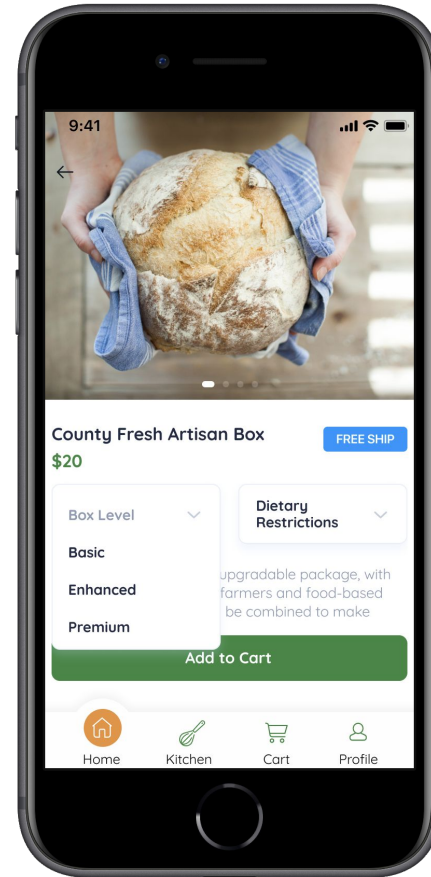
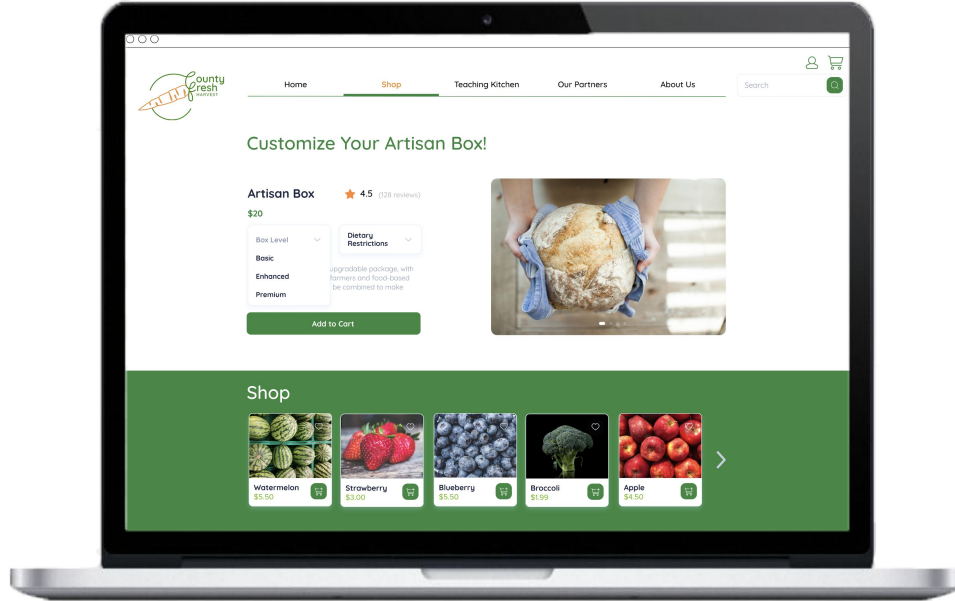
Moving Forward 



