



Misfits Market

March 8, 2024

Inglemoor High School

Integrated Marketing Campaign - Service

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I. Executive Summary



About Us

Misfits Market is an online grocery delivery service that mails produce packages to its customers. By buying produce that did not reach the visual standard to be sold to wholesalers and retailers, Misfits Market can obtain more products for a significantly lower price and sell them to environmentally-conscious and budget-constrained consumers.

Campaign Mission

Our promotional campaign will strive to emphasize Misfits Market's commitment to sustainability. We aim to appeal to environmentally-conscious consumers and frugal families through our campaign. We will promote our three pillars of **sustainability**, **affordability**, and **accessibility** in order to expand our customer base and loyalty. We will incorporate in-person events, digital events, and advertisements to better tap into our target markets.

Campaign Objectives

Contribute to Sustainability

- Raise **\$100,000** for Feeding America & food banks
- Reduce **one million pounds** of food waste

Expand Customer Base and Profits

- Increase subscriber count by **10%**
- Increase overall profit by **15%**

Enhance Online Presence

- Increase website traffic by **25%**
- Increase social media follower count by **20%**

Target Markets

Primary: Sustainable YoPros

- **Young Professionals**
- 20-35 years old
- Married w/o children or single
- Higher socioeconomic status
- United States - Urban Areas
- Environmentally conscious
- Active in community
- High Brand Loyalty
- Focuses on buying organic

Secondary: Frugal Families

- Works full-time
- 40-55 years old
- Married w/ children
- Lower socioeconomic status
- United States: Food Apartheid Areas
- Values home cooked meals
- Cost-conscious
- Lacks time to go to grocery store
- Frugal spending
- Often on social media

Budget

\$1,430,066

Total Budget

\$2,878,618.50

Expected Profit

101.3%

ROI

Activities

Theme: *Misfits Marketing*

- Farm2Fork
- Potato Palette
- Tour De Mischance
- #PostYourProduce
- Donate2Skate
- Feeding America Partnership
- "Embrace the Imperfect" Social Media Campaign

Schedule

July 12 - August 26, 2024

Summer season provides optimal weather to participate in our campaign's outdoor activities.

Key Metrics

Contributing to Sustainability

- Food Donations, Packages Delivered, Customer Perception of Brand Sustainability

Improving Customer Base

- Active Subscriber Count, Weekly Profit, Customer Satisfaction with Service

Enhancing Online Presence

- Website Visits, Social Media Followers, Engagement with Our Socials

Our brand aspires to achieve both **quantitative** and **qualitative** improvement.

III. Campaign Objectives

Contribute to Sustainability

Raise \$100,000 for Feeding America & local food banks. Reduce **one million** pounds of food waste. Place Misfits Market as a brand that strives for sustainability.

Expand Customer Base & Profits

Among our primary target market, increase subscriber count by **10%**. Increase overall profit by **15%**. Promote Misfits Market as an affordable and sustainable company with high customer satisfaction.

Enhance Online Presence



Increase website traffic by **25%** and raise social media followers by **20%** to establish a strong sense of community online. Position Misfits Market as a label for accessibility and sustainability.

Why These Objectives?

Recent market changes have seen consumers increasingly prioritize **sustainability**. As the impacts of climate change continue to grow, sustainability will be at the **forefront** of most young minds. Meanwhile, market instability has pushed many consumers to prefer **affordability**. Lastly, in the new digital age, consumers favor **accessibility** or products that can be purchased with the press of a button. Since these changes align with our pillars, this marketing campaign has the potential to increase our brand exponentially, making these objectives solid goals to continue to grow Misfits Market.



