

# Farm2Fork

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Transforming Food Systems

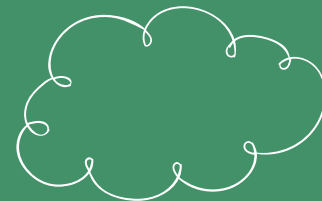


# 01

## Who we are

A brief overview of  
Farm2Fork and what we do





# 40%

of all food waste is due to imperfect foods being thrown away before they reach supermarket shelves



# APPLE IMPERFECTIONS



**HAIL**



**MISSHAPEN**



**RUST**



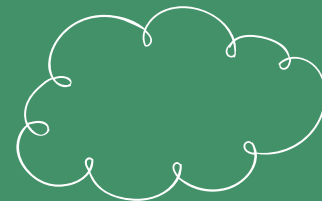
**SUNBURN**



**LIMB RUB**



**RUSSETING**



# Value Proposition



## Why?

We envision a future where consumers don't care how red the apple is. The focus should shift from external appearances to intrinsic qualities that make food truly enjoyable.



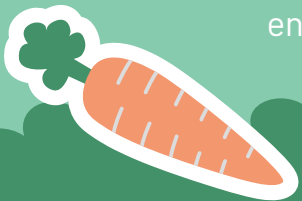
## How?

We enhance the connection between the individual and food through the creation of a circular economy in the food industry.

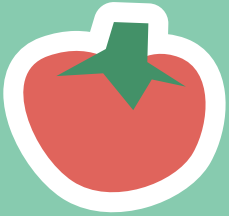


## What?

We have developed a platform that directly links farmers to consumers, aiming to minimize food waste and ultimately advance sustainable food production.



# Introducing Farm2Fork



Using the Farm2Fork app, consumers are connected directly to farmers in their area.

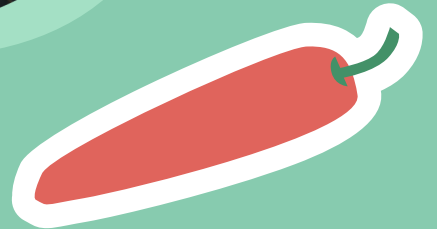
- Farmers post when they've harvested fresh, imperfect-looking produce.
- Consumers open the app and choose the produce they want. All orders will have a minimum amount that can be ordered.
- Produce is shipped to individual consumers or community drop points.
- The app also includes a recipe blog and short stories on the different farmers who use the platform.



# Keeping it Local

At Farm2Fork, it's important to us that we keep it local. We're focusing on entering the Spanish market as a Madrid-based corporation.

- Consumers will pay less when they purchase from a farm closer to their delivery point.
- Farm2Fork will partner with an array of farmers all around Madrid so consumers will be able to find a farm near them.
- Farm2Fork is committed to reducing its carbon footprint — > our produce won't be coming to you via airplane!





# User Experience: Farmer Stories



## Julia

Julia uses Farm2Fork to sell excess and imperfect corn from her crops. Her profile showcases her farm and she adds photos of herself with her family.



## Hugo

Hugo uses Farm2Fork to sell imperfect olives from his farm which is just south of Madrid. On his profile, he adds a recipe for his favorite olive tapenade.



## Sofia

Sofia uses Farm2Fork to sell imperfect beets from her family's farm. She keeps in contact with her buyers and lets them know when she has new batches of beets.

# 02

## Our Customers

Buyers & Suppliers



# Original Thoughts

**Name:** Abigail

**Age:** 40

**Gender:** female

**Life stage:** Bachelor's degree with 15 years of experience in the corporate world, mother of two children under 8

**Interests:** healthy cooking, yoga, hiking, feminism

**Brand preferences:** sustainable brands like Patagonia

**Challenges:** very knowledgeable about food and likes to shop herself, familiar with greenwashing

**Content needs:** clean and concise, testimonials and reviews



# Revised Buyer Persona

**Name:** Charlie

**Age:** 57

**Gender:** female or male

**Life stage:** Master's degree with 35 years of experience in the corporate world, parent of two or more teenage or young adult children

**Interests:** healthy cooking, exercise, hiking, politics, charity

**Brand preferences:** sustainable brands like Patagonia

**Challenges:** very knowledgeable about food and likes to shop themselves, familiar with greenwashing

**Content needs:** clean and concise, testimonials and reviews, reach their children through social media



# Supplier Persona

**Name:** Finca Bee Cool

**Company stage:** established organic farm looking to improve relationships with consumers and cut down on supplier costs and food waste

**Interests:** sustainability, regenerative agriculture, climate change

**Challenges:** cost, logistics, lack of trust in intermediary services

**Content needs:** testimonials and reviews, personal outreach



# 03

## Our Competitors

Brief competitive  
analysis



# Competitors



## UberEat

Get fresh, quality groceries from nearby stores delivered to your door in no time.



## Glovo

A personalized grocery shopping experience, offering quality products with fast and reliable delivery.



## CrowdFarming

Connect with local farmers and shop for fresh produce online, while supporting sustainable agriculture.



## Getir

Say goodbye to long grocery store lines, with super-fast 10-minute delivery for your essential needs.



