

Farmers Connect

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The Hydro Legion

Bright Minds, Fresh Ideas Think Tank Summer Internship, Powered by FPP

June 24, 2021

Introduction:

The Farmers connect plan will establish a healthier environment through transportation with the operation of leaving a smaller carbon footprint as well as providing for those who are suffering from food insecurity due to its impacts from climate change. Figure 2 in the appendix shows how climate change and food insecurity are directly related. These food shortages will continue to grow through the routine of acid rain that is being developed from carbon emissions that are being deployed from our motor vehicles. Farmers connect will not only benefit those who suffer from shortage but will also provide for farmers that do not end up selling the “weird looking” foods. The factor will increase in unwasted food to those who truly need it and provide economic benefit for farmers who lose crops over time which they can begin to recover.

Root and History:

Greenhouse gases such as CO₂ are absorbed into the Earth's atmosphere. This relates to how “The more greenhouse gases there are, the more energy is kept within Earth’s atmosphere.”(history.com,2017) An example of this would be the Industrial Revolution. The Industrial Revolution was a time where new modes of transportation and production were being developed. It was a time where items could be manufactured faster and people could get to their destinations quicker but a part of how this was possible was the burning of fossil fuels. Unfortunately, “The result of this rapid burning of fossil resources, many scientists believe, is rising concentrations of greenhouse gases.” (climate policy watcher, 2021). In fact, “British engineer Guy Stewart Callendar noted that the United States and North Atlantic region had warmed significantly on the heels of the Industrial Revolution (history.com, 2017).” This relates back to one of our ideas of how carbon emissions are a huge factor of climate change.

A major factor in the rise of the Industrial Revolution was “the emergence of capitalism” (History crunch, 2019). This can be seen today where companies try to capitalize off of society by making things quickly and shipping things out just as fast, even if the methods they use are bad for the ecosystem. “Capitalism is thus not just the cause of climate change and incapable of solving it, but the system actually benefits from the scarcity that results from it.” (history.com, 2017) Companies make things with little to no regard for the environment and the impact that these environmental changes have on humans and animals..

Impact: directly affected communities specifically affected by it and food deserts.

