

FUN GUY FARMER
LAYER FEED SUPPLEMENT



The natural chicken feed supplement that produces delightfully orange egg yolks!

Manufacturer of high fiber, pigment-enriched supplemental chicken feed

Cecilia Pugh

II. Executive Summary

Product Owner: Cecilia Pugh

Concept Description

Fun Guy Farmer's Layer Feed Supplement is a supplement made for laying hens to create more vibrant orange yolks. Spent mushroom substrate sourced from local mushroom farms in the metro area of Minnesota are pelletized to provide flocks with fiber to improve gut health. Paprika is added to the supplement to provide the flock with capsanthin, a carotenoid that is used as a natural red pigment. As the flocks' gut health increases, more pigment is absorbed in the gut and deposited into the yolk. The result is a vibrant orange egg yolk that is more visually appealing to consumers than pale yellow egg yolks from the grocery store.

Opportunity

Fun Guy Farmer's Layer Feed Supplement allows farmers to differentiate their eggs from grocery store eggs through the color of their flocks' egg yolks. The market pain that our supplement solves is the need to look towards DIY or bulk amounts of spices or synthetic pigments to change the color of your chickens' egg yolks. Because no commercial feed supplement to specifically change the color of egg yolks exists, consumers have to turn to either DIY supplements or synthetic pigments. The opportunity for this supplement is real because more and more people are owning backyard chickens. According to the American Pet Product Association's 2021-2022 National Pet Owners Survey, backyard chicken ownership increased from 8% in 2018 to 13% in 2020.

Innovative Solution

Fun Guy Farmer's Layer Feed Supplement works by increasing chickens' fiber intake which enhances the health of their microbiome. A healthier microbiome allows for an increased absorption of pigments that are then deposited into the egg yolk. Spent mushroom substrate (SMS) is around 70% insoluble fiber. Insoluble fiber enhances chickens' ability to digest starch and lipids, which helps with the uptake of lipid-soluble pigments¹, such as carotenoids. The addition of paprika, a rich source of the carotenoid capsanthin, gives chickens a source of reddish pigment to be deposited into their yolk. When this product is given as a supplement to grain feed or free-ranging, chickens are provided with a wide range of pigments that further deepen the color of their yolk in as soon as one week.² For chickens that are fed a mixture of yellow pigments, found in leafy greens and corn, and red pigments, like capsanthin, their egg yolks are classified as color 11 on the Roche yolk color fan. Store-bought eggs are classified as colors 1 - 4.²



Fun Guy Farmer's Layer Feed Supplement will overcome consumer adoption hurdles by being an easily accessible pigmented supplement. Instead of having to research which fruits, vegetables, or grains are highest in certain pigments, consumers can simply purchase our supplement and feel confident that it will provide their flock with a sufficient amount of pigment

to change the color of the egg yolks. Consumers will also no longer have to purchase an expensive synthetic pigment or a bulk amount of spices to provide their chickens with pigments. Our supplement will be found in farm supply stores that are already shopped by backyard and small chicken farmers, such as Tractor Supply and Ace Hardware. In the future, we would like to supply our supplement on online platforms, such as Chewy.com, to make it even more easily accessible.

Value Proposition

Currently, backyard chicken owners and small farmers are supplementing their chickens' diets to create orange egg yolks. Some ways they are doing this are by feeding their chickens red pepper flakes, supplementing with synthetic pigments, or allowing their chickens to free-range. Fun Guy Farmer's Layer Feed Supplement takes the guesswork out of the DIY solutions to egg yolk color. When our supplement is paired with grains or free-range diets, chicken owners will notice a more vibrant egg yolk in as soon as one week. Chicken owners can find our Layer Feed Supplement priced at \$50 for a 50 lb bag at their local farm supply store.

Competitive Advantage

A major competitor we have identified are websites and bloggers that provide DIY tips to change the color of their chickens' egg yolks. Consumers will prefer our supplement over DIYs because our supplement provides fiber along with a natural pigment that is proven to result in deeper-colored yolks. Another competitor we have identified are laying hen supplements already on the market. These supplements are focused on increasing egg production, increasing nutritional value of eggs, and stronger egg shells. Consumers will prefer our supplement over others because our supplement creates a visual result that consumers love. As of now, there are no other supplements on that market that are created to change the color of chickens' egg yolks.

Entrepreneurial Team

The entrepreneurial team for Fun Guy Farmer's Layer Feed Supplement only consists of the founder, Cecilia Pugh. We are looking to partner with a team of chicken nutrition specialists in order to determine the correct proportions of SMS to paprika, how much to feed, and exactly how long it takes for the color change to take effect. We are also looking to partner with influencers within the backyard chicken niche to advertise our supplement.