# 04

## Pricing Strategy





## Pricing for standard produce



Apple	2,59
Banana	1,45
Oranges	1,65
Tomatoes	2,55
Carrots	1,15
Broccoli	2,84
Onions	2,48
Cucumber	1,79
Bell Peppers	2,89
Strawberries	2,49



## Our buying price

According to NRDC imperfect items  
are sold at 50% discount



# Pricing Strategy



**UberEat**

+30%



**Glovo**

+20%



**Getir**

Flat fee of 0,99€

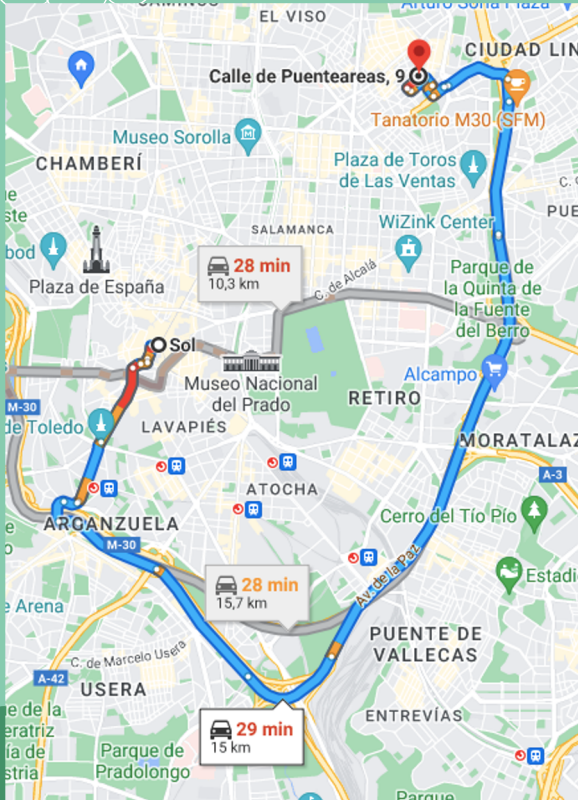


**CrowdFarming**

Premium products



# Inbound or Outbound Logistic?



## Fresh food logistics

Home > Areas > Fresh food logistics

**The commercial meeting point for all professionals in the cold transport and logistics supply chain for perishable products**

Fresh Food Logistics brings together under one roof all the actors of the food chain of the targeted cold chain; from storage at origin, logistics and transport to cold solutions for retail, last mile and e-commerce:

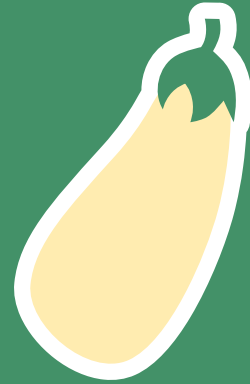
# Penetration Strategy

	Cost (daily)	Selling price	Gross profit	Number of Sales (BEP)
Bundle	6,63 €	13,26 €	6,63 €	15
HQ Rent	35 €			
Fix cost (Driver+Gas)	27,5 €			
Fix cost of car	30 €			
Total	99,13			

# 05

## Tactic Plan

1st Year Plan to Deliver Farm-  
Fresh Goodness to Your Doorstep



# Tactic Plan

## Development of the App



Software team.

## Supplier Acquisition



Visit farmers and review practices to partner.

## Market Penetration



ambassadors.

All Madrid neighbourhoods through local



## Logistics

the market.



Partner handle crowdsourcing while testing and penetrating

## Certification program

Analyze providers through a certification program



# 06

## Long-term Strategy

Transforming Food Systems: Our  
Long-Term Farm-to-Fork Vision.  
5 Years from now



# Strategy

## Market Development



- Other cities (Barcelona)
- Other countries (Portugal, Italy...)
  
- New Target: B2B (Coworking, Sustainable companies, apartment buildings)





# Strategy

## Product Development

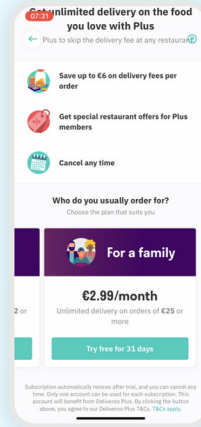
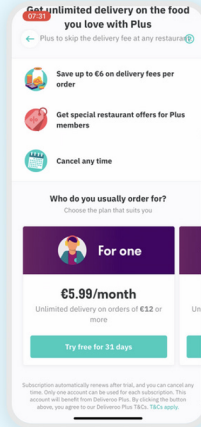
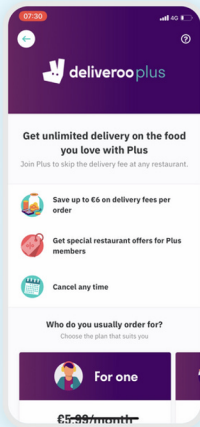


- Own logistics
- Increase offer with more organic products
- Giving back plan
  - Regenerative farming
  - Reforestation
  - Save the bees
  - Soup kitchen
- Data harvest
- Subscription plans



# Subscription plans

## Deliveroo Plus - A Pay to Pay Less Subscription



Deliveroo has two subscription plans:

(i) a €5.99 monthly plan for single individuals giving unlimited free delivery on orders above €12

(ii) a €2.99 monthly plan for families giving unlimited free delivery on order above €25

The monthly subscription is paid back almost on the first order as delivery fees can be up to €6. With Deliveroo Plus, you get also access to special discount from restaurant partners.

The background is a solid medium green color. It is decorated with several white and light green elements: a dark green scalloped shape in the top left, a dark green five-petaled flower in the top left, a cluster of white dots in the top center, a white outline of a cloud in the top right, a light green five-petaled flower in the bottom center, and a light green outline of a plant with three leaves in the bottom right. There is also a dark green curved shape at the bottom right corner.

# Thank you!

"Fresh, local, and delicious, from Farm2Fork."