

SALES FILE

Over to you !

Ladybugs farmer stores



You are a farmer in Ladybugs farm. You are proud of your 3 acre family farm where you grow different types of fruits and vegetables. You own a 1-acre-orchard with a beautiful diversity of apples.

In your farm, environmental conservation is a priority ! For a long time now, your production is labeled **Organic farming**.

Customer relationship management is very important for you ! You love to be able to meet them and show them your products.

A few years ago, you joined a **farmers' store** located about 15 miles away from your farm. Many farmers in the area joined in to sell their hard work's products in one and only place. Therefore, there's a bit of everything : fruits, vegetables, poultry, honey, eggs... There is no employee in this store, **only farmers taking shifts to keep the store open all day**. This way, it reduces marketing costs (shop expenses, wages...) and fosters **direct-sale** (*from farmer to consumer*).



YOUR GOAL

You have to sell as many apples as possible. Your love for your job, your land and the quality of your products makes you want to raise your customers' awareness about your higher-quality product.



YOUR STRENGTHS

- Your apples are **really tasty** and have **high nutritional qualities**.
- Your apples are the result of **organic farming**, take your consumers', farmers' and the environment's health into account (no synthetic chemicals, respect of soil and nature).
- Your apples are **local** (only a few kilometers between the production site and the store). Furthermore, there is **no packaging or plastic wrapping**.
- Your customers appreciate your **passion** for your job.



YOUR WEAKNESSES

- Your apples are **more expensive than the average**. Organic farming requires more time and physical presence in the orchard (many hand-made tasks, you make your own decoction...). Moreover, your small-scale farm doesn't allow you to produce a large amount of fruits.
- Because the store gathers only local farmers' products (vegetables, fruits, eggs, meat, wine and some canned food), customers have to shop elsewhere for other products.
- Consumers often find a bit of dirt or some bumps on their apples...

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You and your family own the most of the town's farmland.

From generation to generation, you've grown apples. You've always

kept **conventional farming practices**.

(monoculture, use of manure and pesticides).

However, for a few years now, you've been questioning these practices, and have wished to turn to **more sustainable farming practices**.

The « **eco-friendly orchards** » label you obtained shows your commitment towards a more environment-friendly orchards production that promotes biodiversity (limited use of pesticides, fostered biodiversity...).

You sell the bigger part of your fruits on **marketplaces**, that is to say through **direct selling** (from farmer to consumer without intermediates). As your yields are massive, you also sell a small part of your apples in a compote factory. You hire local workers during harvest season ! You particularly hire young people in order to pass on your love for the land...



YOUR GOAL

Today is market day ! As usual, the harvest is amazing. You have to sell the most of it, and as you sell without intermediates, your margin is all the more interesting !



YOUR STRENGTHS

- Customers are guaranteed a constant quality : the apples are **tasty**, flawless and **no worm** is to be found. Furthermore, it **can be kept longer** in a fridge.
- Your farm is **1,2 miles away from the marketplace**. Apples are fresh and has travelled very little.
- Customers like you because you are **chatty**. You are very noticeable and noisy as to attract passers-by and to sell your apples, even if it means shouting louder !



YOUR WEAKNESSES

- Some of your customers have doubts about your apples' **environmental fingerprint** : despite your more « sustainable » approach, you still use pesticides.
- Some are wondering if it can harm water quality and local soils.
- Others wonder about **pesticides' impacts on their health**. Rumor has it that you have to take off one centimeter of skin so as to take off every chemical input from the fruit.

SALES FILE

Over to you !

Four seasons
fruits & vegetables retailer



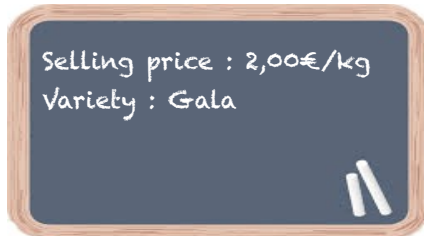
You are a **fruits and vegetables retailer** (also called 'primeur' in french).

Every week, you buy fresh fruits and vegetables from wholesalers in your area, which you then sell in your shop.

On your stall, we find everything! **From local vegetables to exotic fruits**, it is important for you to offer a **great diversity** to your customers. You are offering apples of the Gala variety produced by the largest producer in the region, a farmer who owns a large orchard in **conventional farming**.

As a 'primeur', you suffer from competition from supermarkets and other large scale market place.