Financial Highlights

Fun Guy Farmer's Layer Feed Supplement is in the early stages of development. Before launching, we need to conduct research and gather customer feedback. In order to sustain this concept as a viable business, a minimum of 5,764 bags of supplement will need to be purchased in one year in order to breakeven. A monthly investment of \$16,438 is needed to operate this business.

1. Jha, R. & Mishra, P. (2021). Dietary fiber in poultry nutrition and their effects on nutrient utilization, performance, gut health, and on the environment: a review. *Journal of Animal Science and Biotechnology*, 12(51). <https://doi.org/10.1186/s40104-021-00576-0>
2. Santos-Bocanegra, E., Ospina-Osorio, X., & Oviedo-Rondon, E. O. (2004). Evaluation of xanthophylls extracted from *Tagetes erectus* (marigold flower) and *Capsicum Sp.* (red pepper paprika) as a pigment for egg-yolks. Compare with synthetic pigments. *International Journal of Poultry Science*, 3(11).

Tired of cracking your chickens' eggs only to find a pale yellow yolk? Do you want to provide the most vibrantly orange egg yolks for your customers? Fun Guy Farmer's Layer Feed Supplement can help! Our supplement contains a red pigment that occurs in nature so your flock will lay bright orange yolks. When your flock consumes our supplement, they absorb the pigments in the gut and deposit them in the yolk. We source our red pigment, capsanthin, from red bell peppers. But we didn't stop there. Fun Guy Farmer knows that chickens need a healthy gut to absorb high amounts of pigment. Because of this, we are providing your flock with a high fiber supplement made from spent mushroom substrate sourced from local mushroom farms in Minnesota. The mycelium found in the spent mushroom substrate is high in fiber and antioxidants, which will strengthen your flocks' gut microbiome. You will see the difference in your flock's gut health through the vibrant orange eggs they lay. Try Fun Guy Farmer's Layer Feed Supplement today to improve the quality of your flocks' yolks. Your customers will find delight in the wonderfully vibrant orange yolks from your chickens and will never go back to store-bought eggs!



III. Consumer Problem Proof

When farmers sell their eggs at the farmers market, they have two sources of competition: other egg vendors and grocery store eggs. The only way a farmer can differentiate their eggs from others is through the color of their egg yolks. If the farmers market is their main source of income, it is vital that they differentiate their product in order to get more sales. Currently, chicken farmers are turning to DIY methods to get more vibrant egg yolks. Multiple chicken bloggers have tips and tricks for getting more orange yolks. Methods include: allowing their chickens to free-range, adding more leafy greens and orange vegetables to their diets, or adding colorful spices to their food. These DIY methods involve a lot of guesswork. Chicken owners wonder how much of one thing they should give to their chickens, if it will change the flavor of their eggs, if it will harm the chickens, and if it is even worth it to try to change the color of their yolks. When chicken owners turn to these DIY methods, they are missing out on an opportunity to have the most vibrant egg yolks in the market.

The target customers for Fun Guy Farmer's Layer Feed Supplement are small farmers and hobby farm owners that sell their eggs to their neighbors or at the farmers' markets. These customers are important to serve because their main source of income may be from the sale of their eggs. According to the Chicken and Egg Association of Minnesota, there are about 10.7 million laying hens in the state³. It is unclear exactly how many chicken owners in Minnesota sell their eggs, but according to Minnesota Grown there are 103 egg farmers who are members of the organization⁴. In addition to small farmers, Fun Guy Farmer is also interested in people who raise chickens to feed their families and agricultural educators. It is important to note that farmers, families, and educators are the customers while the chickens are the consumers of our feed supplement.

3. Minnesota Chicken and Egg (2022). *Who we are*.

<http://www.mnchicken.org/who-we-are/>

4. Minnesota Grown (2022). *Eggs*. Minnesota Grown Directory.

<https://minnesotagrown.com/member-products/specialty-foods-beverages/eggs/>

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36%

of farms in
Minnesota are
classified as small
farms

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**PELLETS AND
KITCHEN SCRAPS**

are the most
common food
source for backyard
chickens



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EGG YOLK COLOR

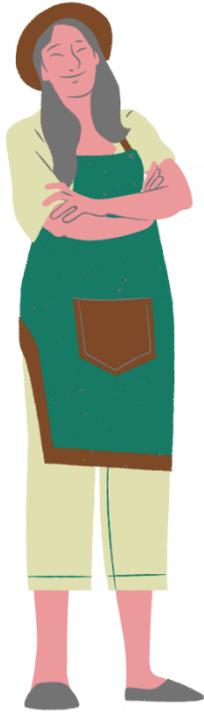
indicates the
quality of a
chicken's diet.

