

# Crops for Kindness

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## How might we reduce small farmers' economic losses from unsalable produce?

### Problem & Key Insights

- Small farmers lose money by growing **unsalable produce** due to crop damage and market fluctuations
- Number of small farms has **declined by 7%** since 2017 due to economic struggles
- Small farmers provide **food security**, contribute to **local economies**, promote **crop diversity**, and have a relatively **low environmental impact**
- Unsalable produce is often **edible** but **prone to spoilage**
- Small farmers have **limited access** to canning industry



### Solution

- We **buy** small farmers' unsalable produce, **freeze dry** it, and **distribute** it to customers
- Freeze-dried food is more **lightweight, nutritious**, and **shelf-stable** than canned alternatives
- Can freeze dry a **wide variety** of crops
- Projected **8% CAGR** for the freeze-dried food market through 2028 as food-grade freeze drying **technology advances**



### Unique Value Proposition

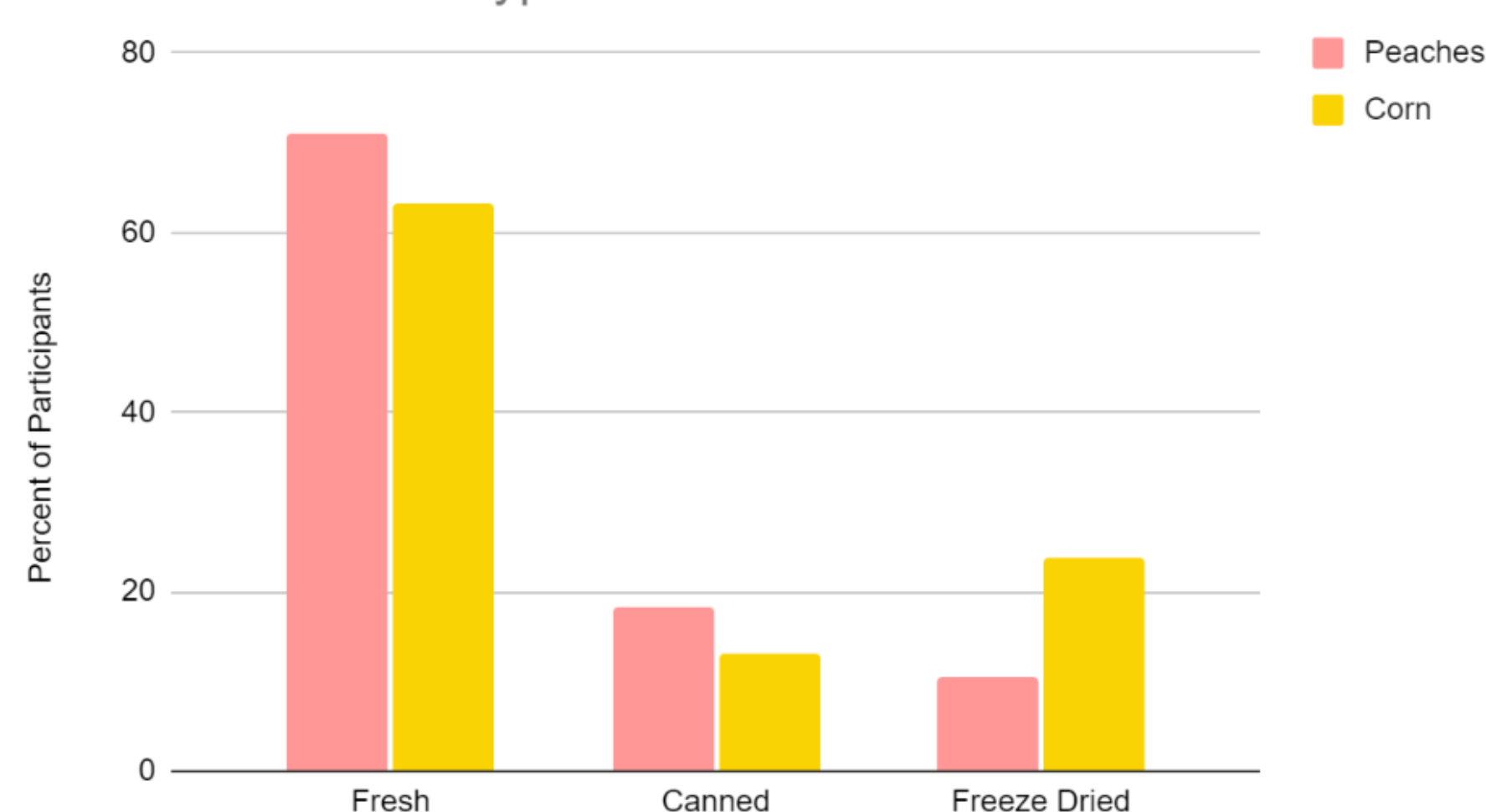
Provides small farmers access to the freeze-dried food market

### Experiments

#### Experiment 1: Traction Experiment

- Freeze-dried produce is **accepted as a healthy snack** by the general public
- Can **target specific consumers**, like campers, who especially benefit from lightweight food to carry with them

Preferred Produce Types



#### Experiment 2: Demo

- **Freeze dried local farmers' produce** using Georgia Tech's pharmaceutical freeze dryers
- Real operation will be **more cost-efficient** with scaling and food-grade freeze dryers



### Economic Model

- **Sell to consumers** to offset costs and afford donations
- Investors to address about \$20,000 startup costs
- Can support at least **4 farmers** per season with starting setup
- Each farmer earns an **extra \$500** per growing season

FOR EVERY TWO BAGS BOUGHT, ONE IS DONATED

### Long-Term Plan

**Produce Source:** local GA farmers

**Customers:**

Now

2 Years

Local food banks & campers

Global hunger relief organizations & general consumers