IV. Campaign Target Market

	Primary: Sustainable YoPros	Secondary: Frugal Families
Demographic	<ul style="list-style-type: none">• Young Professionals• 20-35 years old• Married without children or single• Higher socioeconomic status	<ul style="list-style-type: none">• Works full-time• 40-55 years old• Married with children• Lower socioeconomic status
Geographic	<ul style="list-style-type: none">• United States - Urban Areas	<ul style="list-style-type: none">• United States - Areas of Food Apartheid
Psychographic	<ul style="list-style-type: none">• Environmentally conscious• Active in community	<ul style="list-style-type: none">• Values home cooked meals• Cost-conscious
Behavioral	<ul style="list-style-type: none">• Loyal to the brands they purchase• Focuses on buying organic	<ul style="list-style-type: none">• Lacks the time to go to the grocery store• Frugal spending• Often on social media
Where Are These Target Markets?	<ul style="list-style-type: none">• Generation Z groups• Conservation nonprofits• Farmer’s market buyers• Irvine, California 	<ul style="list-style-type: none">• Communities with no/few grocery stores• Near food banks/soup kitchens• Suburbs• Jackson, Mississippi 
Consumer Profile	Alice is a single 23-year-old who is a very active member in her community. She has a strong brand preference for companies that are eco-friendly, like Patagonia and Starbucks. She also focuses on eating organic food and is an advocate for environmental sustainability.	Justin is a 46-year-old who has an annual income of \$55,000. He resides in Montana with his wife and child. His family has been significantly impacted by rising food inflation and rarely eats out, instead prioritizing healthy, home cooked meals. His local grocery store also just went out of business.

Eats sustainably

—to fit his budget

II. Description of Service

Misfits Market is an **online grocery delivery service** that mails produce packages to its customers. By buying produce that did not reach the visual standard to be sold to wholesalers/retailers and would otherwise be thrown away, Misfits Market can obtain more products for a significantly **lower** price. A weekly order costs around 60 dollars for the customer, allowing them to **save up to 40%** on groceries. The company’s **product line** has expanded to include produce, eggs, dairy, meat, and bakery goods, making Misfits Market a true **one-stop shop** for foodstuffs. As shown in the **graphics** below, the traditional food supply chain is formed through numerous intermediaries, increasing the **cost** for the final consumer. Through our **one-level channel** of zero intermediaries, we can effectively reduce vertical channel conflict, enabling us to provide high-quality customer service and maintain prices significantly lower than the industry standard, making our customers our top priority. Misfits Market is characterized by its **brand pillars**: *Accessibility, Affordability, and Sustainability*.



SWOT Analysis

What is Misfits Market’s current position in the industry?

Strengths	Weaknesses
<ul style="list-style-type: none">• Effective distribution chain that can reach every state in the United States.• Niche grocery service with unrivaled freshness (direct distribution) & affordability (40% cheaper price).	<ul style="list-style-type: none">• Company owns only a minuscule market share of the total food market.• The general public’s overall negative perception of deformed food and obsession with perfect aesthetics.
Opportunities	Threats
<ul style="list-style-type: none">• Rising sustainability trends and the increasing fear of global warming among the Generation Z population.• Surge in food apartheid (areas with no grocery stores), leaving people with no fresh food.	<ul style="list-style-type: none">• Grocery delivery competition from well-known and established brand Instacart.• Downwards trend of at-home-cooking from the young adult population in the United States.

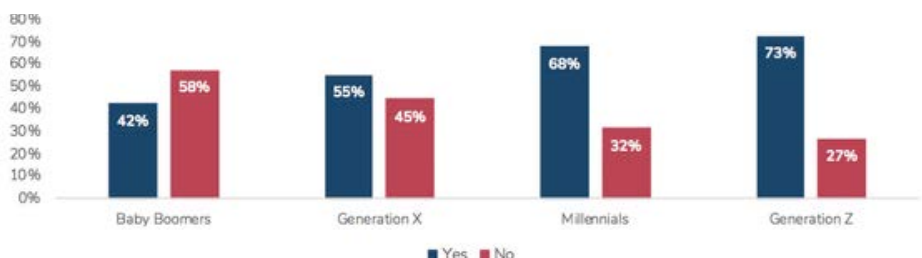
Why These Target Markets?

Both the primary (Sustainable YoPros) and secondary (Frugal Families) target markets align with our company pillars (Affordability, Accessibility, and Sustainability). Sustainability is also an **up-and-coming trend** that Misfits Market should join as early as possible in order to command a **large market share** in the sustainable product industry.