Diets high in grain
result in pale yolks
while diets high in
colorful vegetables
and bugs result in
vibrant yolks

• • • • •
Backyard chickens are
most popular among

**MILLENNIALS &
GEN Z**

• • • • •



KATHLEEN

LIFESTYLE

- Kathleen and Allen have been married for 30 years and they have two kids, a 26 year old son and a 22 year old daughter
- Kathleen and Allen own a small farm together. They have five goats, ten pigs, and thirty chickens. Kathleen and Allen sell products at the local farmers' markets. They sell goats' milk soap, eggs, chicken, and occasionally ham. Most of their sales come from eggs and chicken meat
- Allen has a part-time job at the local hardware store, so Kathleen has the responsibility of taking care of the animals most days

BACKGROUND

- Kathleen and Allen used to have more animals, but since they are starting to get older and their children have moved out, they have started to downsize their farm
- Kathleen and Allen both grew up on farms in southwest Minnesota
- Their current farm and home is outside of Good Thunder, MN

CHALLENGES

- Kathleen wants to continue to downsize the farm but is worried that she will not make enough in sales if she does not offer as many products as before.

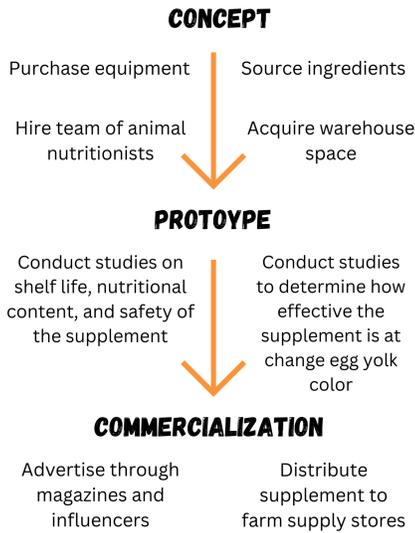
VALUES

- Kathleen values locally produced food and products and finds joy in providing her community with these things at the farmers' markets
- Kathleen values the health of her animals
- As Kathleen is getting older, she values time with her family more and more. She wants to downsize the farm to get more time with her family, but she also wants to sell high quality products at the farmers' markets



Kathleen is an example of Fun Guy Farmer's target customer. Because her and her husband are getting older and their children have moved away, they have less energy to care for all of their animals. Kathleen would love to downsize their already small farm, but she is worried that she will not make enough money at the farmers' markets if she does not have the same products her loyal customers have been buying for years. Fun Guy Farmer's Layer Feed Supplement would be a perfect solution for Kathleen's dilemma. Because she makes the majority of her sales from eggs, it would be a good idea for Kathleen to focus on differentiating her eggs from the other vendors. If her eggs are visually differentiated, then she will keep her loyal customers but also gain new customers. This would allow Kathleen to keep making enough money at the farmers' markets even though she is no longer selling her other products.

IV. Product Problem Proof



Fun Guy Farmer’s Layer Feed Supplement is in the concept stage. To get to the prototype stage, we need to partner with local mushroom farms to source spent mushroom substrate, purchase bulk amounts of paprika, acquire equipment and warehouse space, and hire a team of animal nutritionists to develop and research the feed supplement. The animal nutritionists will need to research what the concentration of pigment should be and how long it will take for the egg yolks to change color. Once this information is determined and a nutritional analysis is conducted, Fun Guy Farmer will be at the commercialization stage. We will partner with local agriculture magazines and influencers within the chicken niche to promote our feed supplement.

Features - Benefits

<i>Feature</i>	<i>Benefit</i>
Pellets	Compared to powder supplements, pellets do not result in as much waste
Made from local spent mushroom substrate	Excellent source of insoluble fiber that will strengthen your chickens’ gut microbiome
Bright reddish-orange pigments	A combination of healthier gut and a supply of reddish-orange pigments will have your chickens laying eggs with vibrant orange egg yolks in one to four weeks so you can start selling your differentiated eggs faster
\$1 per pound	A lower price for a more effective supplement that actually differentiates your eggs compared to other supplements on the market

Table 1

Special Ingredients and Results



Fun Guy Farmer chose to use paprika, a spice made from red bell peppers, due to its availability and familiarity. Chicken owners are already using paprika and other red spices to try to change the color of their chickens' egg yolks. With Fun Guy Farmer's Layer Feed Supplement, chicken owners no longer have to guess how much paprika to give to their chickens or if it will actually change the color of their egg yolks.