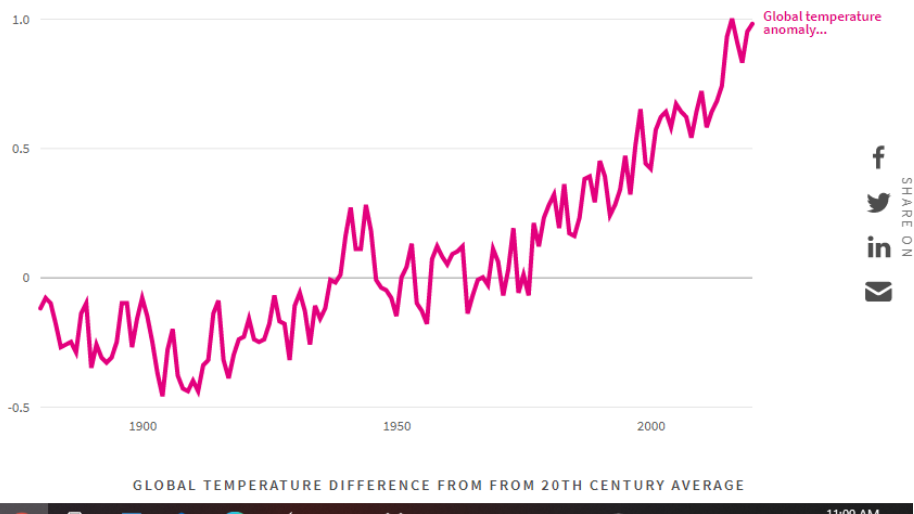
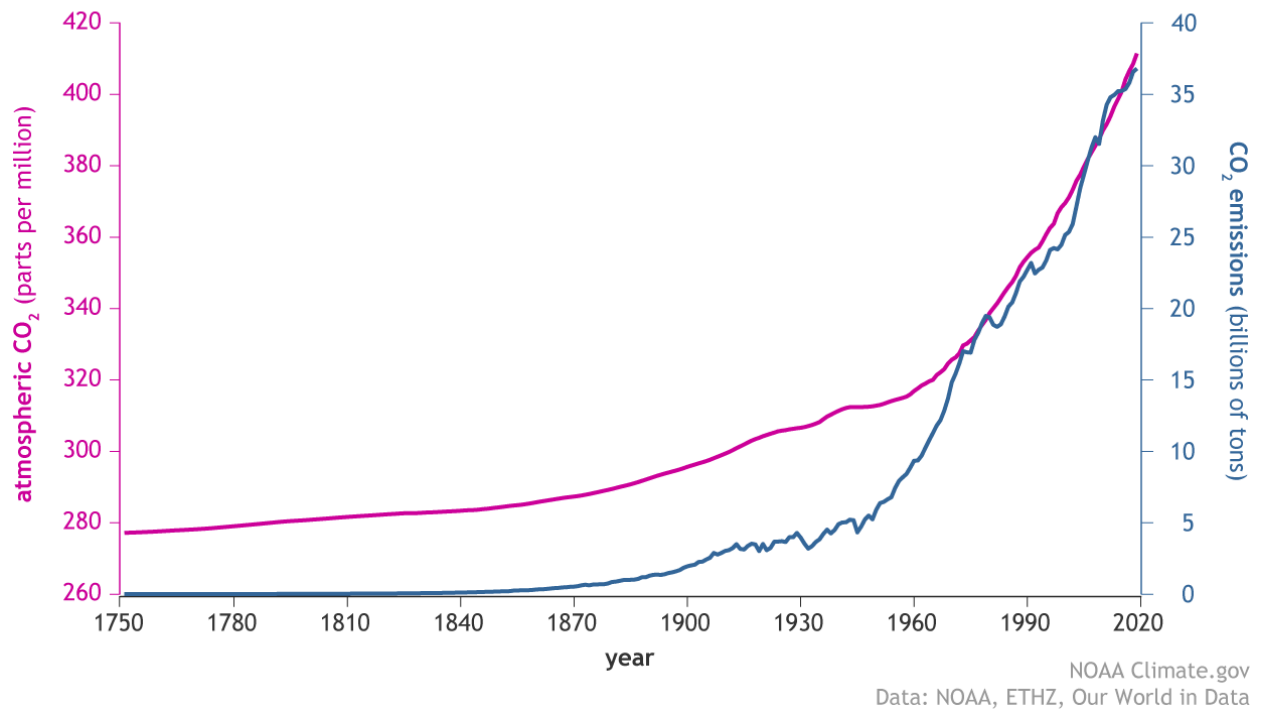
Changes in weather patterns caused by the greenhouse effect increase drought conditions that directly affect how plants grow and produce. Less productive plants mean fewer sources of food for all animal species.” (Banks, 2019). These effects could increase in acid rain which in turn could increase in the deaths of fish, trees, and other crops that provide food as a source. Food sources are slowly diminishing due to a food shortage from the drastic change in climate. It would take effect as a chain of events that could affect humans with a shortage of larger quantities of these essentials. This includes our plants, with the shortage of plants we would lose access to most cattle for food and supply. “Plants require rain to grow and produce food for animals and humans. The organisms that have survived these rainfalls would move into new locations which would compete for food resulting in increasing death rates of these species for survival. In relation to food shortage from cases of climate change, these changes greatly increased the factor of food insecurity in the United states. “In the year of 2018, it was recorded that 37 million Americans who were suffering from food insecurity along with 11 million children which in total makes up 1 out of 9 americans are suffering from these insecurities.” (Hunger + Health, 2021).

Climate change not only affects the shortage of food however, it also affects our overall health as human beings. Laborers or workers in the outside field may be impacted through such effects as heatstroke. A small solution would be to work later in the day or even at dusk but these events could also produce a bad reaction such as infecting insects and pests. “Hotter days, more rain, and higher humidity will produce more ticks, which spread **infectious diseases** like Lyme disease. Ticks could be in much of the eastern U.S. by 2080.” (National geographic, 2021). These pests would be able to endure these heats while humans will be suffering in the heat which can be life threatening in specific conditions as well. “More heat can mean longer allergy seasons and more **respiratory disease**. More rain increases mold, fungi, and indoor air pollutants.” (National geographic, 2021). The change not only affects those who are already healthy but those who have pre-existing conditions as well. “especially those already afflicted with malaria, malnutrition, and diarrhea—tend to be most vulnerable to **heat-related illnesses**.” (National geographic, 2021). Although with modern medicine, Many families struggle with medication through health care insecurity “the percentage of individuals who are healthcare insecure currently sits at 15.5%, which is down from 2013’s record of 18.7%.” (Douglass, 2016).