How Do We Appeal to Sustainable YoPros? (Primary Target Market)

Seventy-three percent of people in Generation Z would pay more for sustainable products, which is significantly more than that of other generations, emphasizing their higher perceived value of sustainability. Food waste is a significant issue that concerns many sustainable YoPros. **Thirty-three percent** of all food in the world ultimately becomes wasted. This equates to **one trillion dollars worth, or 1.3 billion tons of food**. Most of this waste comes from farmers tossing crops that fail to reach the visual standards required by produce wholesalers despite these crops being completely healthy and safe to eat.

Are You Willing to Pay More for Sustainable Products?



By buying a weekly subscription box, customers support our goals to eliminate food waste. Since Misfits Market started in 2018, we have rescued over **278 million pounds of food**. We give new life to unwanted food and leftovers, transforming the food industry to become increasingly more sustainable.

Our brand also promotes **healthy eating**. Misfits Market's entire product line is **all-organic**, fostering a vibrant, sustainable, and healthy community. Since our produce also takes a much shorter path to the customer's plate, we can also ensure the **freshness** of our food. In addition, we **partner** with suppliers who align with our beliefs of sustainability, ensuring that the entire distribution channel is in agreeance with sustainable YoPros.

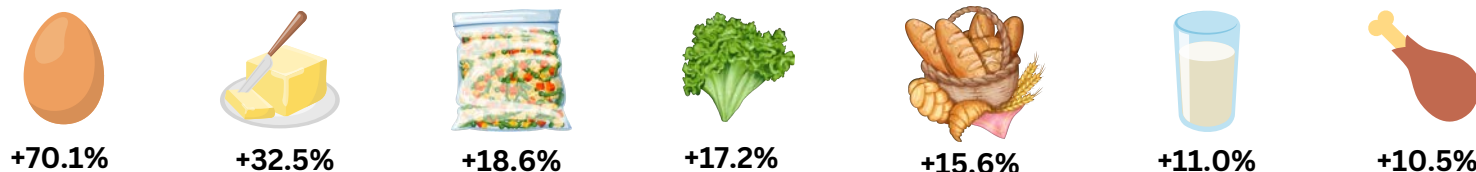
Our seafood supplier **Producer's First** is improving information management through distribution channels, allowing us to see the entire journey, from the source to the plate. Our produce supplier **Nature Fresh Farms** uses ninety percent less water in its greenhouse space than traditional soil-based techniques for farming and limits chemical inputs by utilizing Integrated Pest Management practices. Since we back innovation and sustainability in every aspect of our service, our brand will **strongly appeal** to sustainable YoPros all throughout the United States.

How Do We Appeal to Frugal Families? (Secondary Target Market)

1. Inflation Continues to Rise

Frugal Families are characterized by a generally lower socioeconomic status. In 2022, food inflation reached a staggering **11.4 percent**, easily outpacing many salaries, making it much more difficult for these families to obtain high-quality, fresh, and organic food.

Food Prices Impacted By Inflation, 2023



As household budget staples are the most impacted by inflation, families struggle to maintain the cost of their grocery trips to stay under their budget. Moreover, consumer salaries in the low-income community are **not rising** at the same pace as these products. With vital nutrients found in these dairy, vegetable, and protein selections, low-income communities are often subject to severe vitamin deficiency that can lead to worse implications later on in their lives, sometimes including high-cost medical operations. At Misfits Market, we pride ourselves in providing **affordable** food to our customers that is **fresh** and **organic**, catering to the needs of families who prioritize **healthy, home-cooked meals**. According to Maslow's Hierarchy of Needs, food is a **physiological** need. This means that everyone needs food and is spending money on it somewhere. Through this campaign, our goal is to convince frugal families to switch from their current food source to Misfits Market. This eliminates any financial restrictions frugal families would have.

2. Food Apartheid is Becoming More Common

Food apartheid describes the communities that lack access to fresh food, often through economic or racial disparity. These happen typically when impoverished communities are unable to fully support grocery stores, causing them to close down, thus leaving these communities without any fresh produce. Since these communities are already disadvantaged in other ways, the lack of fresh produce widens the disparity.



