

**bee  
cause**  
**FOODS**



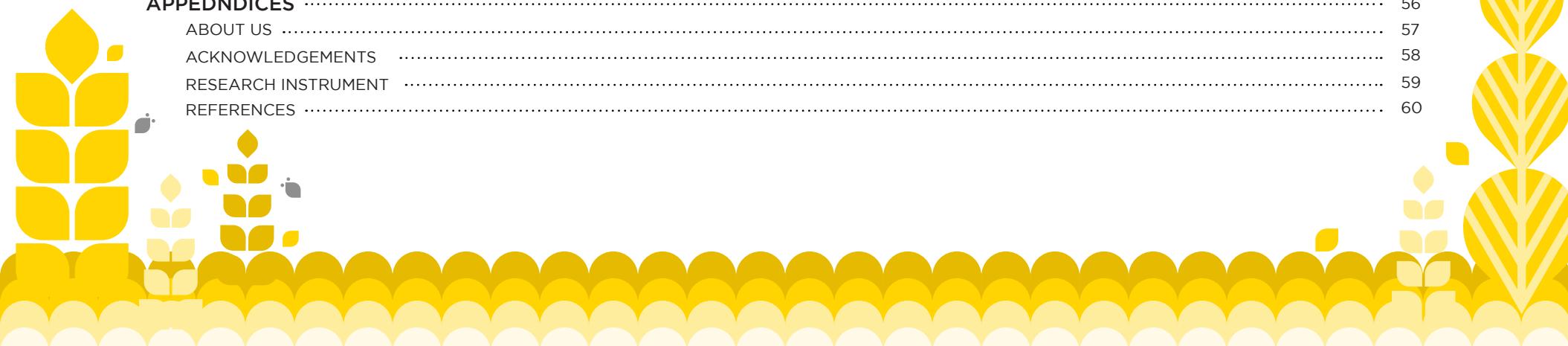
# mejo

## MARKETING

Annie Gonzales | Annie Trimarco | Fiona Slater | Madison Wolf | Matt Smith | Lee Muse

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## SITUATIONS ANALYSIS



# COMPANY ANALYSIS

## SITUATIONS ANALYSIS

### Bee Cause Foods

Bee Cause Foods is located in Boulder, Colorado working to align the foods we eat with bees. Bee Cause Foods is owned and operated by Sharon White a local beekeeper and bee activist. Bee Cause Foods will include organic products that need bees pollination to survive. Bee Cause Foods aims to educate consumers on the bee crisis while selling delicious and healthy foods produced by bees.

### Platform & Resources

Bee Cause is run by Sharon, a member of the Boulder community who is connected to the Boulder Bee community. As a member of this community, Bee Cause Foods has many resources it can take a hold of. The CU Boulder community is already taking part in this issue by not using pesticides on its grounds, composting, and planting pollinator gardens providing food for the bees. Specifically, the CU Bee Club is a group of students that are helping the crisis by informing others and taking part in planting days.

# COMPANY ANALYSIS

## SITUATIONS ANALYSIS

### Challenges

Cause marketing has become extremely popular amongst brands, large and small. It is important to share information to consumers in an approachable and genuine way to stand out among the trend. Studies show that cause-marketing is increasing consumer loyalty. It is important that consumers see the reason for the company's involvement in the issue. Design testing showed us that consumers associate products that show bees with honey. Bee Cause Foods is trying to link bees with pollinated foods. This could create consumer confusion about Bee Cause Foods mission.

### Brand

Bee Cause Foods is the Caregiving Sage. As the caregiver Bee Cause is there to build a relationship of trust with consumers. Bee Cause Foods is friendly and ready to answer the questions consumers have. Bee Cause Foods is ready to provide the best quality foods made with love and respect for consumers and the Earth. As the sage Bee Cause Foods is educated and ready to share its knowledge in an approachable way. Bee Cause Foods is there to guide consumers to find the most delicious foods on the shelf that also give back to the Earth. The Caregiving Sage is excited to have a conversation over some delicious organic foods.

# CONSUMER ANALYSIS

## SITUATIONS ANALYSIS

### Organic Millennial Moms

The organic millennial mom is where Bee Cause Foods aligns with the quality searching consumer. They want food that is healthy and natural but does not take any more time. They believe it can be simple to feed their family yummy food that also feeds their bodies. They need easy to grab and reliable brands that create a relationship of loyalty and trust. They are a very loyal customer when they find a brand they trust and their kids like.



**Millennial parents will be a lasting boom for the organic industry increasing from its \$43 billion sales.**

# MARKET ANALYSIS

## SITUATIONS ANALYSIS

### Snack Market



Valued at 23.05  
billion dollars in 2018



projected to keep rising  
over the next 5 years.

### Reasons why consumers picked a product

**70%**



personal relevance of the cause

**60%**



the brand has a sense of purpose

# PRODUCT ANALYSIS

## SITUATIONS ANALYSIS

### Trail Mix



Valued at 125 billion in 2014



CAGR growth of 5.6%



Driven by the healthy on-the-go consumer

### Jam



Valued at 26 billion in 2019



Estimated to increase 24% from 2018 to 2023

### Almond Butter



610 million in 2018 reaching 1.06 billion by 2025



CAGR growth of 8.2%

# COMPETITOR ANALYSIS

## SITUATIONS ANALYSIS

### Indirect Competitors

Bee Cause Foods' indirect competitors are Burt's bees, Bees wrap, and The Savannah Bee Company. These competitors define the culture of bee-related companies. It is important for Bee Cause Foods to align with this culture while standing out among direct competitors.

### Direct Competitors

Boulder Granola: Boulder Granola is a company that strives for its customers to "unleash their inner happy". They have a brand personality of positive vibes and offer a variety of small batch, all natural granola.

Green Belly Hot Sauce: Green Belly Hot Sauce is a family owned company that was started in Boulder, Colorado. Green Belly strives to offer fresh, all natural, authentic Guatemalan hot sauce to the consumer.

# SWOT ANALYSIS

## SITUATIONS ANALYSIS



### Strength

Bee Cause Foods' largest strength is its connection to the Boulder Colorado community with its many resources and like-minded consumers this is a great market place to start a grassroots company.



### Opportunity

Cause-related marketing is increasing in market shares. Consumers are looking for brands that have a purpose and are giving back to an issue.



### Weakness

Consumers tend to associate bees related foods with honey production. This can hinder the link between bees and other foods.



### Threat

Bee Cause Foods is entering a highly competitive cause-related food market while building a brand from the ground up.