Fun Guy Farmer chose to use spent mushroom substrate (SMS) as the bulk of the feed supplement. SMS is rich in insoluble fibers, such as lignin and cellulose, which improves the health of a chicken's gut microbiome. An improved gut microbiome allows for better absorption of nutrients. Since the pigment capsanthin is lipid-soluble, it is absorbed when fats are absorbed in the gut. Overall, this fiber-rich supplement will help chickens absorb more pigments through their healthy gut.

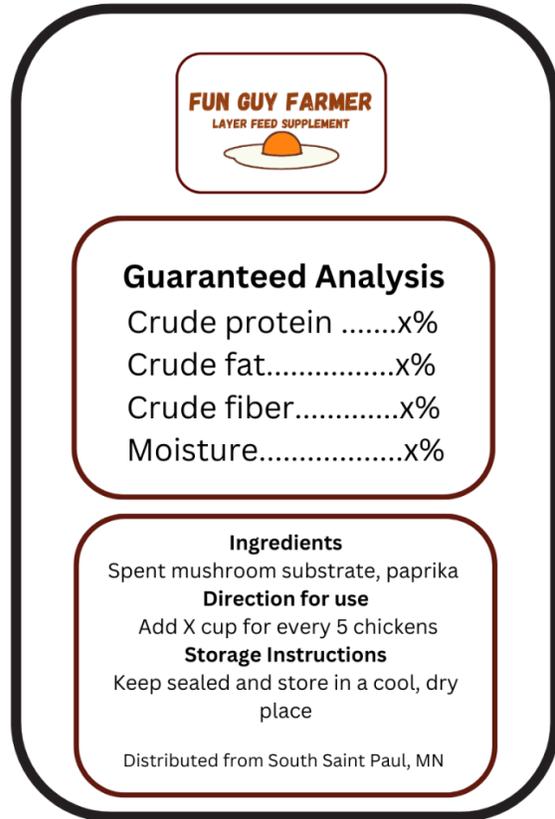


Egg yolks from the grocery store are rated between 1 and 4 on the DSM YolxFan. Egg yolks from chickens fed Fun Guy Farmer's Layer Feed Supplement will lay eggs with yolks that are rated between 11 and 16! The combination of fiber from the spent mushroom substrate and the pigment capsanthin from paprika will have customers' flocks laying eggs that are noticeably different from grocery store egg yolks.

Front

Back

26 inches



14 inches

V. Market Problem Proof

Benefit Comparison

<i>Supplement</i>	<i>Benefits</i>	<i>Form</i>
Fun Guy Farmer’s Layer Feed Supplement	More vibrant, orange egg yolks	Pellets
UltraCruz Poultry Wellness Supplement for Chickens	Supports healthy skin, feathers, digestion, and complete health	Pellets
Fresh Eggs Daily Poultry Probiotics	Supports nutrient absorption, immune responses, and egg production	Powder
Omega Fields Ultra Egg	May increase Omega-3 levels in eggs and improve laying rate	Powder

Table 2

Fun Guy Farmer’s Layer Feed Supplement is a simple way for farmers to differentiate their eggs from competitors’ eggs. Chicken owners simply need to add our supplement to their chicken’s feed to get more vibrant, orange egg yolks. Other chicken feed supplements on the market do not solve this issue. Instead, there are feed supplements for supporting the overall health of a chicken, laying rate, and possibly the nutrient content of the eggs. Compared to these other chicken feed supplements, Fun Guy Farmer’s layer feed supplement is a disruption to the chicken feed supplement market. Because there is no feed supplement on the market like ours, existing chicken feed supplement customers will switch from existing ones to ours.

Share of Available Market

In 2021, the size of the poultry feed market was \$202.46 billion⁵. If Fun Guy Farmer makes a revenue of \$1 million, we will have 0.00049% of the market share. Fun Guy Farmer is focusing on selling our supplement mainly in the midwest for the first few years of business until we reach our revenue goal of \$1 million. This is logical because we will be sourcing our SMS from local mushroom farms in Minnesota and want our product to be sold locally. Once we have made more in revenue, we can start producing our supplement in other states that have mushroom farms we can source SMS from.

5. Maximize Market Research (September 2022). Poultry Feed Market: Global Industry Analysis and Forecast (2022-2029) by Animal Type, Feed Type, Ingredient, and Region.
<https://www.maximizemarketresearch.com/market-report/global-poultry-feed-market/33537/#:~:text=Market%20Size%20in%202021%3A,US%20%24%20202.46%20Bn>

VI. Business Model Problem Proof

OVERT BENEFIT

Eggs that are visually differentiated from competitors' eggs.

REASON TO BELIEVE

Chickens will lay more orange egg yolks in one to four weeks.

DRAMATIC DIFFERENCE

The high amounts of fiber in the feed supplement will enhance the health of the chicken's gut microbiome, allowing them to uptake and deposit the capsanthin pigment in the yolk more efficiently.

