



December 2, 2015

InnovateHER Challenge

To whom it may concern,

**InnovateHER Challenge Statement of Support for Snacktivist Foods**

Host: Washington State University Small Business Development Center

**Measurable impact on the lives of women and families**

As with many entrepreneurs Joni's passion to solve what has become a critical issue in today's convenience based society was born from solving a personal and family issue. Joni like many women today has two full time jobs, an RN and mother and wife. Add to that the fact that both she and her children have food allergies and require special diets like so many people here in the U.S. and abroad.

Fortunately for her, her education (registered nurse and food scientist), experience and personal philosophy about cooking, health, family and the food system as a whole gave her a unique set of tools to address the problems inside of her own home. After many years of experimentation to develop delicious wholesome, vegan, wholegrain, gluten, egg, dairy free foods she realized that she has solved a much larger problem so she started Snacktivist in August of 2014.

Her mission is to make healthy cooking easy and affordable. Market data has shown that in our modern fast paced and busy family lifestyles that convenience has become a primary barrier preventing American families from eating healthy. To help solve this problem Snacktivist is looking to meet her customer where they are and has come up with a solution by launching a line of dry-mixes that are delicious, simple to use and wholesome unlike many of the alternative foods available that address food allergies.

To help address a growing population of low income and foster children she will be creating the Village Snacktivist which will be focused on providing reduced cost or free gluten-free foods to families who have children with Celiac disease and/or medically supervised gluten-intolerance. The Village Snacktivist also plans to create a mobile cooking demonstration project that works closely with community gardens and food banks in the Pacific and Inland Northwest to increase healthy cooking knowledge, skills and creativity.

**Has the potential for commercialization**

Snacktivist Foods has already done test marketing and sales via social media and through retail outlets. Their social network following is already many hundreds strong even though the website was just launched

around Thanksgiving. Their on-line customer and support network using social media platforms such as Facebook ([www.facebook.com/snacktivistfoods/](http://www.facebook.com/snacktivistfoods/)), Twitter ([twitter.com/snacktivistfood](https://twitter.com/snacktivistfood))

and other platforms is primed to spread the Snacktivist story and are demanding to buy their products.

For such a young company Joni has accomplished a lot including sourcing raw materials, completing the package design, setting up fulfillment relationships to mix, package and distribute her products and is poised to fill intellectual property protection patent that the attorney feels has great potential in being awarded. As with most small start-ups she faces many challenges including filling out her management and support team and of course getting access to the capital she needs to grow the business.

The bottom line is that she is working hard to build the granite cornerstone that will be the foundation of a very viable product development company that has the needed tools, processes and relationships to build strong and lasting relationships with what is already a loyal customer base.

### **Fills a need in the marketplace**

Snacktivist Foods finds itself in several industry niches. They consider themselves a convenience food, a wholegrain-ancient grains food and a "free-from" (vegan, wholegrain, gluten, egg, dairy free) food. The gluten-free food industry alone is expected to grow by 19.2% annually through 2019, reaching \$23.9 billion according to Statista database. The current US market was estimated to be at \$1.77 billion and \$3.42 billion globally.

One of the primary issues that Snacktivist is solving is that many of the "free from" foods that have been developed already are just alternatives to not eating a wide variety of foods not a long-term healthy solution. In an effort to get replacement foods to market quickly many of these products do not produce a wholesome or even healthy alternative due to the use of products that get to a facsimile and tolerable substitute but result in an un-wholesome food. With the continued maturing of this "free from" market and the burgeoning markets of a wide variety of people and families that are looking to eat healthier, while still having convenience, Snacktivist's foods delivers what they are wanting, food with a more sophisticated taste, is delicious, more wholesome and of the highest quality.

With all this said, I wholeheartedly support Joni and Snacktivist Foods as our best and winning candidate for the InnovateHER Challenge and that she fits the criteria and represents the greatest potential for success of the plans we reviewed.

Sincerely,



Terry Chambers, Associate State Director  
Washington Small Business Development Center