# BENCHMARK

## SITUATIONS ANALYSIS

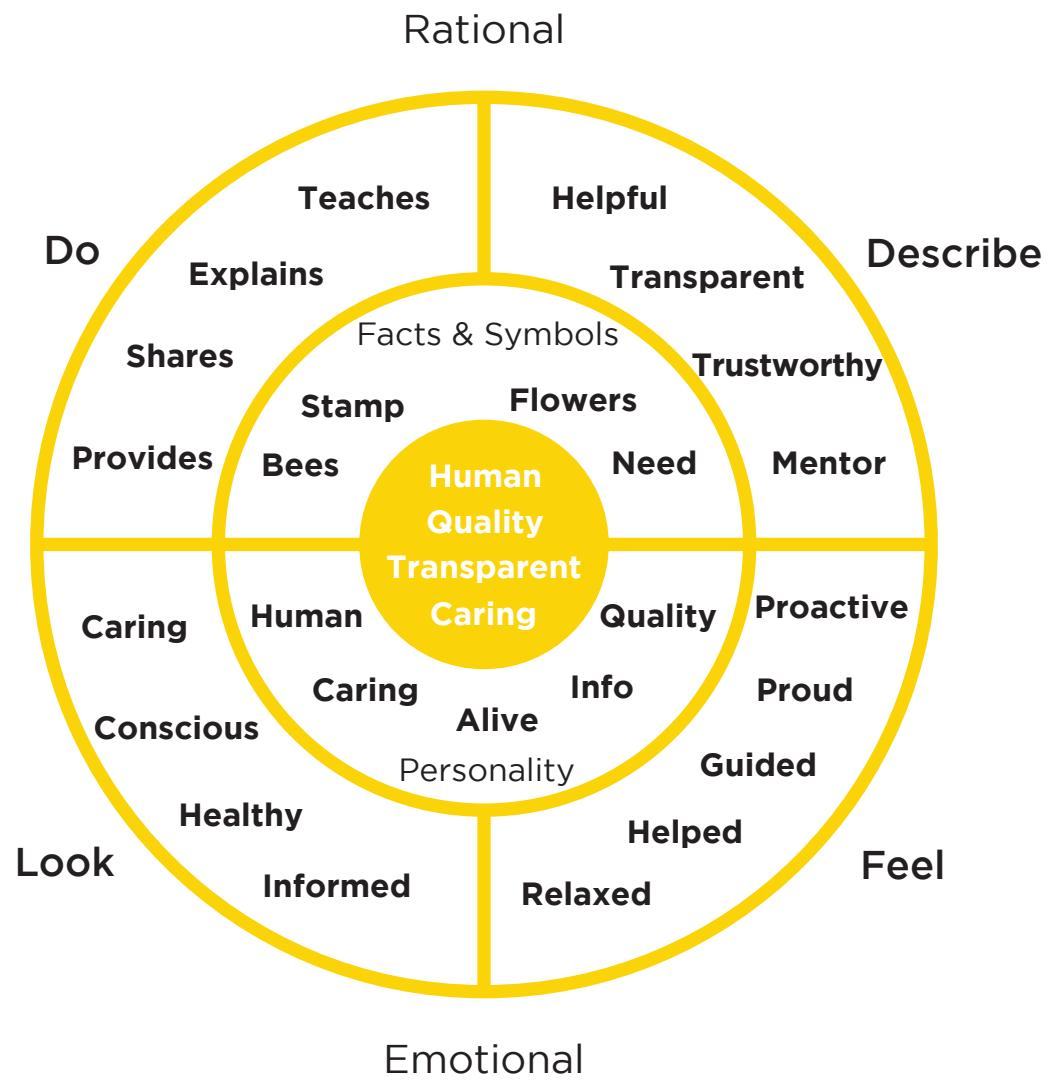
### Benchmark

Justin's linked together with CU Boulder's Leed business school to make the companies business plan. As a member of the community and young business, Justin utilized the help of active students to further his company. The next step in his plan was to stock his products in local stores in 2005 and demo the nut butter to consumers.

Next, he leaned into the "on-the-go" trend which was just starting to take off in 2006 and created the squeeze packs for consumers. The next level was to enter into Whole Foods Market and venture out to other communities in 2007. He then started to partner with nonprofits to help other community such as Pine Ridge. Then in 2009 he rebrands and begins to stand out on the shelves at the stores.

# BRAND ESSENCE WHEEL

SITUATIONS ANALYSIS



# OBJECTIVES

## OBJECTIVES

### Marketing Objectives

To craft a multi-faceted, multi-media campaign that promotes Bee Cause Foods amongst the Boulder community. In order to track this goal, we want to create and generate awareness on Bee Cause Foods' social media platforms. We want to achieve a 10% increase in following on Bee Cause Foods' Facebook page as well as increase #BeeCauseOfFlowers hashtag use by 10% by 2020 among people in the Boulder community.

### Communication Objectives

Establish Bee Cause Foods as a household name for organic millennial moms in snacking as well as include consumers in Bee Cause Foods sponsored events and education initiatives.

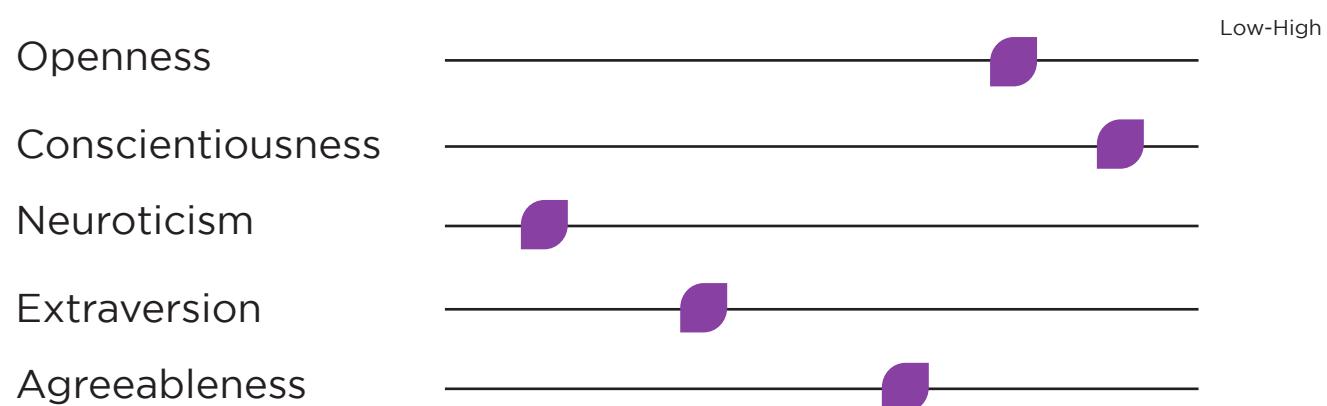
## TARGET MARKET

# ORGANIC MILLENNIAL MOM

TARGET MARKET

## Stacy Wells

Meet Stacy. Stacy is a stay at home mom living with her husband and two children in Boulder County. Stacy participates in weekly yoga/pilates classes and enjoys book club with her friends and preparing food for her family at night. Stacy shops regularly at Natural Grocers, Alfalfas, and Boulder Farmer's market on the weekends. Stacy educates her children on where their food comes from and what foods are grown organically and are best for their bodies and the Earth. She is always looking for new products and snacks that will excite her children. Additionally, enjoys supporting foods from local Boulder farms.