With our delivery service, we can reach these communities in need of food. Our business can effectively **combat** food apartheid to provide healthy foodstuffs that these communities can **afford**. Because of our **low prices** and **unique delivery distribution format**, we can target these weaknesses of the current food economy.

V. Campaign Activities

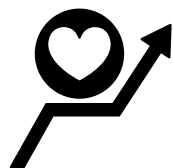
Misfits Marketing



The central **theme** for the campaign activities will be *Misfits Marketing*. If we are not selling traditional groceries, why should we market them traditionally?

The ideology behind *Misfits Marketing* is that our marketing activities are different from the traditional types. Traditional forms of marketing often include print ads, direct mail, and phone calls.

YoPros are always looking for the **newest, most innovative ideas** that set people apart from the rest. *Misfits Marketing* will enable Misfits Market to stand out in the perspective of YoPros as a revolutionary in the field of marketing. This marketing format also aligns with our overall business, as we strive to **change** the traditional food economy for the better. *Misfits Marketing* is founded on these novel principles:



Physical Interaction

Our campaign activities will be focused on involving physical interactions with customers. In the increasingly digital world, digital ads have become extremely popular, but also impersonal to target audiences. To **differentiate** our brand for this campaign, Misfits Market will prioritize in-person events. By focusing on interacting with our customers in person, we can make Misfits Market more personable and relatable.



Community-Marketing Based

Community marketing will be the central strategy that guides the creation of activities for this campaign. By focusing on **giving back** to the community with a sustainability-minded campaign, Misfits Market can foster positive, amicable feelings in the hearts of YoPros. Pathos appeals make Misfits Market more memorable, encouraging YoPros to continuously come back to the company.



Actions Speak Louder Than Words

With a focus on giving back, we will also prioritize the impacts of our actions. For example, an ad could state “Misfits Market has donated XXXX pounds of food this week!” By emphasizing the significant **impacts** that our company has made, Misfits Market will appear more reliable to the YoPros. By building customer trust and loyalty, our actions and customer base can exponentially grow side-by-side.

On the next three pages, we will go over our specially-curated activities for this campaign, all following the central theme of Misfits Marketing.

V. Campaign Activities (Cont.)

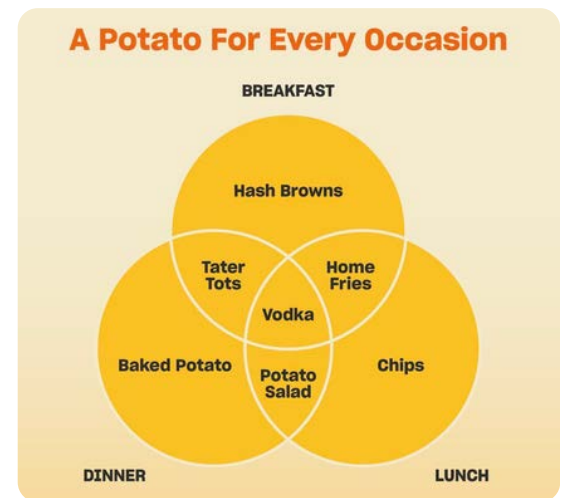
Farm2Fork ~ July 12-26

Farm2Fork will be a set of 30 workshops where participants experience how their food gets to their plate. The participants will **pick, cook, and eat** their food. These **workshops** will be held on **local**, partnered farms where participants will be exposed to crops that might not look **perfect**. These locations will be specially selected to ensure that these workshops are easily **accessible** to the target market of Sustainable YoPros. Chefs will **teach** participants to cook tasty, healthy dishes with the collected crops. Afterward, the leftover food will be **donated** to local food banks. By allowing members of our target market to create a tasty meal using **Misfits Market-like** food and contribute to solving the widespread food inaccessibility issue, we reduce the **stigma** surrounding deformed food, improve our brand image, and grow our brand presence.