UI: QR CODE FOR LOCKER PICKUP



UI: ARTISAN BOX CUSTOMIZATION



Personas 

Research 

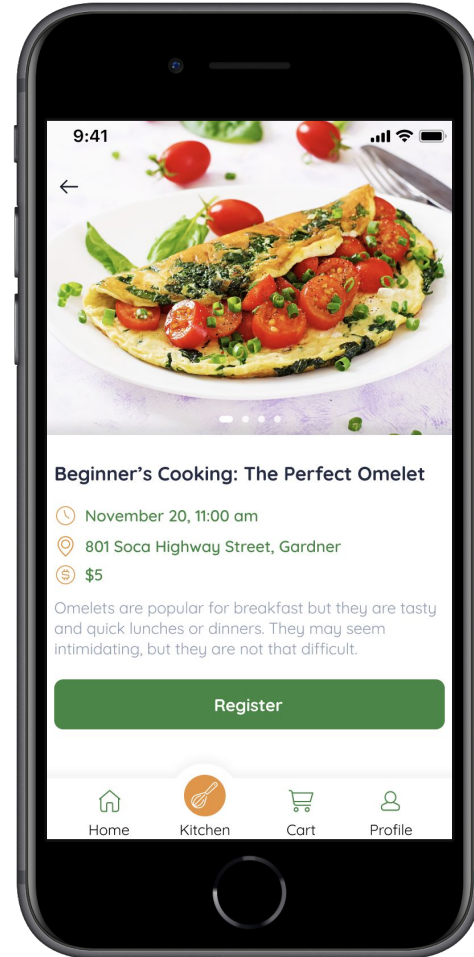
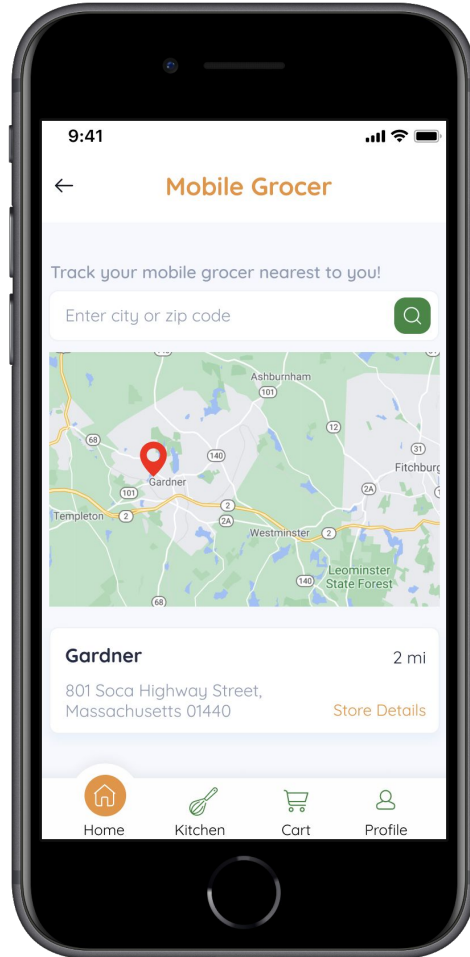
System 

Implementation 

Moving Forward 



UI: MOBILE & KITCHENS



Personas 

Research 

System 

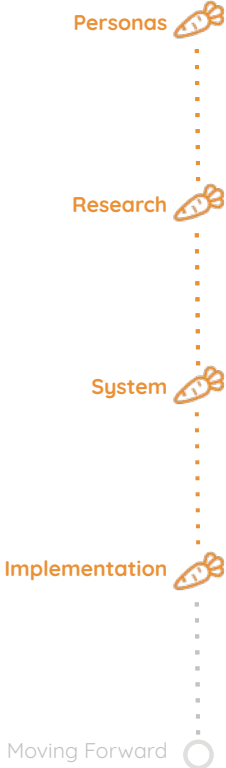
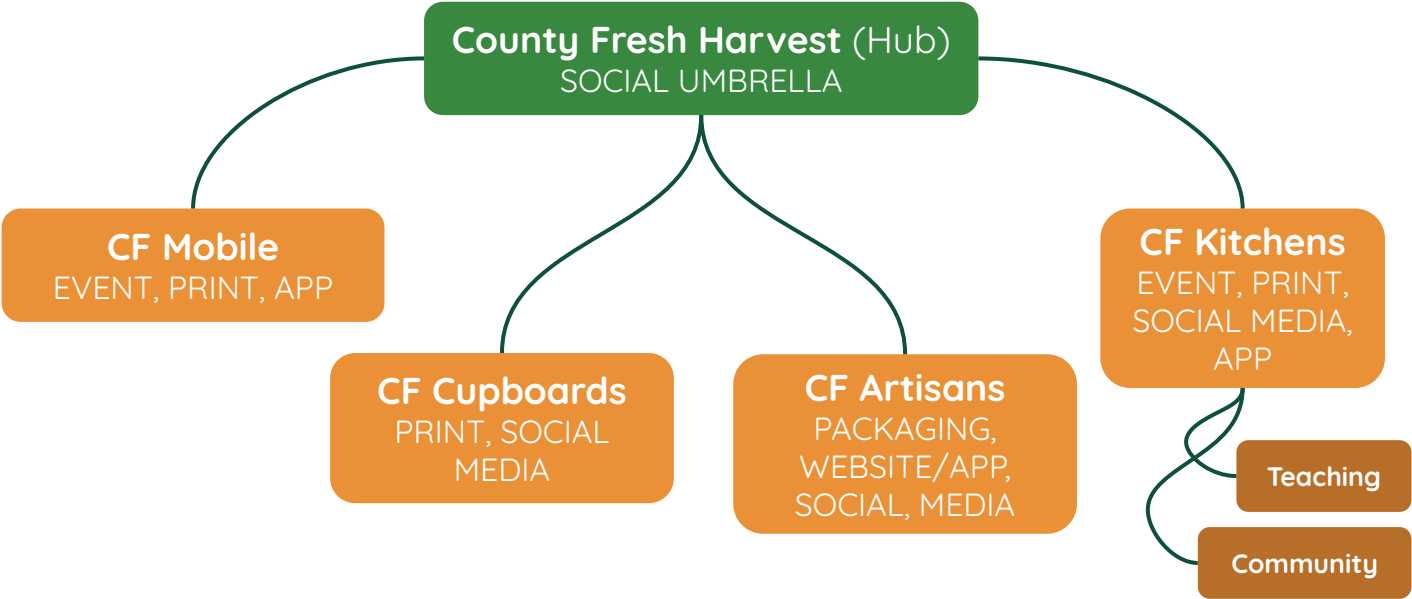
Implementation 