## MESSAGE STRATEGY

# CREATIVE BRIEF

## MESSAGE STRATEGY

### Problem

How to generate brand-awareness and attention for Bee Cause Foods in the competitive cause marketing and organic foods space.

### Target

Organic Millennial Mom - They want food that is healthy and natural but does not take any more time than other kinds of food. They believe it can be simple to feed their family yummy food that also feeds their bodies. They need easy to grab and reliable brands that create a relationship for loyalty. They are a very loyal customer when they find a brand they trust and their kids like.

### Insight

Moms want it to be easy to make good decisions for the earth and for their family.

### KPB

Bee Cause Foods makes a difference with the products that you'll love.

### RTB

Bee Cause Foods is part of the community and is working to help further the community's healthy.

### Variety

Trail Mix, Jams, Almond Butter

### The Bees Issue

The 4 P's are can inform people about how the bee issue breaks down. **Poor Diet (Plant Flowers)**, Pesticides, Pathogens, Parasites.

## BEE CAUSE FOODS

### MESSAGE STRATEGY

During our research with consumers, we found they have many questions about the bee crisis. Consumers are aware of the problem but are unaware why the bees are dying and why they need to help. We decided to answer them: **because the bees make our food!** This led us to the name **Bee Cause Foods**, the company that helps consumers make conscious decisions for their family and the bees. Bee Cause Foods answers the questions consumers have about the bee crisis and shows them the easy ways they can help. **Purchasing Bee Cause Foods makes consumers a contributing part of the food cycle.**