You like direct contacts with customers and always have some tips for them to cook and prepare good recipes with your products. By doing this, you hope to build customer loyalty and make a difference with retail, highlighting the "human" side of your small business.



YOUR GOAL

You have to sell as many apples as possible, and especially in peak season, you offer local and juicy apples that have been grown by farmers from the area!



YOUR STRENGTHS

- Customers are assured of consistent quality: the apples **taste good**.

It is well calibrated, **flawless and worms can't be found in there**. Not to mention that it **stays fresh for a long time** in the fridge.

- Every week, you buy from the wholesaler, so your products are always fresh and you have selected them yourself.
- Your customers like you because you are a **small local shop**. You are always there to advise and flatter!



YOUR WEAKNESSES

- Some of your customers have questions about the **environmental impacts** of your apples: grown with conventional farming practices, in large areas, and with the use of pesticides and chemical fertilizers.

Some wonder whether these practices harm the quality of water and soils in the area.

Others question the **impact of pesticides** on their health.

Rumor has it that you have to take off one centimeter of skin so as to take off every chemical input from the fruit.

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You are in charge of the fruits & vegetables section of the **Peuclerc supermarket**.

Located at about ten kilometers from the town, in the heart of an large mall, Peuclerc **employs about fifty people from the surrounding towns**.

In a context of fierce competition, Peuclerc offers ever lower prices to attract customers. Every week, a lot of **discounted fruits and vegetables** is displayed at the aisle head!

These fruits and vegetables sometimes come from the other side of the globe, **from conventional farms** (using pesticides and chemical fertilizers), which allows you, as a manager, to offer ever lower and competitive prices.



YOUR GOAL

To boost the purchasing power of households by offering very cheap fruits. Promote a balanced diet by offering fresh products affordable for everyone.



YOUR STRENGTHS

- The bag of 2 kg of apples of the day costs 3.50 euros. The **cheapest on the market!**
- In these times of crisis, consumers are very sensitive to Peuclerc's commercial policy, which offers **unbeatable prices**.

You can shop in one single store and eat as much fruits and vegetables as prescribed by the French National Health and Nutrition Program (PNNS): 5 per day!

- This standard variety **tastes good**, the apple is **big and clean**, no more need to wash it, the consumer in a hurry is satisfied.



YOUR WEAKNESSES

- The apples are produced in a very large vegetable farm in southern Italy (600 hectares) which favors **intensive farming**.
- In order to reduce costs and offer cheap fruits and vegetables, this farm uses seasonal foreign labor.

Unfortunately, working conditions are difficult (international solidarity associations call it "Modern Day Slavery").

- The apples are trucked to the supermarket and have therefore **traveled 1,200 km**.

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You are in charge of the **Carmour hypermarket's** fruit and vegetable section, located in the center of an attractive shopping center, some twenty kilometers from the town.

Hundreds of people from the area work there.

At Carmour, you can find everything (from discount to bio) to satisfy everyone.

For some time now, more and more customers have been interested in organic products. Carmour understood that this was an opportunity to develop its products and **become a leader in the organic market!**

Carmour has therefore released its own brand, Carmour Bio, which it is trying to develop by offering products labeled **organic**, cheap and accessible.



YOUR GOAL

Sell as many organic apples under the brand of Carmour Bio, to strengthen your position and become a leader in the organic market "at hand's reach".



YOUR STRENGTHS

- Apples of the day come from **Turkey** and come from **organic farming**.

As this product is labeled, consumers are guaranteed that it was grown without **synthetic chemicals**. This product is healthy and good for children: no need to peel their snack anymore!

- The apples are **clean, washed and even packaged in four and labeled**. You could eat them directly without washing them (they have not been touched by all the customers of the supermarket!).
- They **taste good** and are of **high nutritional qualities**.



YOUR WEAKNESSES

- As the apples are of superior quality, **they are more expansive** than others.
- Consumers are aware that the Carmour Bio apple has a **significant environmental impact**: it comes from Turkey and has traveled 3,000 km before arriving at the supermarket.
- Your apples are packaged in a 4-celled cellophane trays, so as to escape a second organic check when they cross the border, which generates large amounts of waste.