Moving Forward 

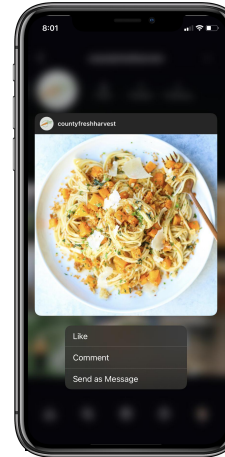
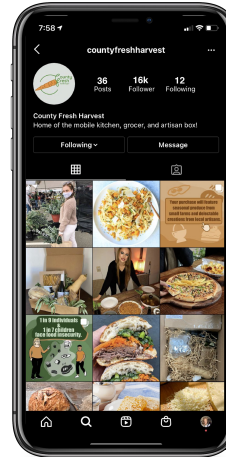


MARKETING

MARKETING PLAN



FACEBOOK & INSTAGRAM



Personas 

Research 

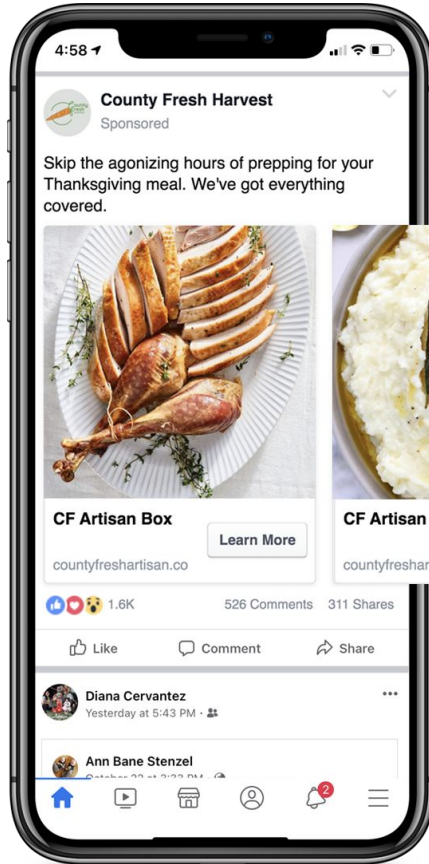
System 

Implementation 

Moving Forward 



TARGETING OUR KEY AUDIENCE



Personas 

Research 

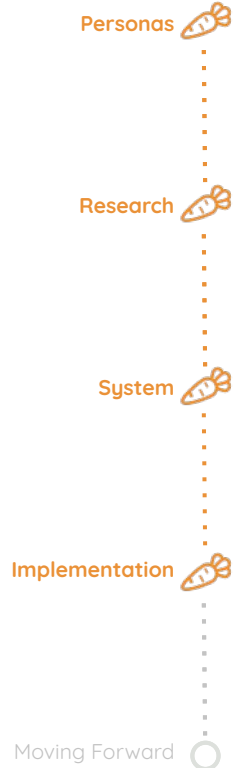
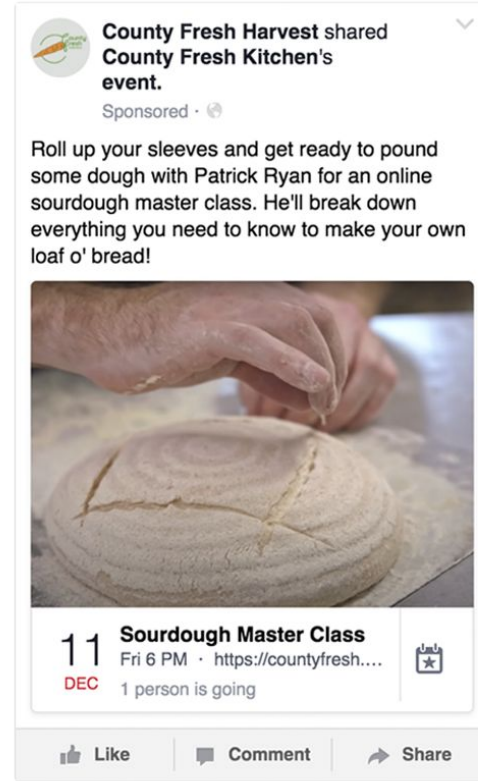
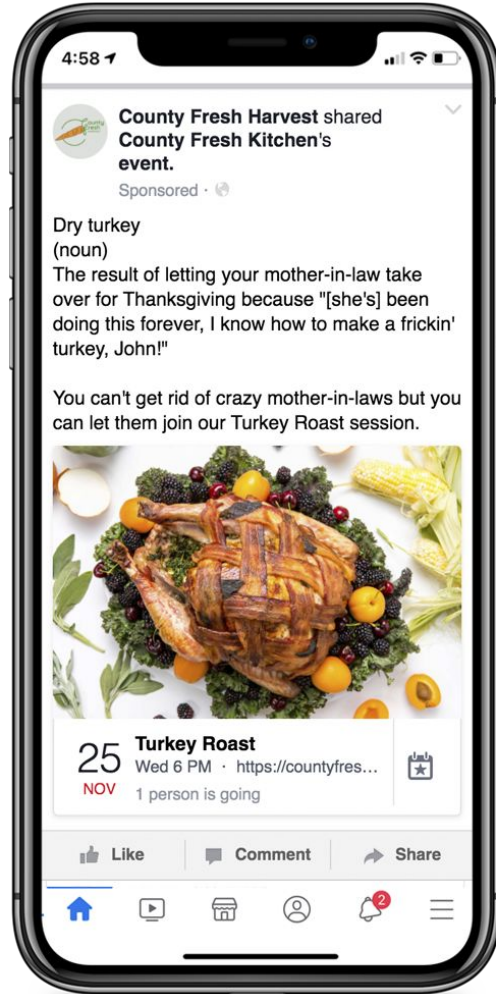
System 

Implementation 

Moving Forward 