## LOGO

**bee  
cause**  
**FOODS**



## MESSAGE STRATEGY

**bee  
cause**  
OF FLOWERS

**bee  
cause**  
IT'S DELICIOUS

**bee  
cause**  
WE'RE LINKED

**bee  
cause**  
IT'S SWEET

**bee  
cause**  
IT'S LOCAL

**bee  
cause**  
IT'S ON US



# PACKAGING

## MESSAGE STRATEGY



# PACKAGING

## MESSAGE STRATEGY



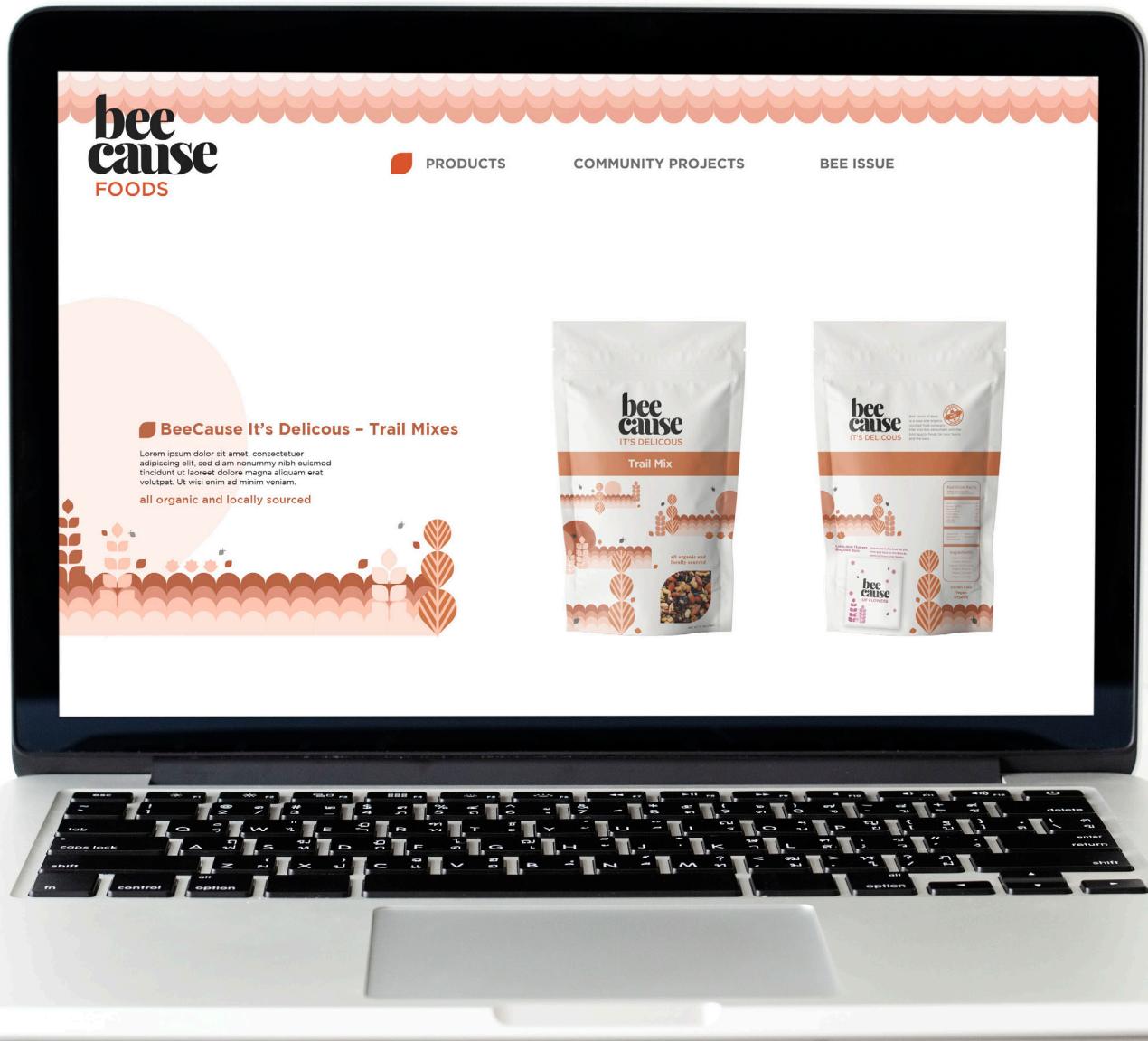
# PACKAGING

## MESSAGE STRATEGY



# WEBSITE

# CAMPAIGN



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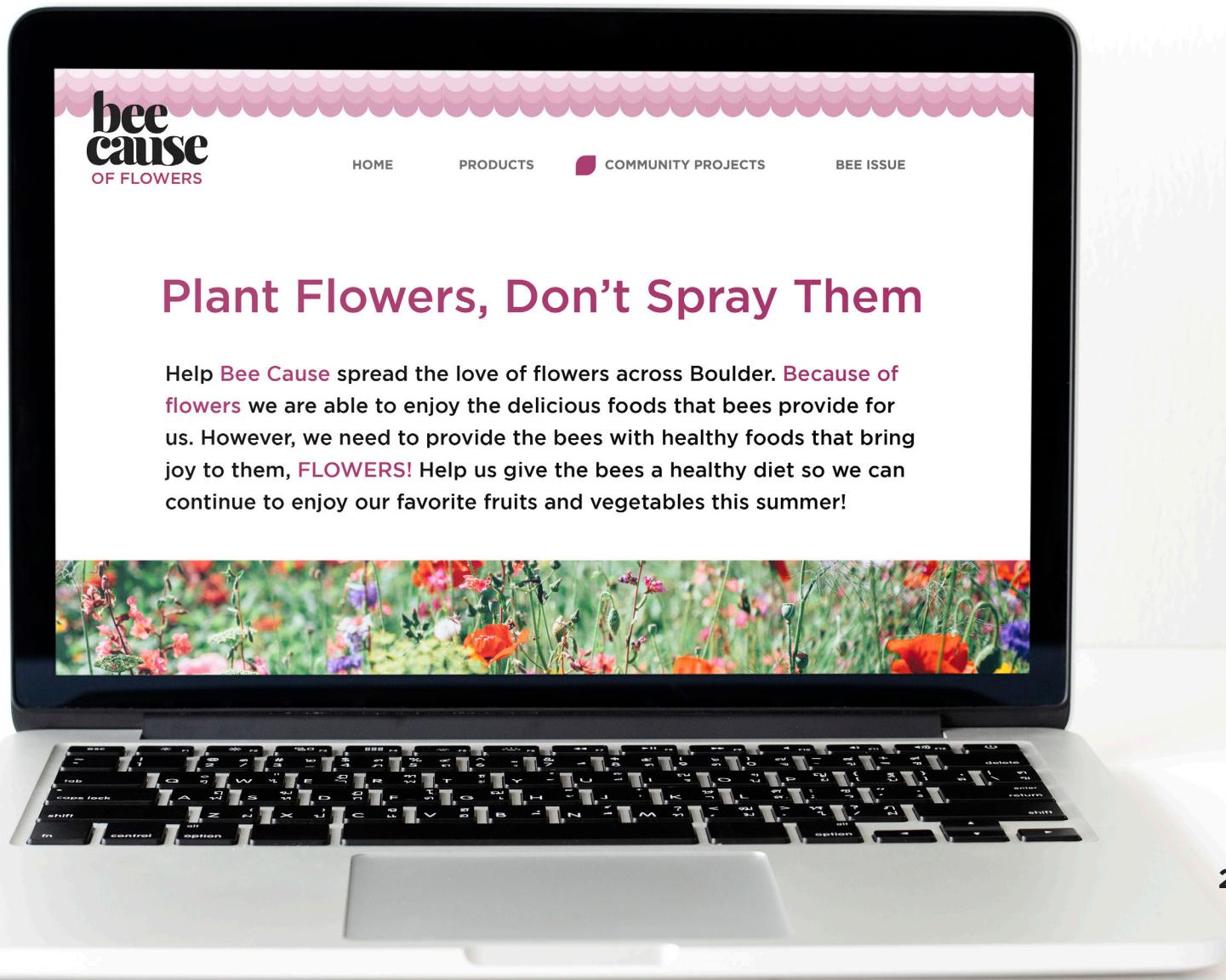
# WEBSITE

# CAMPAIGN



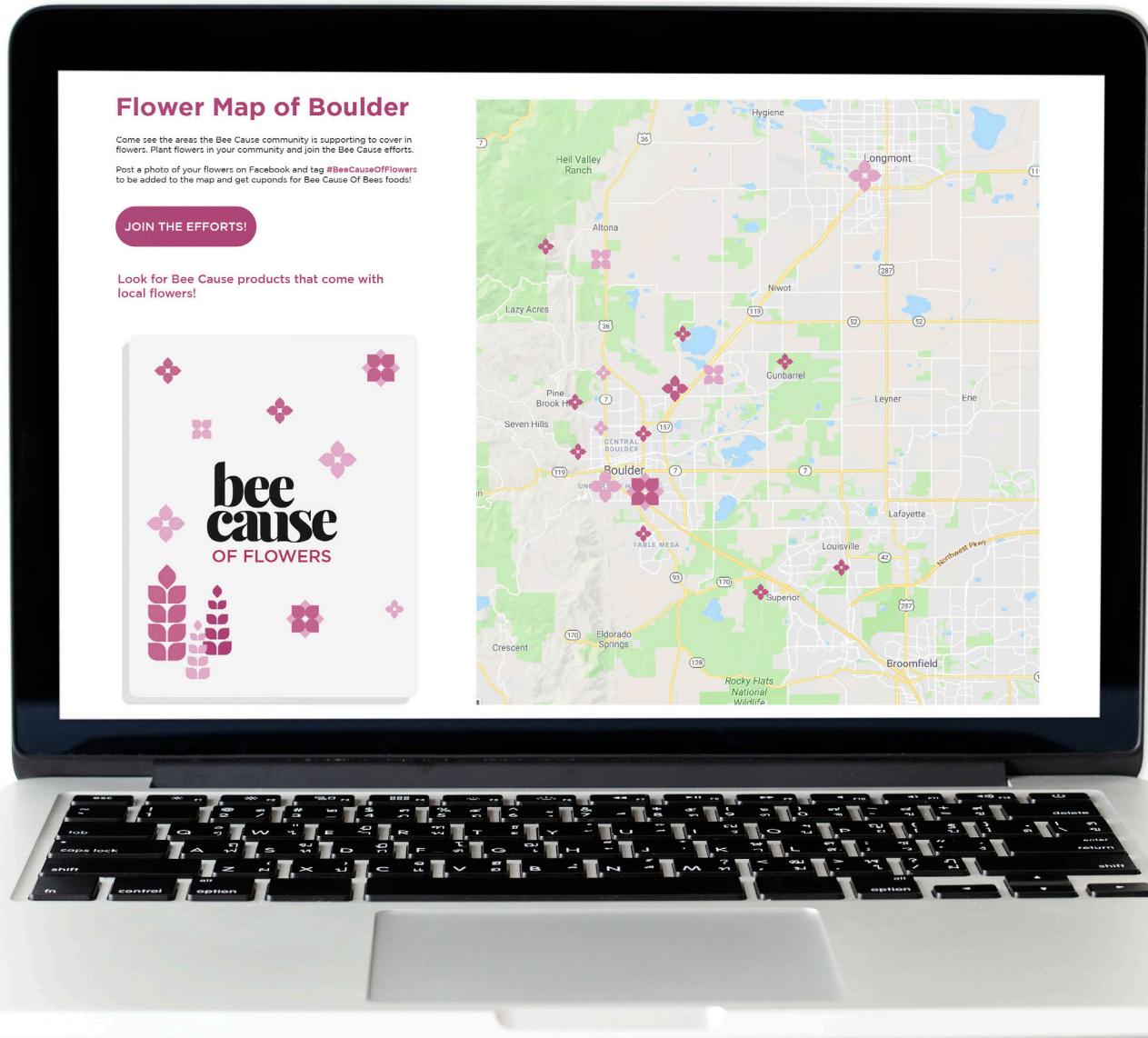
# WEBSITE

# CAMPAIGN



# WEBSITE

# CAMPAIGN



## WEBSITE

## CAMPAIGN



# WEBSITE

# CAMPAIGN

The laptop screen shows a website titled "THE 4 P'S" which discusses the major causes of bee decline: poor diet, pesticides, parasites, and pathogens. The website features blue and white illustrations of bees and flowers.