Conclusion: Why should people care (Solid evidence and statistics of climate changes impact on Earth)

This is not a problem that affect to a little community or just a country, this is a global treat, it influence the behavior of the environment generating changes to the weather and influencing in the extinction of species and ecosystems, this can be seen on the following graph

CO₂ in the atmosphere and annual emissions (1750-2019)



(climate.org, 2020)

As shown on the graph “The average global temperature was 0.98 °C (1.76 °F) above the 20th century average. It was also 0.02 °C (0.04 °F) below 2016, the warmest year on record.”

USAFacts, “What is the state of our environment and climate?”*USAFacts*

Meaning this the change of temperature on ecosystems with specific and delicate abiotic components, destroying the stability of the world as we know it, our lifestyle could be modified drastically due to the impact on agriculture, weather, organisms, and economy.

The economy of the world would be seriously disrupted, this is shown in “a recent report examined how climate change could affect 22 different sectors of the economy under two different scenarios: if global temperatures rose 2.8° C from pre-industrial levels by 2100, and if they increased by 4.5° C. The study projected that if the higher-temperature scenario prevails, climate change impacts on these 22 sectors could cost the U.S. \$520 billion each year. If we can keep to 2.8° C, it would cost \$224 billion less” (Columbia, 2019), making of the climate change one of the biggest threat to the U.S economy, but this is not only a future threat because the effects of climate change are here and are costing us billions, this was proved when “In 2017, Texas’s estimated losses from Hurricane Harvey were \$125 billion; Hurricane Sandy caused about \$71 billion of damages in 2012. And while it’s not yet possible to directly link climate change to hurricanes, warmer temperatures and higher sea levels are known to enhance their intensity and destructiveness.” (Columbia, 2019)

Economy is not the only factor that could destroy our society, these also have an impact on human health, the levels of different pollution gases are creating a toxic atmosphere where our lungs are fighting to keep us alive, this due “Exposure to CO₂ can produce a variety of health effects. These may include headaches, dizziness, restlessness, a tingling or pins or needles feeling, difficulty breathing, sweating, tiredness, increased heart rate, elevated blood pressure, coma, asphyxia, and convulsions.”(dhs.wisconsin, 2021), making air pollution a poisonous environment for people of all ages The carbon emissions from our vehicles create a great amount of CO₂ which is the leading cause of climate change. These changes would cause our

environment to have a heating element which would further increase in time with the added CO₂. Our goal is to replace one of the main sources of carbon dioxide in the environment, which is the way we produce energy for our transportation. Communities affected by climate change-related to food insecurity need a self-sustainable system of food supply because Acid rain directly impacts the crops of these communities as well as its trees, and results in chemicals that would be considered dangerous within their water. How might we develop a sustaining food source without the impact of acid rain? Our project team cares about this topic of climate change because It is responsible for half of the risk factors of food insecurity. “Four out of the eight key risks induced by climate change identified by IPCC AR5 have direct consequences for food security:” (fao,2021).

Mission (Overall Aim):

We intend to create a self-sustaining and profitable business that provides jobs for the community, keeps a low carbon footprint so that we do not contribute to climate change and makes accessibility to food easier for those whose food security is affected by climate change. This would provide beneficial value towards low-income communities, agricultural communities, and the environment itself.

