

# TRI CYCLE HYDROPONIC GREENHOUSE

A Market Analysis and Sustainable  
Supply Chain Plan



# PROJECT SCOPE



## Initial Market Analysis

Working with Sara Gould and Laura Gray We set our Objectives:

- Finding Potential vendors in the local area.
- Reduce Mileage and Fossil Fuel use.
- Deciding which crops are profitable for **Tri Cycle's** system.
- How to most sustainably handle, transport, and store the products produced at **Tri Cycle Farms** Hydroponic Greenhouse.
- How to minimize food, water, and packaging waste.







# PROJECT RESEARCH

## CREATING THE SURVEY

Working with Sara and Laura, a survey was created to get answers to questions about where to market the product and to help them determine which crops should go into the greenhouse.

- Paper survey given orally and in-person to 13 local businesses
- Target Group: Restaurants & Grocers/Markets

# SURVEY SAMPLE

## QUESTION 1

•Does your store currently cary hydroponic produce?

☐ Yes

☐ No

☐ I don't know

•Would your store consider carrying hydroponic produce?

☐ Yes

☐ No

☐ I don't know

## QUESTION 2

•Does your company currently sell local produce?

☐ Yes

☐ No

•Do you believe that hydroponic crops are a market penalty or a market premium?

☐ Penalty

☐ Premium

☐

•Does your company currently market Certified Naturally Grown produce?

☐ Yes

☐ No

☐ I don't know

•How important is the Certified Naturally Grown label to your company?

☐ Not important

☐ Somewhat

☐ Very important

## QUESTION 3

•Would you market hydroponic tomatoes to your customers?