**THE 4 P'S**

The unfortunate fact is that bees are in danger. Of the over 4,000 species of native bees, more than half are declining in population. And in 2017, the United States listed a species of bumblebee as endangered for the first time.

So what could be at the cause of all of this trouble? The major causes of the bee issue are the 4 P's: poor diet, pesticides, parasites, pathogens. Learn about these issues and how you can help.

**POOR DIET**

The bees are simply sick. Our world is not giving them a healthy diet they need to stay strong. Just like us, bees need a well-balanced diet provided by many flowers. Monocrops that cover our fields do not provide food for the bees, and the rest of our world is being covered in cities. The bees are without food. The solution: Plant Flowers, Don't Spray Them!

**PESTICIDES**

The food that is left to the bees is simply covered in poison. While pesticides keep away pests they also kill the bees while they are trying to eat. However, they don't just affect the one bee who lands on them but they kill the whole hive once introduced to one bee. The solution: Shop Organic and Vote! Keep the bees food safe by keeping our food clean of pesticides.

**PARASITES**

Varroa mites are external parasites that attack both honey bees and brood. They suck the blood from both the adults and developing brood, especially drone brood. This weakens and shortens the bee's life. While varroa mites have been known about since the 1980s, they are still a major cause for the collapse of many beehives.

**PATHOGENS**

This issue adds up when the bees are weak, sick, and injured. They can not fight off viruses and bacteria. These issues are linked and they lead to the bees being vulnerable to the world they live in.

FARMER'S MARKET | LOCAL STORES

CAMPAIGN



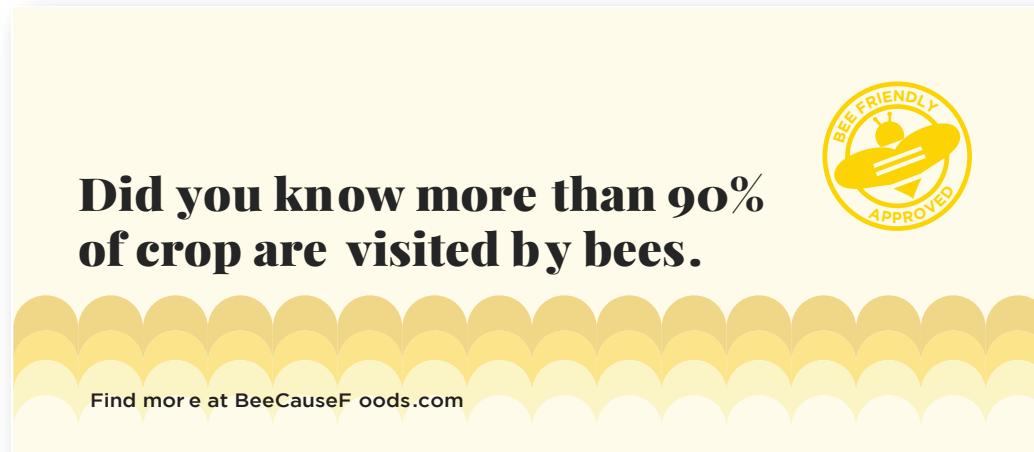
FARMER'S MARKET | LOCAL STORES

CAMPAIGN



## FARMER'S MARKET | LOCAL STORES

CAMPAIGN



30

FARMER'S MARKET | LOCAL STORES

CAMPAIGN



# FARMER'S MARKET | LOCAL STORES

## CAMPAIGN

**bee cause**  
WE'RE LINKED

*you have bees to thank  
for every one in three  
bites of food you eat.*

Bee Cause Foods is devoted to protecting the bees, spreading the word about the bee crisis and providing you with delicious bee friendly food! We want you to be able to enjoy our products and be proud to be a part of our community. Next time you are at your local grocery store try our trail mix, almond butter or jam.

With every package you will learn more about bees and why we need them. You will also be given the opportunity to help the bees beyond your purchase when you purchase Bee Cause Foods products that come with local flower seeds! Join our efforts to give back to the bees so we can keep enjoying the foods they help make so good!

Learn more at [BeeCauseFoods.com](http://BeeCauseFoods.com)

Look out for us!

**bee cause**  
OF FLOWERS  
IT'S DELICIOUS  
IT'S LOCAL  
IT'S ON US

**bee cause**  
IT'S SWEET  
Peach Jam  
all organic and locally sourced

## POSTERS

## CAMPAIGN



## POSTERS

## CAMPAIGN



## POSTERS

## CAMPAIGN

JOIN  
THE HIVE  
THAT  
CARES

Join us! Come meet Bee Cause Foods at the Boulder Creek Festival and take part in our planting picnic!

Look for Bee Cause Foods at your local grocery and the Boulder Farmer's Market!

bee cause  
IT'S ON US

Almond Butter

Peach Jam

## POSTERS

## CAMPAIGN

**33% of the  
food **YOU** eat  
is pollinated  
by bees**

Bee Cause Foods will show you HOW TO HELP THE BEES! The bee crisis is one that will take all of us to fix because on Earth we are all linked both big and small.

Go to BeeCauseFoods.com to learn more and learn the easy ways you can help!