Industry Analysis-**Market Overview:**

The market of grocery delivery is the transportation of goods such as vegetables, and fruits which can benefit those who must currently work on a task in their residency or work environment. The delivery services are expected to reach a high percentage which the market is developing for faster delivery and having as many sales such as discounts, rewards for purchases, and cash back offers for reaching a wider audience. The delivery market brings in many different

trends such as the discovery of “world cuisine where they try different foods that they typically wouldn’t eat at a restaurant.” (EHL,2018) Consumers typically enjoy being in a familiar environment, this also corresponds with the consumer not paying until they receive their food which stated in the article “In 2030, consumers expect to pay as soon as they make their food choice and prefer fixed pricing.” (EHL,2018). The starting revenue when the market went mainstream was back in 2015 which received \$8.7 million until the current year of 2020 which reached \$26.5 million. With the revenue of an increase, one article states “Market revenue has increased 204 percent in the past five years, powered by the introduction of platform-to-customer services” (Curry, David, 2021).

Relevant Market Size:

The grocery delivery market is quite vast due to its global influence which can be stated with the article “USD 23,539.40 million in 2018 and is expected to grow at a compound annual growth rate (CAGR,) of 15.4% from 2019 to 2025” (Grand View Research, 2019). This growth is due to the wider availability of phones and computers that can reach the internet, due to the consumer wanting a faster delivery and the availability to stay at home. Expanding these services has also contributed to growing the enterprise. “The expansion of delivery aggregators such as Zomato and Swiggy in the Indian market over the last couple of years has further contributed to the market growth.” (Grand View Research,2019). The market does not just stop growing there, however. It is shown with the usage of well-known shopping such as amazon attended to grocery pick up, the article stated that “online purchases of fresh groceries and consumer packaged goods enjoyed a 36% year-over-year growth spurt.” (Fat Bit, 2021). The grocery delivery service will continue to grow with each new rendition on how it will provide its customers in the most suitable way possible.

S.W.O.T-**Strengths:**

Transportation type-Our company will use electric vehicles. Our main topic is climate change and carbon emissions play a huge role in climate change. By using electric vehicles, we are keeping a minimal carbon footprint while also being able to deliver to people all sound the state of Florida.

Local selling- Our company will provide fresh food at a low cost to the clients, for this reason being using a local selling service helps to maintain the delivery prices at a low cost while maintaining the quality of the product at the maximum possible.

Low cost- Our target market concerns low-income families. Our costs are low because our fruits are blemished. Although they are blemished, they are still filled with all the same nutrients and are fresh, just like unblemished fruits. They also mostly come from local farmers, so we can deliver efficiently and keep the cost low.

Market size- We are a food delivery service. Delivery has become one of the largest industries within the marketing environment on transporting goods and services. These services can range from plumbing, to roofing service for one's home to where one person could not possibly do all the work. The food industry has increased exponentially especially in recent times to where food is not as easily available.

Weaknesses:

Warehousing- We are working with produce so we need a nice, refrigerated warehouse cause although we mostly source from local farmers we will be bringing the items back to the warehouse for proper packaging and then immediate shipping. The warehouse also needs to be

big enough to have our conveyor belt, packaging material, packages, and employees. This seems to be a big expense and most start at around \$50,000. Since our business only sells produce it is a big cost. That is why we must do research to find an affordable warehouse or find another route.

Transportation cost- Electric cars upfront cost is more expensive than regular diesel fuel cars.

That is why we need investors to be able to keep our business idea environmentally friendly.

Revenue- When we start off the goal is to only sell produce. Not only are we selling produce, but we are selling them at affordable prices to make fresh produce accessible to low-income families.

Opportunities: Having bundles - Selling packages of produce to the consumer in quantities for a larger price than the singular product which will boost our revenue in the market.

Cost per unit - Each product of produce will be sold at a fixed price per pound at the dependent of what produce it is classified as. Finding which produce is mostly being sold and then stock on that product.

Global expansion - The Delivery service will first be in the local area of central Florida where most consumers are willing to buy our products, then we head out of state where most fruits and vegetable produce is needed.

Delivery trends - Delivery has skyrocketed during quarantine. Delivery in general has become very popular with options like Amazon making things so quick and easy. We are a delivery company, so we have room for improvement and the trends are in our favor.

Pop up market - We can have market popups in low-income areas so that people can learn about our company who might not have internet connection or might not know of options like ours. We also would like to expand these all throughout Florida to reach as many people as possible and increase our revenue.

Threats: Rotting food - We sell fresh produce, and they all have different expiration dates. They also are not nonperishable items so the threat of us having more food than we can sell and losing out on money from spoiled inventory could be bad for our business.