☐ Yes

☐ No



# SURVEY SAMPLE CONTINUED

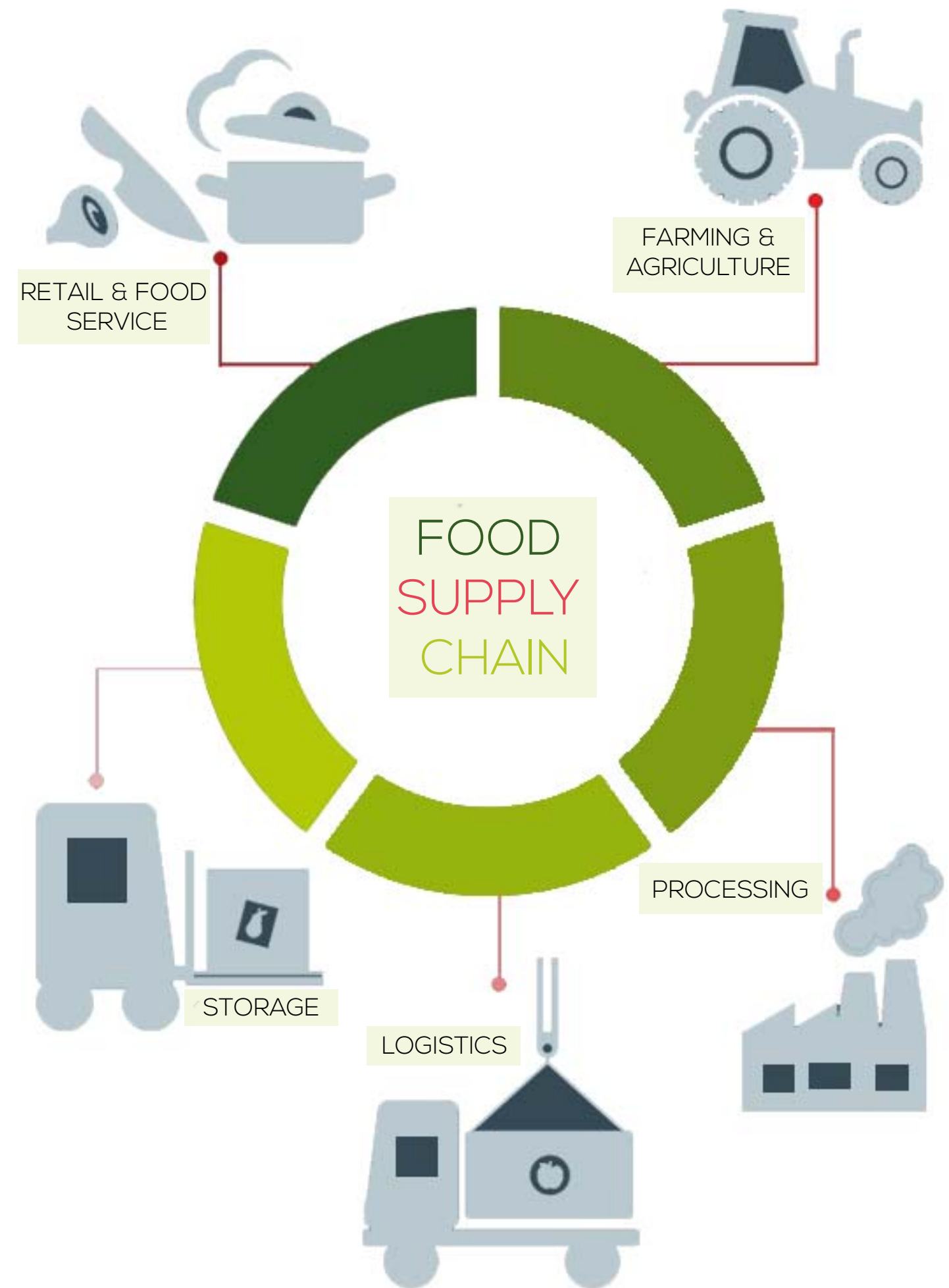
1.1	Does your store currently market hydroponic produce?
1.2	Would your store consider carrying hydroponic produce?
2.1	Does your company currently sell local produce?
2.2	Do you believe that hydroponic crops are a market penalty or a market premium?
2.3	Does your company currently market Certified Naturally Grown Produce?
2.4	How important is the Certified Natural Grown label to your company?
3.1a	Would you market hydroponic tomatoes to your customers?
3.1b	If so, at what price would you sell this product?
3.2a	Would you market hydroponic microgreens to your customers?
3.2b	If so, at what price would you sell this product?
3.3a	Would you market hydroponic basil or other herbs to your customers?
3.3b	If so, at what price would you sell this product?
3.4a	Would you market hydroponic strawberries to your customers?
3.4b	If so, at what price would you sell this product?
3.5	Are there any other hydroponics crops or herbs that you would be interested in marketing toward your customers?
4.1	What produce does your company lack in the spring?
4.2	What produce does your company lack in the summer?
4.3	What produce does your company lack in the fall?
4.4	What produce does your company lack in the winter?
5.1	Would you charge more for a sustainably produced product?
5.2	Would you pay more for a local product?
5.3	Would you be interested in collaborating with a local non-profit such as Tri Cycle Farms?
6.1	How often do you get produce deliveries from a specific vendor?
6.2	How are these crops delivered?



# WHAT WE LEARNED



- Some questions yielded better results than others.
- The questions about pricing did not yield much viable data, since many people either didn't know or felt that price depended on a variety of factors including season, quality of the produce, offer price, and/or company requirements.
- Pricing needs to be determined with the establishment on a shipment basis.
- Yes/No questions yielded meaningful results.
- Some answers were left blank if employees could not answer.



# THE RESULTS



## Potential Profitable Crops:

- Basil & Other Herbs
- Tomatoes
- Strawberries

Most deliveries are **DAILY** or **WEEKLY** and almost all are delivered via Refrigerated Truck.

Most businesses consider hydroponic crops a **MARKET PREMIUM** and would consider selling them at their establishment.

Many were ambivalent about the Certified Naturally Grown label, “certified organic or bust” mentality.

CNO **NOT** a beneficial selling point.





**UP NEXT**

# SUSTAINABLE SUPPLY CHAIN PLAN