DIGITAL EVENTS



COMMUNITY EVENTS

COUNTY FRESH COMMUNITY COOK-OFF

7 PM
November 27th

Come hang out, grab a plate,
and enjoy a pasta-making demo
by a local artisan.

Make sure to bring a
family recipe for a chance
to be featured in our
annual cookbook!

Powered By



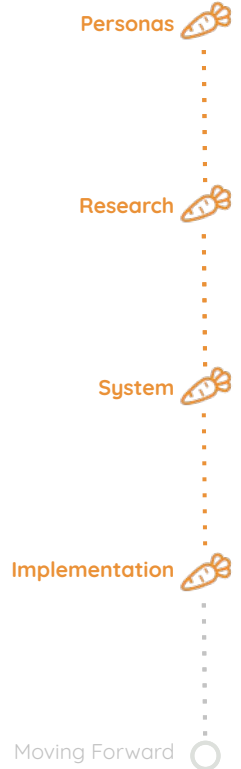
COUNTY FRESH RECIPE CHALLENGE

7 PM
August 21st

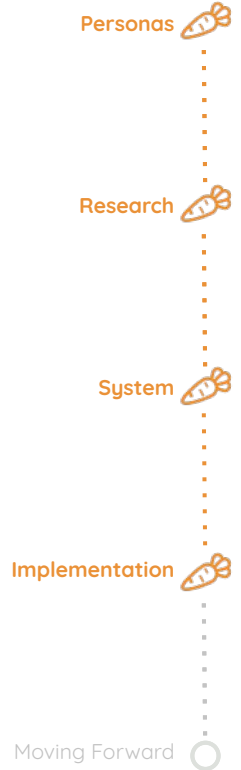
Come join us for a fun
night of recipe showdowns
with Roy Choi.