Competition (Aldi, Walmart, Publix, Save a Lot)- We have competitors who also sell produce. Some of these competitors sell the produce at affordable prices and their fruit is not blemished. That is why we need to have a strong marketing strategy and make sure that our mission is at the forefront so that we stand out.

Customer Analysis

Low-income families with children, age groups 10-42 who live in rural areas.

Needs-

Price: Our target market is low-income families. They most likely are not able to afford the high prices of fresh food and often must resort to processed food. This solution helps these families afford fresh food that although blemished, is still full of all the nutrients and flavor that a full priced fresh food item would be at the grocery store.

Convenience: Sometimes families work all day and do not have the energy or time to go to the grocery store. Our items can be ordered online and are delivered for a small fee (that still won't make the overall cost more than buying food from the grocery store), through electronic vehicles.

Keeping carbon emissions down and letting these families tend to whatever else needs to be done, while knowing fresh items will be delivered to their respective homes.

Ease of use: The website should be accessible on all types of devices and work well on all of them as well. Nobody wants to spend 30 minutes just trying to figure out how to use the website and order the items. That negates the point of having affordable and fast delivery. We will have

an easily accessible website that lays everything out clearly, so the user is not discouraged from using our option.

Marketing plan:

To attract customers to our company we can offer bundles in subscription plans that could allow the customer to receive a combination of food at a low price, then we could reduce the margin of profit of all the components making the bundles attractive, we could include this price comparison in our website showing to the profit how much they could save buying from us, making the people more interested in us. We could offer to the consumers a monthly, 3 months, and yearly subscription to a product and over time these customers could be rewarded for their loyalty to us, but to get customers to join this subscription or simply feel attracted to our products we will carry out advertising campaigns that will take place on social media and on the streets, first We will use ads that show the manufacturing process of our products, then we will make street art in the streets which will be viral through news and social networks, and finally as part of our campaign in supermarkets we will deliver samples of our already cooked products showing that they are equal to normal food.

Our campaign will be focused on low income families, for this reason we will focus in the ad tool to just show ad to sectors in which low income families lives, but not limiting to this market will also open some ads to all the public, letting us as a company reach the biggest number of audience possible, also we going to do campaigns walking through low- income neighborhoods since not all of this people have access to social media/news, then we will show them how much they can save joining to our membership, or buying the items individually, and also showing them how have access to our website

But for make the campaign something attractive and sticky we have as a goal the creation and development of a song, logo, and moto, of our company, for the creation of this we have as a plan use interns who will be getting a paid salary and work experience, and this help us to understand better how the mind of the youngest generations works and involve the public on the creation of it.

In our search to make our product more attractive we will use a special design on the package that will show luxury and exclusivity when it costs the same as a normal package, for this we will use just a different design on the bag.

On the website we will include different discounts to the normal users and the subscription users offering promotions that will not pass the 50% discount in profit.

To make the sensation that we are approachable we will include in our packages our place and assistance number so the client will feel that our company has a face to talk to.

And our promotions will be announce using the registered emails and phone numbers

Operations plan-

Key operational process:

Customer service: Our market will provide updates on our website on the newest deals and will provide information on how we deliver our products. If a person has any questions, there will be an email or a phone number they can contact for further assistance.

Sales: The website would develop new low prices for these foods for the low-income families and close any deals with other companies that will benefit the market.

Finance: Our prices would go directly in line within our budget and be recorded with the utmost accuracy. Taking into tasks with sections of data, such inclusions consist of invoice approval from our farmers, and purchase requests with our products of foods.

Human resources: We will mostly advertise for job availability over social media and other online services. Our human resources department will conduct interviews and ensure we have good, engaged, and efficient workers along with making sure the workers are treated right in hopes of retaining good employees! Our company values diversity within the workplace and offers any assistance to the employees in the workplace for any social issues that they are personally affected from.

Sustainability department: The department with our market will ensure that our department will have recycling enabled within our warehouses, actively watch over any changes in temperature data, and even participate in community service to secure a healthy department to show others that our company values our ideals.