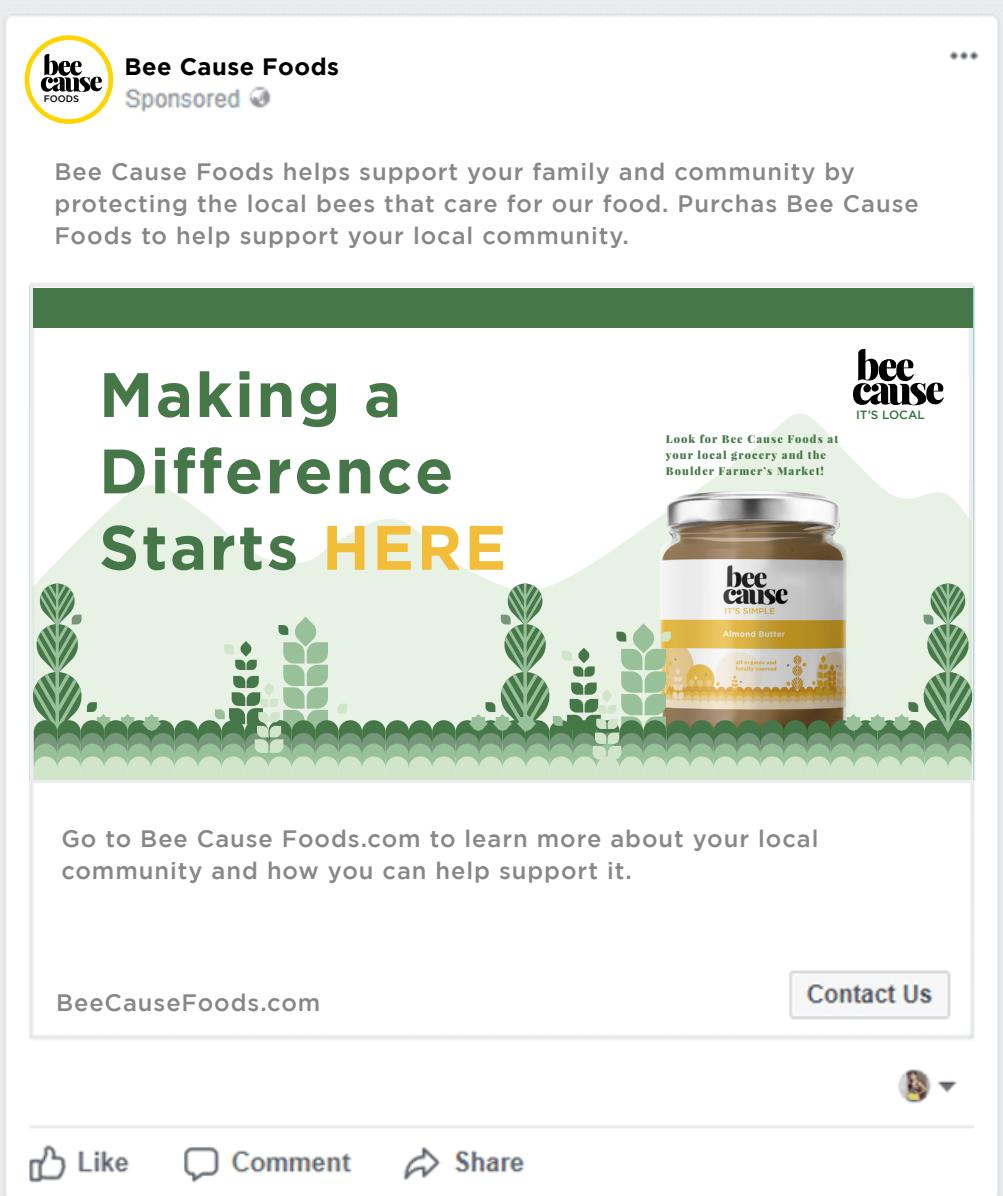
Look for Bee Cause Foods at your local grocery and the Boulder Farmer's Market!



**bee cause**  
WE'RE LINKED

# FACEBOOK ADS

## CAMPAIGN



A Facebook ad for Bee Cause Foods. The post is sponsored and from the page "Bee Cause Foods". The main message is: "Bee Cause Foods helps support your family and community by protecting the local bees that care for our food. Purchas Bee Cause Foods to help support your local community." Below this, a large graphic features the text "Making a Difference Starts HERE" in green and yellow, with a jar of Bee Cause Almond Butter in the background. It also includes the tagline "Look for Bee Cause Foods at your local grocery and the Boulder Farmer's Market!" and the Bee Cause logo. At the bottom, there is a call to action: "Go to BeeCauseFoods.com to learn more about your local community and how you can help support it." Buttons for "BeeCauseFoods.com" and "Contact Us" are present, along with standard social media interaction buttons: Like, Comment, and Share.

# FACEBOOK ADS

## CAMPAIGN

 Bee Cause Foods  
Sponsored

Cover Boulder in flowers, on average around ONE MILLION FLOWERS help make your food. Buying Bee Cause Foods helps give flowers back to the bees!

**PLANT FLOWERS, DON'T SPRAY THEM**

Look for Bee Cause Foods at your local grocery and the Boulder Farmer's Market!



**bee cause**  
OF FLOWERS

Go to Bee Cause Foods.com to learn more about YOU can help the bees and provide the best quality foods for your family.