Potato Palette ~ August 12-19

Ending on August 19th (National Potato Day), this week-long social media event is all about potatoes. Each day, a video tutorial featuring Nick DiGiovanni, a popular **sustainable** food influencer, will “teach” viewers how to make delicious potato dishes in collaboration with Misfits Market. With over 30 million followers across all his social media accounts and a youthful, positive presence, he can reach our target markets effectively, notably the YoPros (Young Professionals). These videos will encourage user engagement and increase our brand publicity. Nick DiGiovanni also created a clothing line called “**Happy Potato**” where every time someone purchases merchandise, the company **donates** potatoes to food banks and charities. We will partner with Happy Potato to include signed Happy Potato merch in Misfits Markets subscription boxes for orders made during this week. A sales promotion will also be run during this time, with extra potatoes and potato recipes added to every subscription box shipped this week. This event will enhance our online presence by encouraging users to interact with the online Misfits Market brand and use an **ethos appeal** to **increase our customer base**. Viewers will trust Misfits Market significantly more after Nick DiGiovanni uses and promotes Misfits Markets’ service.



Feeding America Partnership ~ Entire Campaign

Misfits Market will form an **affinity partnership** with Feeding America, a nationwide system of food banks. There will be weekly food drives every **Sunday** planned in coordination with Feeding America, and where Misfits Market **matches the number of donations** its customers donate (\$1 per donation). Because of the current widespread issue of **food inaccessibility** and rising food prices in the United States, this event will be especially relevant to the vast majority of Americans, as well as our target market. Donators will also be put into a raffle to win prizes, such as Misfits Market gift cards, further increasing the incentives to donate to a good cause. This event will further associate the Misfits Market brand with societal good and sustainability, boosting Misfits Market's brand image. Throughout the entire campaign, **5%** of all profits will also be donated to Feeding America to try to reach our campaign objective of **contributing to sustainability**.



#PostYourProduce ~ July 26 - August 1

Post Your Produce will be a week-long social media competition involving the #PostYourProduce hashtag on various social media platforms like Instagram and Twitter. Users on these platforms will be encouraged to post the most “**misfitting**” food items that they find anywhere. At the end of each day, winners in different categories will be announced for the most “misfitting” produce, and winners will be awarded gift cards to our sustainable partners, like Nike and Apple, alongside free yearly Misfits Market subscriptions. This will not only encourage people to start a Misfits Market free trial but also increase our **brand presence** on social media platforms that our target markets use. This will increase user subscriptions, our social media following, and engagement with our social media accounts.



Tour de Mischance ~ August 1-14

It's not *Tour de France*, it's *Tour de Mischance*! An environmentally friendly van will travel across the country, opening up **pop-up shops** at several locations daily for 4 hours per location. These locations are specific regions that are mostly unaware of Misfits Market's services and are subject to food apartheid, allowing us to reach out to our secondary target market.

These shops will detail how Misfits Market operates and provide **sample** vegetables for people to see. Users who immediately sign up with the QR code will also be offered a free eco-friendly water bottle and a one-month free trial period. By promoting our **affordable, accessible, and sustainably** sourced food and tapping into regions unfamiliar with the company, we expect to bring in a lot of users through this **touchpoint**.



Donate2Skate ~ August 19-26

Misfits Market will partner with ice skating rinks across the United States to offer **free** two-hour skate sessions for participants who donate **3** cans of food to Misfits Market, who will **distribute** these cans to local food banks, soup kitchens, and Feeding America. Misfits Market will also set up **promotional tables** at every location with free promotional merchandise, including stickers, buttons, and magnets. These sessions will take place at **forty** different skate rinks across the nation, with each rink providing three sessions for participants to enter. Skating is a unique way to spend time in the summer and cool off in the heat, which will entice people to participate. While Misfits Market gains more **brand exposure** and promotes itself as a sustainable brand, ice rinks can promote its services to local members in their community, forming a **win-win** situation.



Social Media Ads - “Embrace the Imperfect”

This campaign will be a series of posts and advertisements that will regularly be posted through these social media platforms: **Instagram, YouTube, TikTok, and Google**. Over 75% of our YoPro target audience is very active on these social media platforms. Social media is an extremely effective way to reach the Generation Z population. Daily pictures of some of our most “misfitting” products will be posted to garner attention and followers, while **two advertisements per week** will be released prompting viewers to buy our subscription. Through the advertisements, there will be an option for a one-month trial of Misfits Market before paying for the actual service. Our social media accounts will also be vital to promoting our other events during the campaign. Through these posts, we can reach our campaign objectives of **enhancing our online presence** and **improving our customer base**.