Sanitation department: This department will participate in making sure all our produce is perfectly healthy to consume. The department will also make sure our delivery trucks are up to code in health and they are available for transport. The warehouse itself will have safety procedures in protecting others such as: Covid regulations of wearing masks and staying six feet apart, sweeping the floors of the facility, and making sure restrooms are capable of human usage.

Milestones:

Key employee hires: our ideal hiring consists of those who are in low income communities “federal government considers you a low-income earner if you earn between \$11,490 and \$22,865.10 (1.99 x \$11,490)”.(Nest, 2021) who have prior work experience in the delivery business, and storage keeping or seem like they could be a good fit for our company because we would like to provide new opportunities as long as the person puts in the work.

Key partnerships executed: The partnerships our company wishes to achieve is to have those who see our ideas, exchange in strengths, and assist within our weaknesses for both of our

companies. We want to create partnerships that have the same view of helping those in the low income and farmers with the best markup price for our target market.

Store opening date: The market for our produce would be best sold during the summer season, for the more produce that is being sold and developed. This timing will provide more consumers for these fresh products and the best opportunity to offer part time jobs for the summer. We also will try to have pop ups at times where different produce is in season. Our ideal is to partner with Amazon due to their fast delivery service and efficiency of package caretaking. Their market strategy is within their own delivery system and delivery usage of Amazon prime. Another ideal partner is with the local farmers in central Florida because of their fresh produce and their service as providers and manufacturers. We will start as a S Corporation due to it being local for its produce to be delivered shorter.

Financial plan

Revenue Model:

How our market will earn its revenue is with the usage of bundles being sold to the low-income communities which are being provided from the farmers. Some subscriptions can also be allocated such as a monthly subscription with bigger discounts. Compared to that of Misfits market price range of bundles, our bundles will be labeled as single, double, and family. The single bundle will contain “10 - 13 pounds (the same as the misfits package)” (Ellen, 2021) of ordered produce and will cost up to \$12.98 with savings of \$9.02. The double bundle will contain 20 - 26 pounds of produce that will cost \$25.96 with savings of \$18.04. The Family Bundle that would fit for four people which the bundle will contain 40 - 52 pounds of produce which will cost \$51.92 and result in savings of \$36.08.

Financial Highlights:

The market of food delivery creates a large amount of revenue which can be viewed through “misfits market’s financial increase from 2019 which was a \$16.5 million increase from what they have made during their start of 2018. As currently, they have raised \$200 million with a 50% increase from 2020’s amount.” (Crunchbase, 2021) Comparatively to misfits’ market is Farmbox direct, (which was founded in 2014) “would raise in 2015 which would raise \$200k.” (Pitchbook) If they made the same amount for 2021, they would make up to \$1,200,000 by only selling fresh produce. With our requested markup of 41% we would result in 492,000 in 6 years. The farmers connect website will make a net profit of \$123,615,000 compared to that of misfit’s market’s net profit of “\$301.5 million” (Crunchbase, 2021). Our revenue will be \$8,200,000 next to our competitors “\$20 million” (Owler, 2021). Our expenses will be based on transport needs and production requirements. Our startup costs consist of the electric vehicles and for our production of the website. Such products would include our conveyors, pallets, and crates. Our fixed expense is spending on the rent of the warehouse and the salaries of the workers within the work environment with a payment from every two weeks. (Figure 1) shows the growth of Misfits Market in the last two years, showing in a visual representation the increase of what they have made.

Funding Requirements/Use of Funds:

Product Development: The usage of developing a product can range from a wide variety of price ranges which can be stated from the article “The cost of product development alone usually runs between \$10,000 and \$30,000, but that figure can fluctuate quite a bit depending on the scale of the project.” (Pacific Research Laboratories, 2021). These ranges can typically be estimated on the ideas of, what is being delivered, where in the region it is being sent, and how many of these products are going to be developed?

Marketing: The methods of advertisements for enticing the consumers towards a product, such as PPC (Pay per click) which in the article it states, “Many small businesses spend around \$10,000 a month for paid traffic,” (Lateet, 2020). This however is one of the more expensive ways of advertising, unlike other advertisements as simple as posters, newspaper articles, and even business cards.