Roy Choi will show you how
he enhances your family recipe
and you'll have the chance to challenge
him for one on one instruction
in our kitchen for a year!

Powered By



ARTISAN BOX MOVING FORWARD

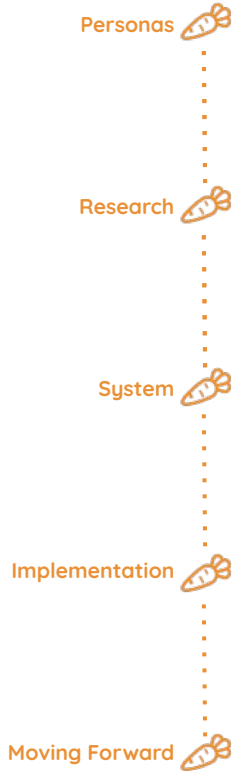


IMPACT

Teach people how to work with fresh produce

Provide **accessibility** to nutritious, healthy food

Change the **current perception** of fresh produce and focus on **community-based solutions** to food insecurity in rural areas

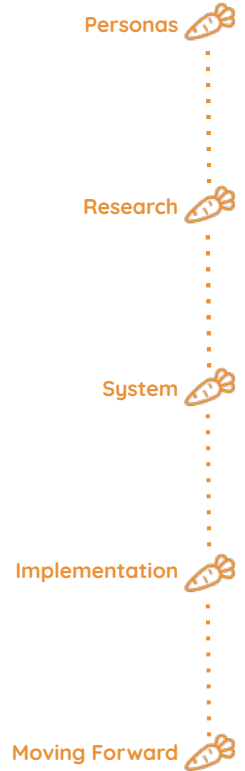


LOOKING FORWARD...

Create a unified system between **local** and **big businesses**

Philanthropy must be a priority

Small businesses can build upon our model as a **for-profit** system





APPENDIX





**COUNTY
FRESH PETS**



MINDSET 1

The Castaway

Motivations

Family

Nutrition

Community

Age 42

Occupation Stay-at-home Dad

Status Married father of 2

Goals

- Provide less-processed meals for his family
- Find a separate car for his spouse
- Find fun and educational activities for his kids

Frustrations

- Wifi Access
- Stock shortages
- Lack of transportation
- Grocery store accessibility

Resources



MINDSET 2

Pinched Provider

Motivations

Family

Nutrition

Community

Age 38

Occupation Unemployed

Status Single mother

Goals

- Provide wholesome, nutritious food for her family
- Stay within her tight monthly budget
- Getting back to work
- Helping her community

Frustrations

- Health issues
- COVID pandemic
- Gas prices
- Bills

Resources



MINDSET 3

The Smallholder

Motivations

Family

Nutrition

Community

Age 67

Occupation Rancher

Status Widowed

Goals

- Source grass-fed meat to businesses outside of Bekon
- Give Sammy a pay raise
- Make her cooking classes more well known to her community

Frustrations

- Cutbacks and shutdowns
- COVID pandemic
- Grain-fed meat

Resources



MINDSET 4

Hometown Artisan

Motivations

Family

Nutrition

Community

Age 26

Occupation Entrepreneur

Status Single

Goals

- Provide quality pasta and sauce to his community
- Relocate business closer to Main Street

Frustrations

- Lack of quality food in his community
- COVID pandemic
- Online presence
- Location of business

