



Concordia University

ENCS 6042 Communication Techniques for Innovation Process

Group Report

Organic Food Production and Farming - Cookfresh

Submitted to:

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Why did we take this project?

There are a lot of meal kit production companies serving a lot of people, however, after taking a few interviews with the general public ordering meal kits on daily basis, some of them argued that they do not even know the source of foods they are consuming. While most of them answered that consuming healthy and organic food is particularly important to them, and they are also ready to pay some extra if they get guaranteed organic and fresh foods. Furthermore, interacting with already existing meal kit production companies, we produced the conclusion that they are heavily dependent on the suppliers for ingredients and that is difficult for them in achieving the targets because of the delays caused by suppliers.

So, we produced an idea for “CookFresh” – an organic food production company, which produces its own food and serves the customers freshly grown fruits and vegetables. Along with that, there are many new innovations we added to our project to keep the customers satisfied as well as the Production Company in profit.

What is our solution and our innovation?

Our Solution in solving the problem is remarkably simple. To deliver the organic, and healthy food and its products to the customers by ensuring quality and freshness.

With the outbreak of the pandemic and increase in demand for online delivery of food, we aim to improve the services of Meal-kit delivery through technology and innovation and by growing the food in a fresh and sustainable manner through organic farming.

Our Innovation:

We developed our idea of growing food at Greenhouse farmlands in an organic and sustainable way. By laying the foundations on our vision and objectives we created an advanced and modern Organic Greenhouse and Production Warehouse in the heart of Montreal.

There have been many food production companies since the pandemic and what makes our plan revolutionary, innovative and advanced is our idea of growing food in an organic greenhouse throughout the year to support the production warehouse and embracing the technology that supports modern agriculture promoting sustainability.

Not only that, but instead of having fixed recipes for meal-kits, now customers will be able to modify or make their own recipes. We will do this by providing customers with a list of ingredients available at our facility and we will allow them to select the quantity they want. Moreover, they will be given suggestions based on the selection of one ingredient. For example: if a customer selects bread, he/she will be given suggestions based on what best goes with bread like peanut butter, cheese, tomatoes, etc.

How did we come up with this idea?

We have been following some of the food production companies and researching the idea for quite some time and the main reason behind our idea is understanding the end-users and defining their every need in an eco-friendly way. We spoke to some of the food production companies, local vendors, and super marches about the problem they are facing and similarly to the general public about the basic requirements of their needs.

Then we put all the collective suggestions, ideas, and feedback together to come up with this revolutionary food production company that will have its very organic farm which produces most of the ingredients that are required for delivering and ensuring quality and nutritious food.

Communication techniques that we used and how did we use design thinking framework?

As the stakeholders for our project are divided into various categories and they are in enormous amounts, so the main communication technique we used is interviewing. As each member of our group was working in a similar company, we interviewed a large chunk of people from managers of the company to the users of the product. We have also made the Business Canvas Model and Value Proposition Canvas based on our Project to have a better understanding of how it works.

Design Thinking Frameworks we used

Empathy Phase: Firstly, we found out the users of our product, we produced various categories of users for example General public, production companies, local markets, etc. Then, after communication with every category of users/stakeholders, we realized the problems and difficulties they faced and addressing their needs become our priority.

Define phase: After knowing the problem, we started thinking about the actual needs of the customers. We came up with the basic needs the customers were looking for. They were guaranteed healthy and organic food of decent quality. However, thinking from the production's side this basic need requires a lot of workforce and maintenance. So slowly we started ideating some solutions regarding this.

Ideation Phase: While thinking about the problem, we came up with a solution of "organic farming." So, we decided to establish a production company in which there is a farming facility, food production unit – which will make meal kits, an inventory – for storage, a shipping department, and a comfortable rest area for employees with a cafeteria.

Prototyping Phase: After ideating the solution, we designed a prototype of our end product which was a food production unit as well as a mobile application, through which customers will be able to communicate with the food production company. Based on the user's feedback, we made several versions of the prototype before finalizing the latest one – which is shown in the appendix below.

Testing Phase: During the last phase of design thinking, we interviewed many people to test our final deliverable and during this phase, we came to know that we were successful in addressing all the needs of the customers as well as the company also benefited from this project. Interviewing was the main communication technique for this project, so we often conducted various interviews during all 5 phases.

Interviewing and presenting our prototype to them, getting feedback, and applying the Points.

Visiting the food production companies and interviewing them:

We have visited a local Rooftop Greenhouse, Lufa Farms, and understood the way they operate.

<https://www.youtube.com/watch?v=ztnmgwClft8>


In this Video Interview, we have asked the Lufa Farms HR (Human Resources) about their operations of Greenhouse and how they are coping up with the climatic changes and ensuring the quality of food products.

Presenting our Prototype to the end users and getting feedback:

We conducted interviews among two groups:

