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To: Juliet Davis

Re: Branding and Logo Design for Nuovo Farm, Organic

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Course and Section: COM 302, Tuesday 6:00 PM

The Market:

According to Transparency Market Research, the demand for frozen food was valued at 224.74 billion U.S. dollars in 2012 and is expected to reach 293.75 billion U.S. dollars by 2019. The market for frozen food is growing due to the demand for faster-to-prepare foods and new product launches within this market (<http://www.foodmanufacturing.com/news/2013/09/consumer-trends-growing-demand-boosts-frozen-food-market>). In 2000, the USDA conducted a study where they found that frozen prepared foods were among the fastest growing in the processed foods category. Frozen foods and already prepared frozen meals are a necessity for families and people who are always on the go.

Today's increased concern for the environment and personal health has increased the demand for organic food in the United States since 2000. According to Statista, in 2011 the United States produced about 29.22 billion U.S. dollars in organic food sales and is predicted to rise to 42 billion U.S. dollars in 2014. Organic foods must meet certain standards in order to be considered organic. They must be produced without chemical pesticides, synthetic fertilizers, or sewage sludge. In addition, genetically engineered crops and dairy and meat products produced from animals that were treated with growth hormones are not considered organic (<http://productcenter.msu.edu/uploads/files/organicfood1.pdf>). The Organic Trade Association found that 55% of parents who bought organic products did so because they believe them to be "healthier for me and/or my children," (http://ota.com/organic/www.ota.com/pics/documents/01b_FinalOTA-KiwiExecutiveSummary.pdf).

Frozen organic foods provide the best of both worlds: the convenience of frozen food and the freshness and nutritional value of organic ingredients. Consumers choose from a wide variety of options when buying prepared and packaged organic food. In a survey with those consumers, 18 percent buy organic frozen entrees and 15 percent buy organic prepared desserts (<http://productcenter.msu.edu/uploads/files/organicfood1.pdf>). Therefore, frozen foods made with natural and organic ingredients prove to be a huge market opportunity.

The Brand:

Fresco Farm organic meals were designed with convenience and freshness in mind. Fresco, meaning "fresh" in Italian, uses only the freshest ingredients and spices in its wide array of products for breakfast, lunch, dinner, and even dessert. Fresco Farm uses all-natural pastas, grains, fruits and vegetables grown on its very own organic farm and neighboring farms. In addition to cultivating the organic fruits and vegetables, Fresco Farm is committed to serving dairy from pasture-raised cattle and naturally raised meat, without any type of additives or hormones. All of the frozen prepared foods were created from scratch with organic herbs and perfected

to make sure they taste as good as they look so they can go from your freezer right to your kitchen table.

Maintaining a healthy and nutritious diet won't be hard with Fresco Farm organic products. Each of Fresco Farm's entrees and desserts contains no more than 500 calories. Our meals are packed with plenty of fiber and protein to help maintain a healthy body. Consumers will enjoy the fresh, delicious taste of Fresco Farm products, while maintaining a healthy lifestyle.

Fresco Farm is committed to giving back to the community. A portion of the sale price will be donated to a nonprofit organization that Fresco Farm has selected to help out for the year. Every year the brand will choose a different nonprofit organization that it will contribute to.

The Competition:

- Amy's Kitchen – Amy's Kitchen is the nation's leading natural frozen food brand. Amy's has created over 88 frozen meals such as pizzas, potpies, veggie burgers, entrees, desserts and much more. Each of the dishes contains no additives, preservatives, or GMOs (genetically modified organisms). None of the meals contain meat, fish, poultry or eggs, which means their dishes are vegan friendly (<http://www.amys.com/products>). Amy's Kitchen also provides over 50 gluten-free options. For the most part, the reviews for Amy's Kitchen are positive. The only complaints people had were that some of their meals were bland and lacked flavor.
- Organic Bistro – Organic Bistro's mission is to make it easy for their customers to eat meals that are rich in nutrition. The frozen meals and bowls are all gluten free and offer sources of protein, whole grains, organic fruits and vegetables, and healthy fats. Each meal includes wild-caught, sustainable fish, lean poultry or grass fed beef. Other ingredients found in the dishes include organic walnuts, organic coconut cream, and organic extra virgin olive oil (<http://happymomblogger.wordpress.com/2012/09/11/organic-bistro-products-worth-reviewing/>). Organic Bistro also incorporates organic herbs and spices (<http://www.theartisanbistro.com/ingredients>). Some criticism's of Organic Bistro's products was that some of their meals were dry and bland. Also, Organic Bistro does not use organic chicken or turkey (<http://www.cornucopia.org/2010/04/organic-industry-watchdog-asks-usda-to-crack-down-on-labeling-abuses/>).

Fresco Farm knows that just because their meals are healthy, it doesn't mean they have to lack any type of flavor. Fresco Farm includes organic spices and herbs to make sure their foods are packed with flavor. Also, whenever a Fresco Farm product is purchased, part of that sale goes towards a nonprofit organization. So not only are consumers doing good for themselves by eating organic, they are contributing to a cause.

Target Audience:

The primary target audience for Fresco Farm is upper-middle class females between the ages of 35-54 with higher education. Fresco Farm plans to reach all ethnicities, while keeping close attention to Asian Americans and Latino Americans because they are more likely to buy organics (<http://www.hartman-group.com/hartbeat/who-buying-organic-demographics-2006>). The household income of Nuovo Farm consumers is between 50-75K.

Other consumer information:

- Has children in the household
- Health-conscious
- Actively seeks healthy lifestyle
- Concerned with environmental issues

The secondary target audience for Fresco Farm is females 25-34. According to a Thomson Reuters poll, 63% of their respondents under the age of 35 choose organics when it is possible (http://www.huffingtonpost.com/2011/07/22/consumers-prefer-organic-food_n_906988.html).

Logo Design: Objective/Purpose/Message

The Nuovo Farm logo embraces all that the brand stands for. It is simple and clean. Its easy-to-read logo does not distract the consumer from the actual product. The logo's pop of red under the brand name is designed to bring your eyes to the word "organic" so that consumers know the product is in fact organic. The tomato incorporated into the word "nuovo" represents some of the freshest organic products that Nuovo Farm has to offer.