Instagram and TikTok ads will be short, **10-20 second clips** featuring our food and emphasizing the affordability, accessibility, and organic aspects of the products. YouTube ads will be **30-60 second videos** with a larger overall message. Google ads will help place our website above other food delivery companies when users search for something related to food delivery. We also developed a **custom video advertisement**, which will be played at the presentation.



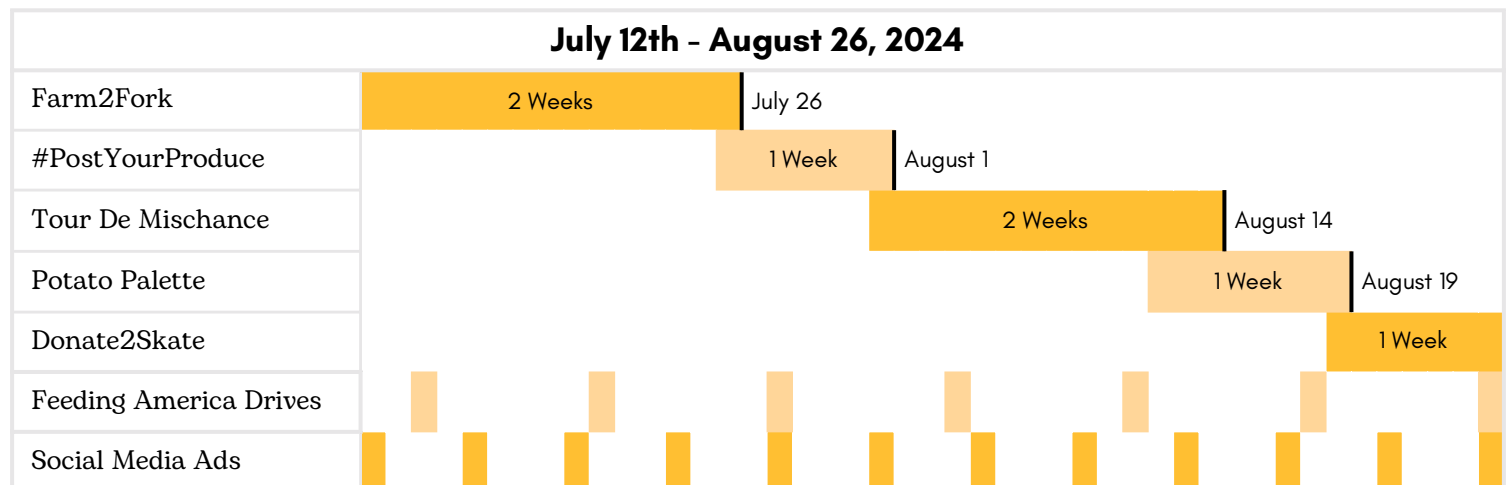
We have also graphically designed a **brand character** just for this campaign: “Mr. Misfit”. Taking on a friendly, welcoming personality, Mr. Misfit will embody the goal of the entire campaign, to contribute to sustainability. His presence will look to **appeal** to Sustainable YoPros and the children of Frugal Families, by being featured in print and social media promotions.



Mr. Misfit is characterized with:

- A yellow, slightly irregular squash
- A positive, beaming smile
- Added arms and legs

Campaign Schedule



Here is a Gantt Chart of our timeline. Feeding America Drives are every **Sunday**, while social media ads happen **two** times per week. Covering **45 days** near the beginning of summer, Misfits Market can utilize the summer harvest season to help them throughout the campaign. This will improve engagement with the **YoPros**, who often see summer as a time to relax and enjoy themselves. With summer vacation also starting for students, we can effectively target our **secondary target market** (families) and expect a large amount of participation. Lastly, the events are also scheduled to **limit overlapping**, so that the campaign can have a central theme at all points of the campaign, without two simultaneous events to divert the attention of customers.

