

ROSEBIRD
FARMS



GREENLIGHT GREENPAPER

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Conducted a literature review and market research, identifying 8 rural food distribution and aggregation strategies and 14 product recommendations

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Challenges & Opportunities

Rosebird Farms' primary goal was to partner with other local food producers and distributors to create a united rural food system in Northern Arizona. This includes food hubs, CSAs, and other distribution and aggregation chains. A second challenge within their own organization was deciding which products to stock, how much, and why. Some significant roadblocks were how to appeal to the American diet and how to transport products locally. In order to help Rosebird Farms with this undertaking, our team was tasked with a comprehensive literature review, recommendations for rural local aggregation and distribution systems, and a market research report with product recommendations.

Our team created surveys to provide insight into existing challenges within existing rural food hub communities. The data collected will help Rosebird Farms understand consumer behaviors and demographics, as well as understand the current distribution and aggregation systems. This information can help Rosebird Farms in future decision-making.

Recommended Solutions

Our team was tasked with compiling relevant research, recommendations, and potential partners for our Project Partner. Our research during the early phases of the project presented eight strategies that could be used to boost Rosebird Farms' local aggregation efforts. We suggested investigating alternative aggregation models, orienting marketing towards the specific community values and interests, utilizing consignment pricing, promoting consumer education, investigating consumer tolerance of factors such as distance and flexibility, engaging in local and direct marketing, and having a strong company mission and vision.

We also made specific product recommendations based on market research and anecdotal advice from other Arizona producers. This included recommendations for five distinct product categories; for example, plant starts or seedlings. All recommendations were accompanied by rationales and linked to specific research findings. Based on our research, our team concluded that the northern Arizona local food system has great growth potential, but in order to fulfill this potential, place-based and context-based research must continue.

Project Benefits

BENEFITS TO PROJECT PARTNER

Not only are we addressing the importance of local farming, but our research also supports Darren with future aggregational strategies and products to stock.

BENEFITS TO SOLUTIONEERS

Our team has been at the forefront of supporting rural farming and agriculture in Arizona. Through this process, we were able to expand our knowledge of agricultural practices, the benefits of CSA's and food hubs to communities and the planet, and what aggregation and distribution systems entail. Our team of Solutioneers now have experience in creating and distributing surveys and have connections to agriculture researchers within the region.

BENEFITS TO THE COMMUNITY

Introducing our project to the community greatly benefits local farmers and consumers. We helped Rosebird narrow the possibilities for new products to stock, while also encouraging diversification of agricultural strategies and distribution and aggregation systems. Rosebird has been able to build its institutional knowledge and capacity to strengthen the Northern Arizona food hub, providing naturally grown, fresh produce to rural communities.