Product Manufacturing:

A taping machine for the boxes would cost at least 3000 dollars but this investment is to ensure that production runs smoothly. This machine could tape the boxes at the bottom and top at the same time. This helps us keep quality control on our packaging so nothing falls out and is ruined along with helping keep things moving along.

Of course, we will have quality control to make sure that our theme of blemished but nutrient rich and fresh food, is kept true.

The boxes will also have the shipping address and such on them as we package.

Overall, our product manufacturing is a mixture of human and machine efforts. We will have packagers, package the produce into the boxes and machines such as a conveyor belt and box taper to ensure quality control and a smooth process.

Staffing: The corporation's staff would consist of company solo drivers which would earn 0.36 to 0.60 per mile which is stated in the article “Estimated average of \$1,149 per week, up to 3,000 miles per week” (Indeed, 2021). Our corporation also needs package handlers whose salaries would range from the price of \$14 - 16 an hour. Customer service is also a vital part of the company. The salary can be seen in the article “salary range typically falls between \$31,143 and \$39,952.” (Salary,2021). This would typically be a range between \$15 - \$18 an hour.

Rent or Office/Building buildout: The need for a warehouse is inevitable, we need a place where we can "be safe from damage and theft. Basically, a warehouse is great for storing surplus goods, which customers and clients do not need immediately. Most companies usually produce goods in anticipation of demand. ... A warehouse makes an ideal option to meet your needs " (Harrisburg logistics, 2021)

For this reason, after searching among different options in central Florida, we found a warehouse that fits our budget and is located at a strategic point for our operation.

11300 SPACE BLVD- 8000 rent per month

Exit Strategy: The strategy of securing most of the income of this small corporation is through the usage of sale strategy for selling it to a third party for profit as can be stated "buying an existing business rather than building his own business from the ground up." (Tremmel, 2017). The corporation will not be bought from a normal third party but can also be bought from a competitor of the company when it was still in business.

Aim (strategic goals):

The main goal is to provide for the percentage of those suffering from climate change effects from carbon emissions such as food insecurity, crops being able to regrow, and the environment to heal itself from our benefit.

Our main goal is to combat the effects that climate change brings with it, for this we plan to help with one of the biggest problems of this, which is the lack of food generated by the change in atmospheric conditions "Rising temperatures and increasingly extreme and erratic weather patterns are making it harder to grow enough food to eat. Unfortunately, the situation is likely to get worse, placing an additional burden for our humanitarian work as droughts and flooding become more frequent. Climate change threatens to put the fight to eradicate hunger back by

decades.” (Robin Willoughby, 2014) Although at the same time we want to reaffirm our position to help climate change, so we have set the goal of leaving the smallest carbon footprint possible, for this we have evaluated the ability to use clean energy production methods, among these are hydrogen and solar energy stored in cells, then this energy will be used in our vehicles that in turn will transport large amounts of food that otherwise would have been wasted. In this way, to reduce the cost of energy generation at the sacrifice of a higher initial cost, then our plan is to be able to expand our reach not only to small groups of people, or small foundations but also to be the main supplier of low cost to large foundations and non-profit companies.

Background:

In a world where everyday hunger grows in the population along with pollution “Climate change is already making people hungry,” (Robin Willoughby, 2014), An attempt has been made to find an idea that can help combat two of the problems facing our current society and future generations. With the help of renewable resources for transportation and a direct cooperation network with farmers, the social entrepreneur that we are devising seeks to help those most in need by offering them the opportunity to buy food that is due to a genetic defect that affects appearance “We’re not talking about rotten stuff, we’re not talking about stuff that’s beyond the pale. We’re talking about good, fresh food that is being wasted on a colossal scale,” (Tristram Stuart, 2019) , or that people just don't choose for some aesthetic reason, This will allow us to lower purchase costs, and with the implementation of transport methods empowered with renewable energy we will lower the carbon footprint, the post-transport process will be the fastest distribution of the product among our consumers, thus making the product arrive fresh and increase the amount of flow of merchandise, the greatest achievements that we are searching

is the partnership with foundations and charities to make our product and distribution something more stable, and at the same time generate jobs that will help the community.

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Appendix:

Figure 2

<http://www.fao.org/3/i5188e/i5188e.pdf>