ADOPTION HURDLES

With other feed supplements on the market, it is difficult to gauge if they are actually improving the quality of chickens' eggs. With Fun Guy Farmer's Layer Feed Supplement, chicken owners will see that their eggs are different from competitors and gain new customers.

SOCIAL SUFFICIENCY

Fun Guy Farmer sells the supplement at local farm supply stores that sell the supplements chicken owners are already purchasing.

Transactional Model

Chicken owners that are turning towards DIY methods of changing the color of their chickens' egg yolks have to complete a lot of steps in order to do so. They need to research and find reliable articles, blogs, or videos. Then, they need to go to the grocery store to buy leafy greens, carrots, or spices. Alternatively, they could grow these items on their farm or in a garden. They then need to feed the chickens daily to possibly see results. With Fun Guy Farmer's Layer Feed Supplement, chicken owners only need to complete two steps: purchase the supplement from their local farm supply store and feed it to their chickens daily to see results in one to four weeks.

Price Comparison

<i>Supplement</i>	<i>Price per pound</i>
Fun Guy Farmer's Layer Feed Supplement	\$1.00
UltraCruz Poultry Wellness Supplement for Chickens	\$4.49
Fresh Eggs Daily Poultry Probiotics	\$8.82
Omega Fields Ultra Eggs	\$5.54

Table 3

Offered Products

Currently, Fun Guy Farmer is only offering one product: a high-fiber feed supplement coated in paprika, a spice rich in the pigment capsanthin. In the future, we would like to offer a variety of pigments so customers can choose what egg yolk color they want to achieve. For example, selling a high-fiber supplement coated in a powder made from marigold petals would result in a deep golden yolk that some customers may prefer over an orange yolk.

Margin, Burn, Volume (MBV) Assumptions

MBV	Charge:	\$50.00				
	Costs:	\$5.64	Labor			
		\$10.14	Materials / Direct MFG Costs			
		\$15.78	Total Direct Costs			
	Gross profit	\$34.22	68%			
	Burn rate	\$16,437.60				
	Breakeven	5,764	1,441	480	120	17
		Year	QTR	Month	Week	Day

With a monthly burn rate of \$16,437.60, Fun Guy Farmer needs to sell 5,764 50 lbs bags of feed each year in order to breakeven. A big assumption we are making is that we will have many returning customers because they will want to continue to keep producing orange egg yolks. For example, if a customer has a flock of 20 chickens and needs to give the flock 1 cup per every 5 chickens every day to see results, a 50 lb bag of our supplement would only last about 12 to 13 days. This customer would have to purchase 28 bags per year to have orange egg yolks year round.

Revenue Goal

In order to reach a revenue of \$1,000,000, Fun Guy Farmer will have to sell 20,000 bags of feed supplement in 4 years. In order to get the feed supplement to core customers to make the revenue goal, our feed supplement will be sold at popular farm supply stores such as Tractor Supply. To attract customers, we will advertise our product through agriculture magazines and websites like Minnesota Agriculture, Mother Earth News, and the Natural Farmer. In addition, we would like to team up with influencers in the backyard chicken niche to test and promote our supplement.

VII. Operations/Commercialization Problem Proof

Sourcing Ingredients

For Fun Guy Farmer’s Layer Feed Supplement, we only need two ingredients: spent mushroom substrate and paprika. We will source our spent mushroom substrate (SMS) from mushroom farms in Minnesota. We are making the assumption that sourcing the SMS will be free. R&R Cultivation, a mushroom farm in New Hope, MN, is paying \$300 every week to have SMS hauled away. Because these farms are already paying to have the SMS removed, it should not cost us to take their SMS because it will be saving them money. Other mushroom farms in Minnesota we may possibly source SMS from are Homegrown Mushrooms in St. Paul, Forest

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Mushrooms, Inc. in St. Joseph, and Basciani Foods in Roseville. We are sourcing the paprika from stores and websites that sell it in bulk amounts to restaurants.

Manufacturing

In order to manufacture the feed supplement, Fun Guy Farmer will find space to rent in the Twin Cities. In addition, we need to acquire equipment. Equipment needed includes: 4MM pellet extruder, a bag sealer, a pallet jack, and an industrial scale. Fun Guy Farmer plans on hiring three employees to manufacture the feed supplement.

Internal Development Timeline

Once Fun Guy Farmer has hired a team of animal nutritionists, we begin testing our feed supplement. First, we will conduct a nutritional analysis of the feed and determine the concentration of pigment. In addition, we will determine the shelf life of the supplement. Once that is determined, we will team up with chicken owners to test how much of the supplement a chicken needs in order to change the color of the egg yolk to score 11 or higher on the DSM YolkFan, how often it needs to be fed to maintain the color, and how long the color will remain after the supplement is no longer fed. After the testing is complete, we will begin customer testing to see how well the supplement works outside of testing.