Customers	Production Companies
<p>Q1. How often do you order meal kits or ready-to-eat foods? Usually, we work 5 days a week, so we order meal kits on a regular basis as it saves a lot of cooking time and reduces the need to purchase groceries.</p> <p>Q2. Do you feel anything wrong with the idea of meal kits? Meal-kits are immensely helpful for me, however, after the pandemic, my family and I are very much concerned about our food intake. Eating healthy and nutritious food is our focus and with the available meal kit delivery system, we are a bit concerned about the source of food as we do not know from where and how the things that we eat are prepared.</p> <p>Q3. When you order your recipe, are you satisfied with the available options for different recipes? This is always my suggestion after ordering every order to let customers make their own kits, I am a person who likes green veggies more than every recipe, but they give a fixed amount of that. So no, I am not satisfied with the options as I believe the amount, I pay for a recipe is not worth it if, in the end, I end up being unsatisfied.</p> <p>Q4. Would you pay extra if you are provided with the option to make your own meal kit by selecting the ingredients of your choice? Certainly, I would pay an extra amount for such a feature as it would be beneficial for me as well as others who are very particular about their choice of food.</p>	<p>Q1. How difficult is it for you to manage the production and storage of food products? It requires a lot of workforces, tools, technology, and a proper spacious environment to maintain the production unit. It is an incredibly challenging task for us to manage the facility.</p> <p>Q2. How does the pandemic affect your business? As soon as the pandemic began and the lockdown was implemented we saw a sudden spike in the number of orders, as people were scared of going out for grocery shopping and many restaurants were closed. Though it was a better business opportunity for us, it became difficult for us to complete the orders on time and we had to hire more workforce which was not easy to get at that time.</p> <p>Q3. What challenges do you face regarding the supply of food items? We are collaborating with other food production companies for the food ingredients that we use in our meal kits and are ready to eat. The major challenge we face is regarding the time as many times there are major delays with supply and that makes our business difficult.</p>

Comparing with similar companies:

 COOK FRESH Comparison Chart				
FEATURES	COOKIT	GOODFOOD	LUFA FARMS	COOK FRESH
One Day Delivery	✓	✓	✓	✓
Web Application	✓	✓	✓	✓
Mobile Application	✓	✓		✓
Customised Meal-kits				✓
Technology Integration		✓		✓
Organic Farmlands that supports inventory			✓	✓

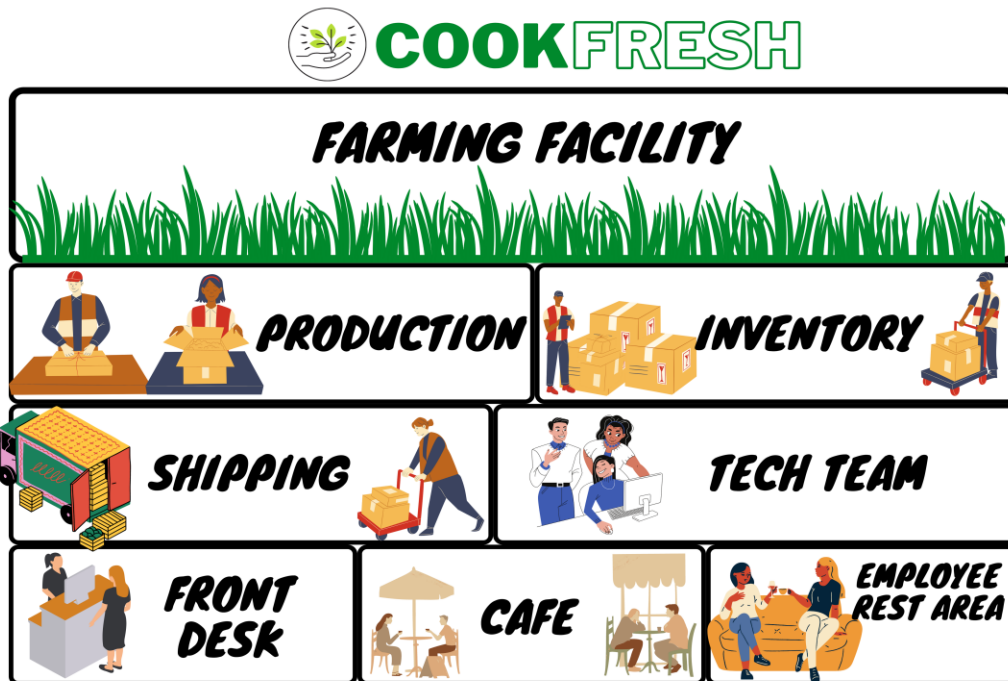
Constraints and limitations:

Major constraints would be the acquisition of labor and workforce in the initial phases.

Also, the acquisition of the farmland in Montreal, but as we are an essential company the government was in full support from start to the end.

We have limited ourselves in the transportation sector as it would be profitable for us in the initial years to have a partnership with Transportation Agencies instead of setting up our own.

1.1 Prototype of Warehouse



1.2 Prototype of Mobile Application



2.1 Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationship	Customer Segments
Food Production Companies Local Super Marche's Warehouse owners Raw Material distributors Logistics and Transportation Agencies Local Community Non-Profit Organizations	Organic Farming Growing food where people live in a sustainable way. Delivery of food baskets, meal kits, groceries, and samplings by electric cars to address the climate issue. Doorstep Delivery	Sustainable practices implementing the best and advanced way of plant science. Elastic approach of Farming. Reduces the overall cost of agriculture. Production throughout the year to eradicate the Inventory issues.	Networking the Local Farms and Food Makers. Direct Doorstep delivery from the Warehouse to Customer. Community Visits and Open houses to enhance the facilities. Membership facility	Local Farming Communities Agricultural Activities Concentrating on latest technical advancements on sustainable farming practices Food Production Agencies
	Key Resources Agricultural Activists Plant Science experts Marketing Team Food Inspection and QA Team Engineers Infrastructure specialists Farming Estates	Reinventing a broken food system with the experts.	Channels Website Mobile-Application Marketplace Blog Facebook Instagram Radio	
Cost Structure Warehouse Maintenance of Warehouse Set up of Farming Facility Maintaining the Workforce (Production Associates, Food Packers, Farmers, Agriculturists, IT Team, Transportation Team, Supervisors) Training of the associates and their Induction Advertising Costs Healthy Environment Set-up (Additional covid measures)		Revenue streams Logistics and Transportation Online purchasing of food baskets Government funding and subsidies Stocks Customer Partnerships		

2.2 Value Proposition Canvas