Resources



MINDSET 5

The Comfortable Recluse

Motivations

Family

Nutrition

Community

Age 34

Occupation Freelance Web Designer

Status Single

Goals

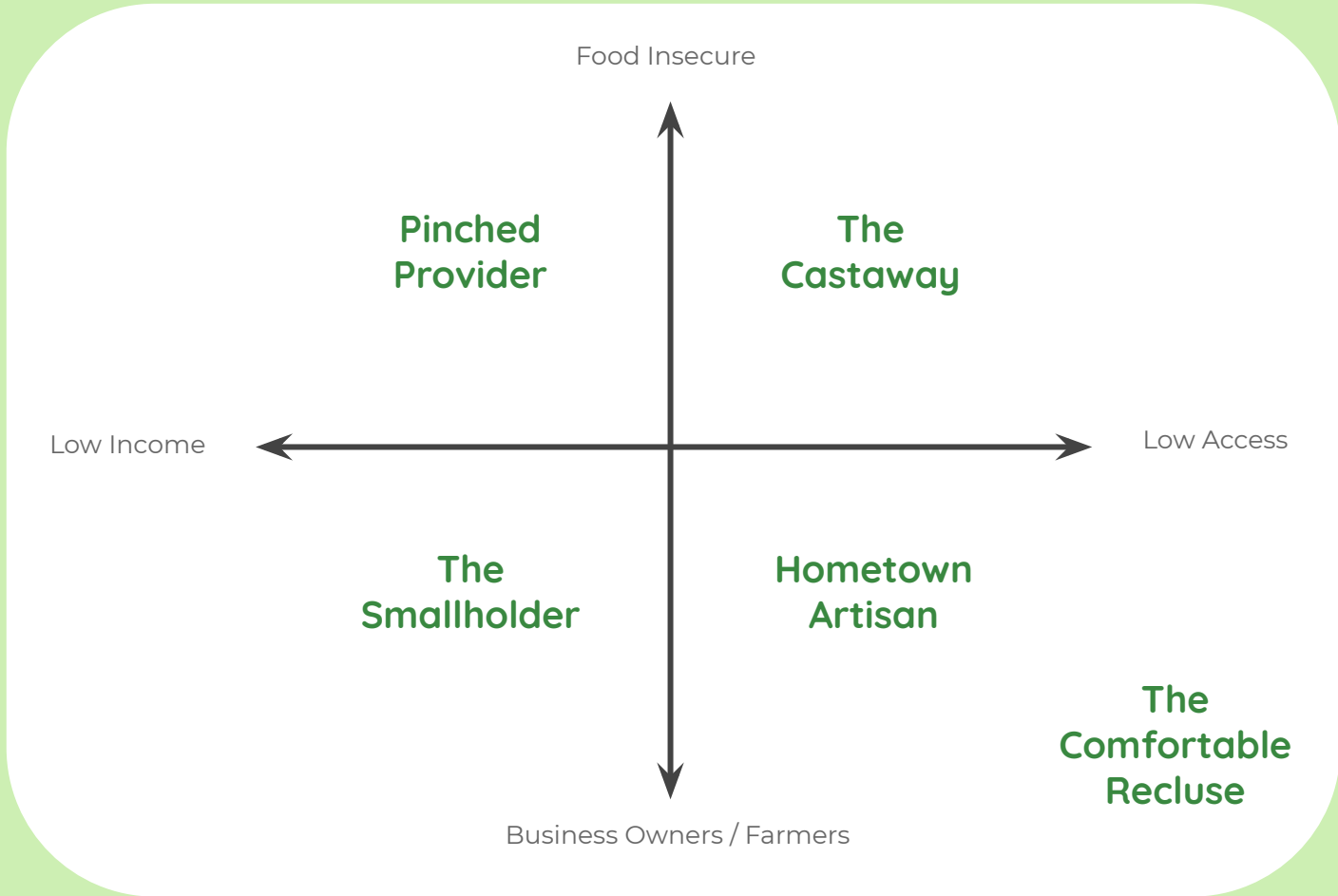
- She wants to know where her food comes from.
- She wants to support her community.

Frustrations

- Her favorite stores are struggling because of covid.
- She doesn't like big business.
- She lacks the time to do things.