VIII. Resource Problem Proof

Unknowns

Below are questions that we need answers to before moving onto the prototype and commercialization stages.

Customers:

- Will customers sell orange eggs resulting from our supplement at a premium price?
- Are people willing to pay a premium price for eggs that have more vibrant orange yolks?
- Will a supplement made from spent mushroom substrate be too unfamiliar to customers?
- Which would a customer prefer more: a 25 lb or 50 lb bag? Should both sizes be offered?
- Are customers willing to feed our supplement to their chickens?

Product:

- What is the shelf life of the product?
- Should the paprika be added to the spent mushroom substrate before or after it goes through the pellet extruder machine?
- Will the heat from the pellet extruder machine alter the nutritional value of the spent mushroom substrate?
- Will the supplement alter the nutritional value of the eggs?
- Will the supplement alter the flavor of the eggs?
- Will the high amounts of fiber in the supplement cause harm to the chickens?
- Is this supplement safe to give to chickens on a daily basis?
- How long will it take for the supplement to change the color of the egg yolks?
- How often does the supplement need to be fed to the chickens in order to result in more orange egg yolks?
- What amount of supplement should customers give their chickens each day, based on how many chickens they have (ex: for every five chickens, give 1 cup of supplement)?
- What would happen to a chicken's health if a customer only fed the chicken this supplement?

Packaging:

- What type of material should the bag be made out of for the best shelf life?

Logistics:

- Should we purchase our own vehicles or use UPS, FedEx, etc. for delivering and transporting the supplement to stores?
- Should we contract a delivery company to bring the spent mushroom substrate to the warehouse?

Cecilia Pugh

Warehouse:

- How big of a space do we need?
- Where will we store the product before sending it out to stores?

Relationships:

- Will backyard chicken or homesteader bloggers be willing to try and promote our supplement?
- How much do we need to pay these bloggers to try and promote our supplement?
- Is it more effective to advertise through influencers or through magazines?
- Will local mushroom farms be willing to give us the spent mushroom substrate for free?

Research:

- How many animal nutritionists will we need to hire to conduct research?
- How long should research be conducted? 3 months? 6 months? 1 year?
- How much does research cost?
- How can we find people who are willing to use their chickens for research? Should they be compensated?

Risks

A major risk Fun Guy Farmer is taking is purchasing equipment and renting space to conduct research. If through the research we find that our supplement is not effective at changing the color of the egg yolks or that the supplement is dangerous to chickens, then we will have to pivot to a different project. One month of research, not including the salaries of the researchers because that is still unknown, will cost approximately \$17,000. If we conduct six months of research and find that this project is not viable, it will cost us \$102,000 (not including the salaries of the researchers). Another risk we are taking is outsourcing chickens for research. If the supplement harms the chickens or makes them sick, Fun Guy Farmer would be responsible for it.

Cecilia Pugh

Financial Resources Needed

In order to enter the prototype stage, Fun Guy Farmer needs money to hire a team of animal nutritionists to conduct a variety of studies on our supplement over the next 3 months to one year. If the shelf life, nutritional analysis, and overall safety of the supplement is not determined, then the supplement cannot be commercialized.

Goals

Fun Guy Farmer's goal is to reach the commercialization stage within one year.

IX. Recommendation

Go or No Go?

This concept is a go. To make this concept come to life, we need to purchase equipment, rent warehouse space, hire a team of animal nutritionists, and find a group of chickens for researching and developing our supplement. We need to determine how much money will be needed to provide funding for the research conducted by the animal nutritionists.

X. Concept Portfolio

III. Consumer Problem Proof

Consumer Concept #2

The consumer concept below will be used if we find that the nutritional content of the egg yolks are improved from our feed supplement.

We know you put a lot of work into providing your family with the highest quality, most nutritious, homegrown foods. Let Fun Guy Farmer make it easier for you with our Layer Feed Supplement! With Fun Guy Farmer's Layer Feed Supplement, your flock will be laying eggs that are more nutritious and vibrant than ever before. Our feed supplement is made from mycelium sourced from local mushroom farms in Minnesota and enriched with an all natural red pigment. The fiber and antioxidant-rich mycelium will strengthen your flocks' guy microbiome, allowing them to better absorb nutrients that will be deposited directly into their egg yolks. We also add capsanthin, a lipid-soluble pigment sourced from paprika, to the supplement so you can *see* how more nutritious your flocks' eggs are! Your family will find delight in the beautiful orange yolks while you find delight in knowing that you are providing your family with the most nutritious eggs.