VI. Budget

Our proposed budget was created after carefully considering all of the costs associated with our various marketing events alongside Misfits Market’s current assets and liabilities. Misfits Market had a profit of nearly **\$75m** in the fiscal year of 2022. Based on this information, we decided that a budget of around **\$1.5M** would be adequate and realistic. Costs for advertisements were based on estimated cost per click and conversion rate. Estimated costs for non-advertisement-related activities were calculated by looking at market standards.

Expenses	Price	Amount	Cost	
Instagram Ads	\$1/Click	250k Clicks	\$250,000	Advertising
Youtube Ads	\$0.02/View	7M Views	\$140,000	
Google Ads	\$2/Click	150k Clicks	\$300,000	
TikTok Ads	\$0.1/View	2M Views	\$200,000	
Farm2Fork	\$10,024/Location	30 Locations	\$300,720	Activities
Potato Palette	\$5,000/Video	7 Videos	\$35,000	
Feeding America Drives	\$10,000/Drive	14 Drives	\$140,000	
Feeding America 5% Profit	\$0.05/Dollar of Profit	\$2,453,368	\$122,668	
Post Your Produce	\$99.99/Winner	200 Winners	\$19,998	
Tour De Mischance	\$25,600/Vehicle	4 Vehicles	\$102,400	
Donate2Skate	\$1,000/Session	120 Sessions	\$120,000	
TOTAL				\$1,430,066

Campaign Activities	New Subscriibers	Avg Profit per Box	Avg # of Boxes in 4 Wk	Projected Revenue
Social Media Advertisements	29,041	\$15	3.3	\$1,473,583.50
Farm2Fork	6,015	\$15	3.8	\$342,855.00
Potato Palette	7,500	\$15	2.7	\$303,750.00
Feeding America Partnership	5,500	\$15	3.1	\$255,750.00
Post Your Produce	6,000	\$15	2.3	\$207,000.00
Tour De Mischance	6,160	\$15	3.2	\$295,680.00
Donate2Skate	3,500	\$15	3.1	\$162,750.00
Total	\$2,878,618.50			

Projected Revenue & ROI

\$2,878,618.50

101.3%

Projected Revenue

ROI

In addition to the high revenue, this campaign will bring a stream of ~**56,000** subscribers. Since our current subscriber count is ~**500,000**, this campaign is projected to increase our subscriber count by over **10%**. This helps reach our campaign objective of expanding our customer base and profits.

VII. Key Metrics

How will we measure our success?



For this campaign, we developed both quantitative and qualitative metrics for each of our three main objectives stated earlier, allowing us to measure how successful this campaign will be in reaching its objectives.

#

Quantitative

#



Qualitative



Objective I: Contributing to Sustainability

Monetary Value of Food Donations

The amount of money that we donated to Feeding America from our campaign events. **Objective:** one hundred thousand dollars donated.

Subscription Boxes Delivered

The number of boxes we deliver will determine how many pounds of food waste we save. **Objective:** one million lbs / 20 lbs per box = 50,000 boxes delivered.

Customer Perception of Brand Sustainability

How customers perceive our brand as a sustainable one. Likert scale surveys will be sent out to determine if this campaign resulted in an improvement.

Objective II: Expanding Customer Base and Profits

Active Subscriber Count

The number of active subscribers we have. **Objective:** Increase active subscriber count by 10%, which equals an increase of 40,000 subscribers.

Overall Revenue

The total amount of profit earned from this campaign. Will continue to be measured after. **Objective:** Increase total profit by 15%, which equals 1.4 million dollars.

Customer Satisfaction with Service

Feedback forms will allow customers to voice their concerns and opinions about Misfits Market at the conclusion of the campaign.

Objective III: Enhancing Digital Presence

Website Visits

The number of users who came to misfitsmarket.com, especially those who came through our campaign. **Objective:** 25% increase in website visits, which equals 375K more visits per month.

Social Media Follower Count

The number of followers on our socials. **Objective:** 20% increase on Instagram and 80% increase on YouTube, which equals a 100k increase overall.

Social Media Engagement

We expect to see more high-quality engagements, like comments and re-shares, across our various social media accounts.

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