Resources





UNIQUE VALUE PROPOSITION

- **Target Users:**
 - Rural Communities
 - Small Businesses/Farmers
 - Low Access Consumers
- **Problems Solved:**
 - Lack of access to local fresh foods
 - Lack of profitability of small rural businesses
 - Decrease in rural access/decrease in rural grocery stores
 - Decrease in rural food nutrition
- **Benefits:**
 - Increases direct connections from small businesses to consumers
 - Provides new opportunities for rural businesses to profit
 - Provides modular/adjustable business model for large scale replication

INCOME & EXPENSES | HUB, ARTISAN BOXES, LOCKERS

Income

Donations (Businesses)

5.0%

Donations (Individual)

2.0%

Grants

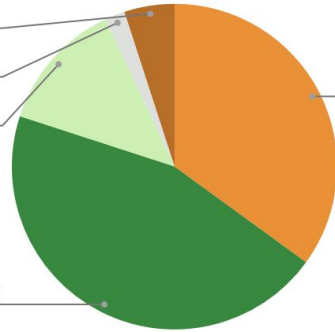
13.0%

Artisan Box Subscriptions

45.0%

Sales

35.0%



Expenses

Fees

2.6%

Product Purchases

55.8%

Payroll / Benefits

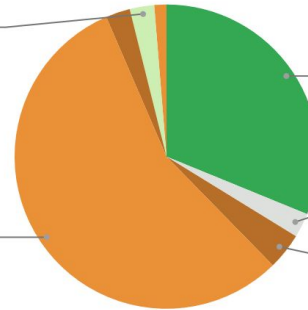
31.2%

Insurance

2.6%

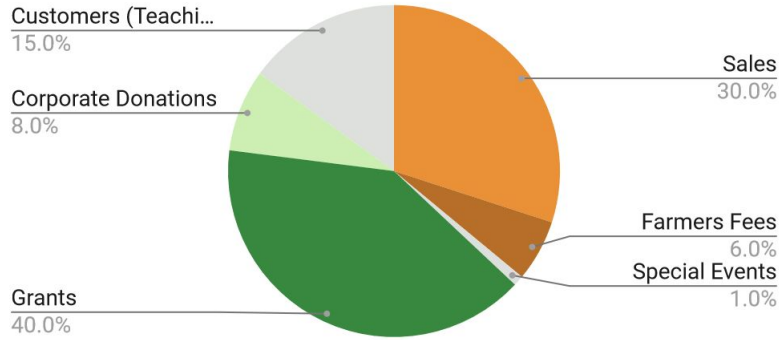
Equipment

3.9%

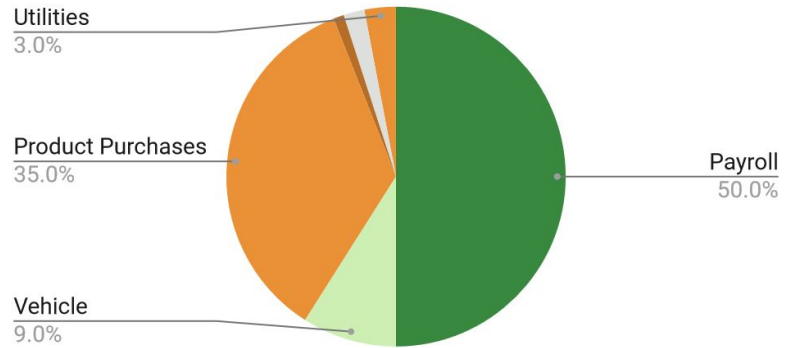


INCOME AND EXPENSES | MOBILE GROCER & KITCHEN

County Fresh Mobile: Income

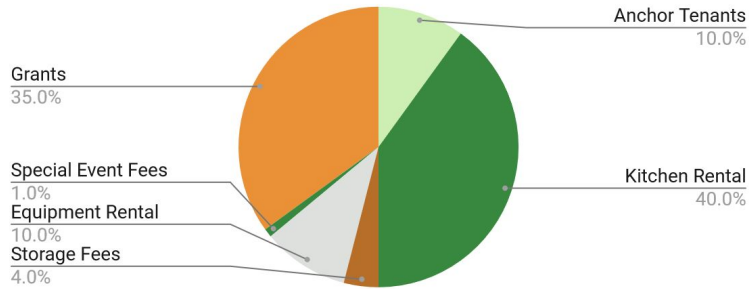


County Fresh Mobile: Expenses



INCOME & EXPENSES | COMMUNITY KITCHENS

County Fresh Kitchens: Income



County Fresh Kitchens: Expenses