HANNAH

LIFESTYLE

- Hannah and Joshua have been married for 5 years. They currently have a 3 year old daughter and want to continue to grow their family
- Hannah is a stay-at-home-mom and Joshua has a full time job
- Hannah is very passionate about gardening and growing her own food
- Hannah wants to raise her children to appreciate nature
- Hannah recently raised a flock of 10 chickens and they are just starting to lay eggs
- Hannah wants to use her garden and animals to help homeschool her children in the future

VALUES

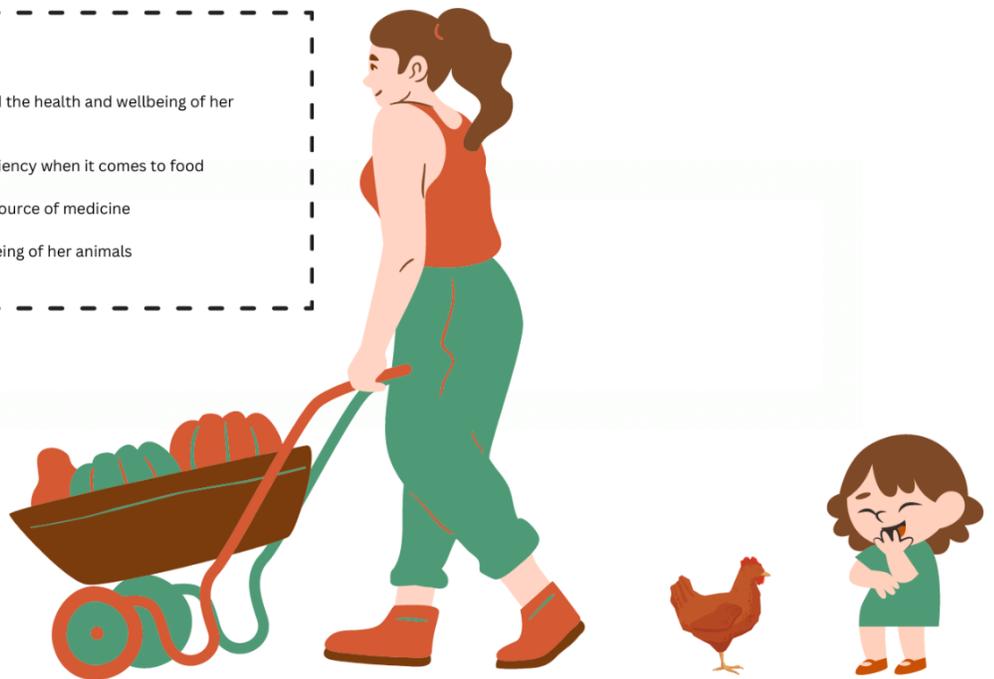
- Hannah highly values and the health and wellbeing of her husband and child
- Hannah values self sufficiency when it comes to food
- Hannah views food as a source of medicine
- Hannah values the wellbeing of her animals

BACKGROUND

- Hannah grew up in a family that did not value nature or locally grown foods
- Hannah studied nutrition in college and became wary of the foods sold at grocery stores
- Joshua grew up on a farm and worked hard in college to get a job so he could provide his wife with land to grow food and raise animals for his children

CHALLENGES

- Hannah is still learning how to garden and raise chickens
- She is sometimes unsure of how to properly feed her chickens to result in highly nutritious eggs



Hannah is another example of Fun Guy Farmer’s target customer. She is a stay-at-home mom to her 3 year old daughter and wants to continue having kids. She is working on expanding her garden and raising chickens before bringing more children into the picture. Because she is busy expanding her garden and learning to grow food all while raising her toddler, she finds it hard to find time to research what to feed her chickens to give her family highly nutritious eggs. Fun Guy Farmer’s Layer Feed Supplement would be a perfect solution for Hannah’s dilemma. Because she studied nutrition in college, she knows that the high fiber content of our supplement would be perfect for improving the health of her chickens while also improving the nutrition of their eggs. She would also appreciate the gorgeous orange color of the yolks because it would show her that the supplement is actually working.

VOC Questions

1. How are your chickens doing?
2. Why did you get them? For eggs or meat production? Or as a hobby?
3. (If for eggs) Do you sell your eggs at the market or to your neighbors?
4. Are you satisfied with the eggs your flock is laying?
5. What do your customers say about the eggs you sell?
6. Do you want your flock to lay higher quality eggs?
7. What do you currently feed your chickens?
8. Do you purchase feeds for your flock that advertise benefits for your flocks' eggs, such as a stronger egg shell or a more nutritious egg?
9. What would you look for in an egg that makes it "higher quality" compared to eggs from the grocery store?
10. Do you feel like your eggs look noticeably different from grocery store eggs?