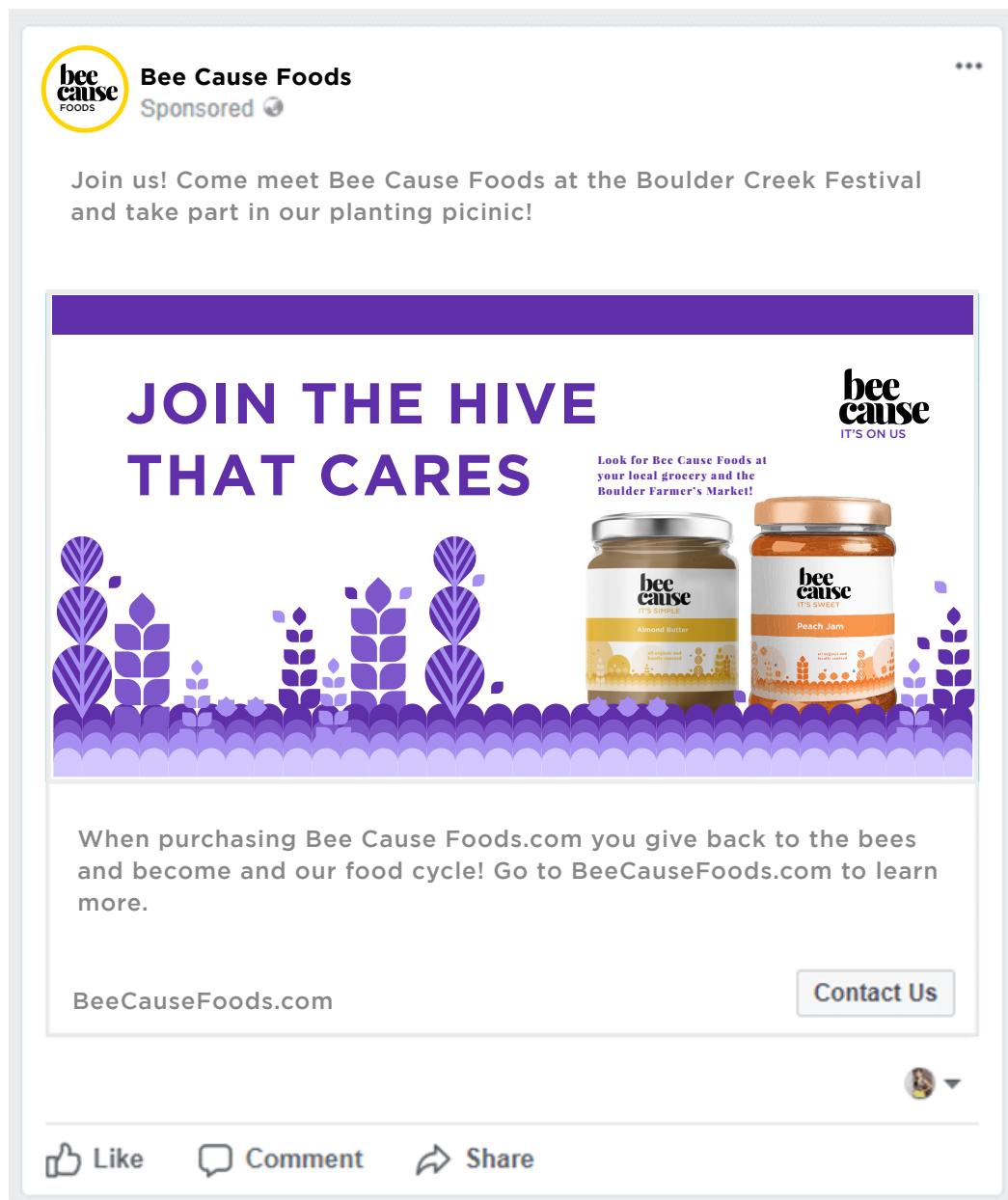
BeeCauseFoods.com

Contact Us

Like Comment Share

## FACEBOOK ADS

## CAMPAIGN



A Facebook advertisement for Bee Cause Foods. The post is sponsored and features a call to action for the Boulder Creek Festival. It includes a large image of two jars of Bee Cause Foods (Almond Butter and Peach Jam) surrounded by stylized purple leaf icons. The ad also encourages users to visit BeeCauseFoods.com and provides a contact button.

Bee Cause Foods  
Sponsored

Join us! Come meet Bee Cause Foods at the Boulder Creek Festival and take part in our planting picnic!

## JOIN THE HIVE THAT CARES

Look for Bee Cause Foods at your local grocery and the Boulder Farmer's Market!

bee cause IT'S ON US

bee cause IT'S SWEET Almond Butter

bee cause IT'S SWEET Peach Jam

When purchasing Bee Cause Foods.com you give back to the bees and become a part of our food cycle! Go to BeeCauseFoods.com to learn more.

BeeCauseFoods.com

Contact Us

Like Comment Share

# FACEBOOK ADS

## CAMPAIGN

Bee Cause Foods  
Sponsored

Bee Cause Foods will show you HOW TO HELP THE BEES! The bee crisis is one that will take all of us to fix because on Earth we are all linked both big and small.

**33% of the food YOU eat is pollinated by bees**

Look for Bee Cause Foods at your local grocery and the Boulder Farmer's Market!

**bee cause**  
WE'RE LINKED

Go to Bee Cause Foods.com to learn more about YOU can help the bees and provide the best quality foods for your family.

BeeCauseFoods.com

Contact Us

Like Comment Share



A digital mockup of a bus advertisement. The main headline "Making a Difference" is in a large green serif font, and the word "Starts" is in green, while "HERE" is in a large yellow sans-serif font. Below the headline is the tagline "Help us help the bees!" in a smaller green serif font. To the right is a jar of "bee cause" Almond Butter, featuring a white and yellow label with the brand name, "IT'S SIMPLE", "Almond Butter", and "all organic and locally sourced". The background of the ad features stylized green leaf patterns and a light green gradient. The overall design is clean and modern.

Making a Difference  
Starts **HERE**

*Help us help the bees!*

**bee cause**  
IT'S LOCAL

**bee cause**  
IT'S SIMPLE  
Almond Butter  
all organic and locally sourced



**33% of the food YOU eat  
is pollinated by bees**

*Help us help the bees!*

**bee  
cause**  
WE'RE LINKED



# BOULDER CREEK FESTIVAL PICNIC

CAMPAIGN



# BOULDER CREEK FESTIVAL PICNIC

CAMPAIGN



## GIVE BACK

## CAMPAIGN



Bee Cause Foods is dedicated to helping others who are working to help the bees!

This month when you purchase Bee Cause Foods 10% of your purchase will go to CU Bee Club to plant flowers at the Boulder Library.

Go to [BeeCauseFoods.com](http://BeeCauseFoods.com) to learn more and get involved!



## MEDIA STRATEGY

## MEDIA STRATEGY

### Media Objectives

Bee Cause Foods strives to make connections between the bees and our food, so we believe that their social media should make connections as well. We want to increase activity between Bee Cause Foods and consumers, including comments, responses, and shoutouts by 15% by 2020.

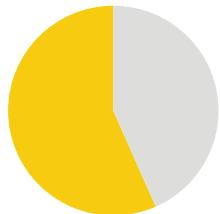
### Media Mix

In-store tabling at Alfalfas, Natural Grocers, Sprouts, and Lucky's  
Farmers market table-every Saturday  
Boulder Creek Festival Picnic  
Posters  
Facebook Ads  
Bus Ads  
T-Shirts  
Flyers  
Stickers

# RATIONALE

## MEDIA STRATEGY

### Kids Events



**Parents spend 60% more when their kids are involved in purchasing decisions**

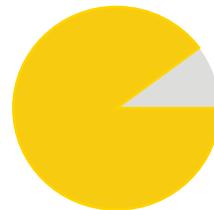


**In the U.S. there are 50 million kids age 11 and under who wield \$1.2 trillion in annual purchasing power in direct and indirect spending.**