PURCHASE FILE



Le jeu des pommes

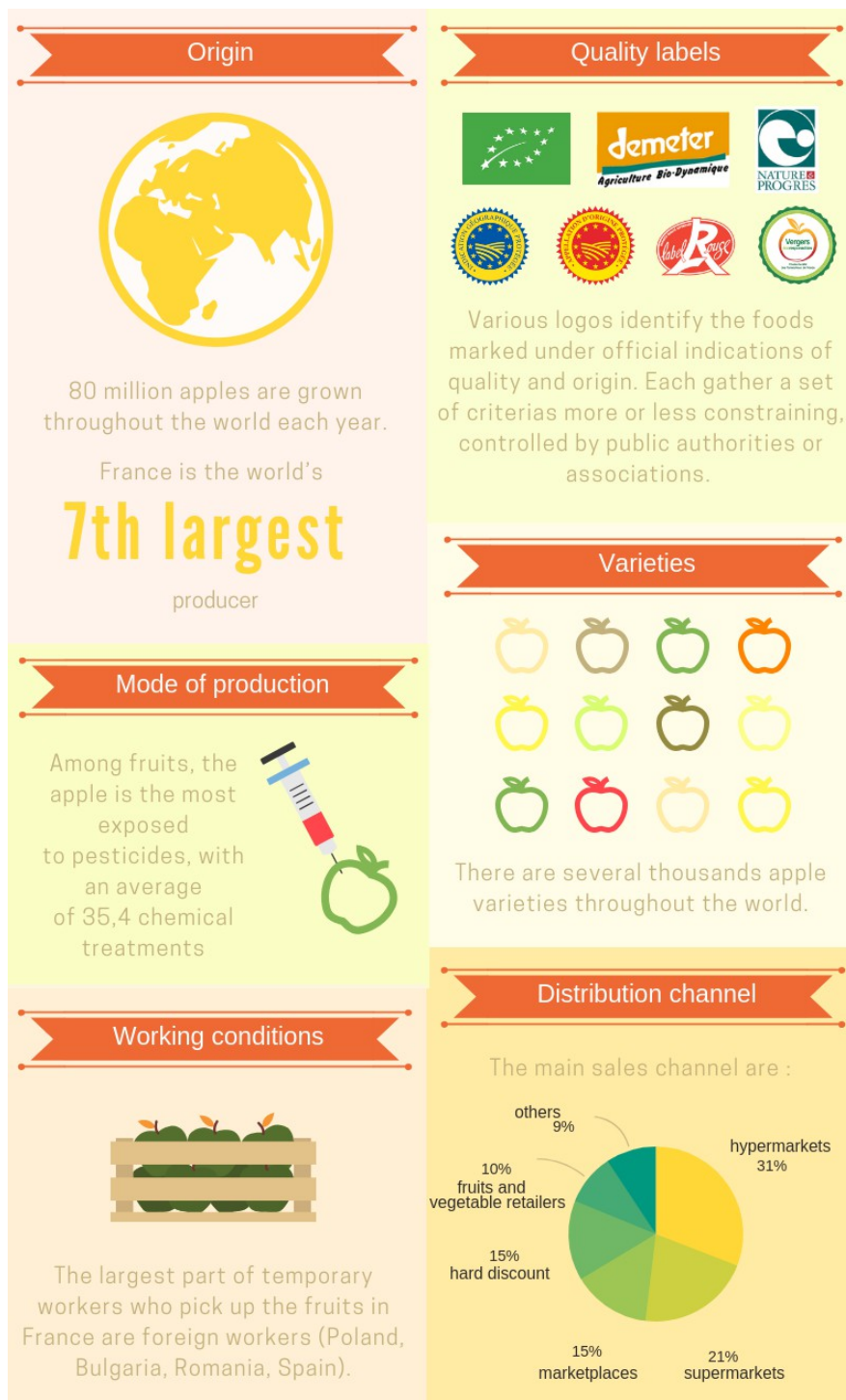
Go grocery shopping !

You have a budget to **buy at least 2kg of apples**.

You **don't have to spend it all** but you have to buy your 2kg of apples **from the same producer**.

You need to get information from the different perspectives. Of course, the sellers will do their best to sell you their apple.

Before you go shopping, get a **question list ready** to ask them. The following elements may help you go beyond the price and to investigate what lay behind the quality.



Your questions	The seller's answers				
	Ladybugs	Four seasons	Durand & sons	Carmour	Peuclerc
Your choice, why ?					

Fold here

Seller :



Le jeu des pommes



LADYBUGS – Farmer store



Le jeu des pommes

DURAND & SONS - Marketplace



Le jeu des pommes

FOUR SEASONS – Fruits & vegetables retailer



Le jeu des pommes

PEUCLERC – Supermarket



Le jeu des pommes

CARMOUR - Hypermarket



Le jeu des pommes