Consumer Experience Map - Kathleen

	<i>Realize Need</i>	<i>Inform</i>	<i>Learn</i>	<i>Decide</i>	<i>Use</i>	<i>Enjoy</i>
<i>Consumer Actions</i>	Because I downsized the farm, I don't have as much product to sell at the market next season.	My farmer friends have told me they are trying to use spices and vegetables to change the color of their chickens' yolks	I went to Tractor Supply to look at chicken feed supplements and found Fun Guy Farmer's supplement	I am going to purchase this supplement to try it out.	I just add a few scoops of the supplement to my chicken's coop every morning and I am done for the day.	It's been a month since I've started the supplement and my chickens' eggs are definitely more orange than before!
<i>Consumer Thinking</i>	Eggs have always been my best seller at the market, but my customers usually buy eggs <i>and</i> my goats' milk soap.	Changing the color of my egg yolks could be a way to make more egg sales without selling other products	This seems like a really easy way to change the color of my chickens' eggs	Even if the supplement doesn't change the color of the yolks, the fiber would still be good for my chicken's health.	This is a really easy supplement to use. Much easier than the DIY projects my friends are doing to change the color of their chickens' egg yolks.	If I display the orange egg yolks at my farmer's market stands, customers will be really interested in purchasing my eggs over the others' eggs.
<i>Consumer Feelings</i>	I am worried that I won't make enough in sales if I don't sell other products with my eggs. There are three other egg vendors I am in competition with.	I just downsized my farm and want to focus on my family instead of focusing on what else to feed my chickens	I would love it if my eggs looked different from my competitors' eggs. But what if this supplement doesn't work on my chickens? It would be a waste of money.	I am really excited to see how this will change my chickens' egg yolks. I really hope it works!	Adding the supplement to my chicken's coop was only one extra step to my chores. It is very manageable, especially since I've already downsized the farm.	I am really excited to start selling these eggs at the market! I think they will really grab my customer's attention.

VI. Business Model Problem Proof

Monthly Burn Rate Breakdown

Monthly Operations	
Rent	\$2,000.00
Utilities	\$200
Advertising	\$3,000.00
Salaries	\$8,160
Transportation	\$1,000.00
Loan on equipment	\$2,078
Total	\$16,437.60

XI. Presentation Slides



CUSTOMER ISSUE

- Small farm owners selling eggs at the farmers market have two competitors: other egg vendors and grocery store eggs
- The only way to differentiate eggs is through the color of the yolk
- Farmers are turning to DIY solutions to change the color of their eggs
 - involves a lot of guesswork
- Using other supplements that do not result in visible changes to eggs



HOW IT WORKS



capsanthin, a lipid soluble pigment found in red bell peppers and paprika

+



spent mushroom substrate (SMS), rich in insoluble fibers like lignin and cellulose

=



Egg yolks with a color in the 11 to 16 range

FUN GUY FARMER'S SOLUTION

A high fiber, pigment-enriched chicken feed supplement that results in deeper orange egg yolks

<i>Feature</i>	<i>Benefit</i>
Pellets	Compared to powder supplements, pellets do not result in as much waste
Made from local spent mushroom substrate	Excellent source of insoluble fiber that will strengthen your chickens' gut microbiome
Bright reddish-orange pigments	A combination of healthier gut and a supply of reddish-orange pigments will have your chickens laying eggs with vibrant orange egg yolks in one to four weeks so you can start selling your differentiated eggs faster
\$1 per pound	A lower price for a more effective supplement that actually differentiates your eggs compared to other supplements on the market

HOW ITS MADE

Production

- Source SMS from local mushroom farms
- 4 MM pellet extruder
- Team up with animal nutritionists

Promotion

- Advertise on Minnesota Agriculture, Mother Earth News, and the Natural Farmer
- Partner with influencers in the backyard chicken niche

Purchasing

- Sell at local farm supply stores that sell other chicken feed supplements
- Sell online in the future

NEXT STEPS

Team with up animal nutritionists to conduct studies

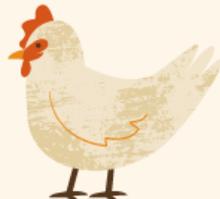
- nutritional analysis
- shelf life
- safety
- egg yolk nutrition and flavor

Once product is commercialized....

- sell 5,764 per year to break even
- sell 20,000 to make a revenue of \$1,000,000



Q & A



At what rate do I use this supplement with my chickens?



How much does it cost me extra to get this color-enhancing benefit on a per egg or per dozen basis?



How much of your product I use will replace how much yellow corn or other things I might try?