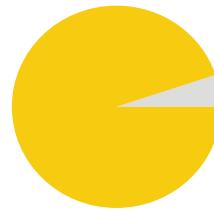
**25**

**percent of brand preferences persist to adulthood.**

### Facebook Ads



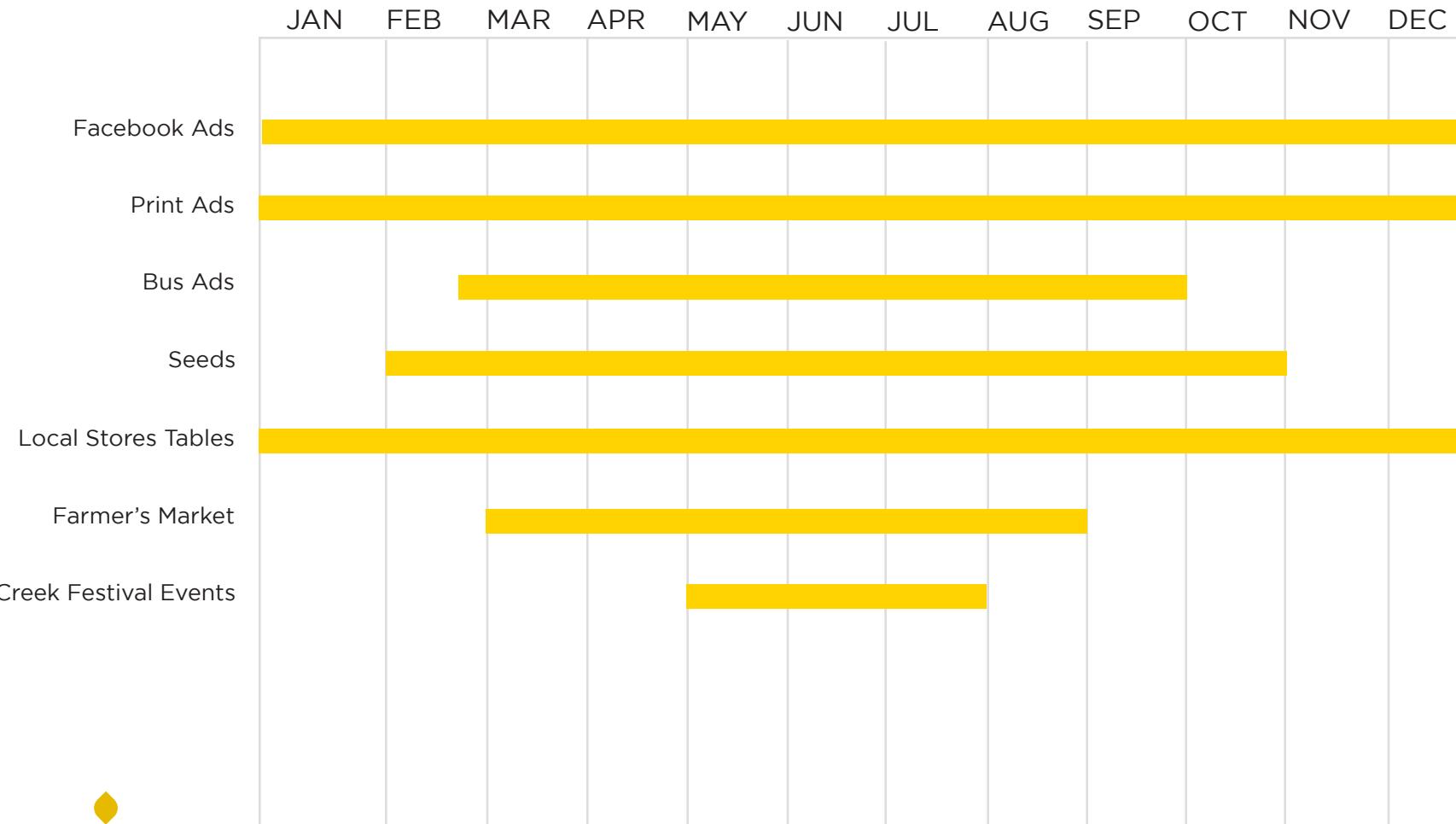
**84% of mom reported using Facebook**



**94% of Facebook-using parents share, post and comment “frequently”**

# TIME & SCHEDULE

## MEDIA STRATEGY



## COST & PRODUCTION

## MEDIA STRATEGY

100,000 Budget

20% Production = \$20,000

800 11x17 posters = \$1,400

2000 Facebook ads = \$540

14 Bus Ads = \$2,500

2000 Stickers = \$1,000

2 Table Banners 3ft x 6ft = \$109.20

600 flyers 5.5in x 8in = \$101.95

25 Brand ambassador T-shirts = \$255

1500 Coupons 2in x 3in = \$535

Boulder Creek Festival = \$1,050 base fee

2000 packets flower seeds = \$6,000

Boulder Farmers Market = \$2,400 table fee

Total = \$35,890

## CAMPAIGN EVALUATION

## CAMPAIGN EVALUATION

We are going to measure the success of this campaign through sales and social media impressions. We want to generate talk and awareness and will consider the campaign successful if people start researching and communicating with Bee Cause Foods. We will be using Facebook and BeeCauseFoods.com analytics to track internet traffic. Increased sales will show us that people are becoming more aware of the brand and are starting to build a relationship with the brand.

## FUTURE RECOMMENDATIONS

## FUTURE RECOMMENDATIONS

Our research led us to recommend that Bee Cause Foods not sell honey. We found that honey does not fit into the category of a food pollinated by bees and could distract consumers from the mission of linking foods with the bees.

We recommend that Bee Cause Foods partners with the CU Bee Club as brand ambassadors to help share the Bee Cause Foods mission. They are willing to learn more about the company and get involved.

We also recommend giving back to the many different organizations that are currently trying to help the bee crisis, this would be a great market space for consumers to see the brand partner with others in the future.

## APPENDICES

# ABOUT US

## APPENDICES

### Annie Gonzales

Annie says she lives the “best of both worlds” growing up in Palos Verdes, California and now living in Boulder, Colorado. Annie is currently a senior studying public relations and communications in the College of Media, Information, and Communication. Her favorite things are her family, friends, the beach, the mountains, and to love life! During the campaign, Annie worked on Public Relations.

### Annie Trimarco

After years of growing up in beautiful Colorado, Annie chose to stay and attend school at the University of Colorado, Boulder. She specializes in creative concepting and design with hopes to pursue a career as an Art Director.

### Fiona Slater

From Boulder CO and Maui HI Fiona is a designer interested in sustainable living, rock climbing, painting, and will be continuing her career of graphic design in San Fransico.

### Maddie Wolf

Raised in Newport Beach, California, Madison is a senior now here at the University of Colorado, Boulder. After graduation in May, she hopes to moves to either Los Angeles or New York City and pursue a career as a Public Relations Specialist. For this campaign, she served as the media planner/relations specialist.

### Matt Smith

Born in Gainesville Ga, Matt came out to Colorado to pursue a degree in Strategic Communications. He specializes in brand management and brand strategy. For this specific campaign, he worked as an Account Manager.

### Lee Muse

All the way from Austin, Texas, Lee moved to Boulder for the mountains, the sunshine, and CMCI! She specializes in account and media planning and served as the account planner on this campaign.

### Melo Would Like To Thank

Beth from Bee Squared

Sharon White

Travis and the CU Bee Club

All the participants of our ethnographies

Hayden Nix

Dana Wotruba

Micheal Stoner

# RESEARCH INSTRUMENT

## APPENDICES

### Beth - Bee Squared

Indepth interview and tour of Bee Squared.

### Travis - CU Bee Club

Interview

#### Interview Protocol:

What led you to pursue a career as an apiarist?

Does the honey process actually hurt the bees?

In your opinion, what is the best thing an average citizen can do to help support the bees?

How does buying bee products support bees?

What kinds of products should people avoid when thinking about bees?

What alterations can people make to their everyday lives that can support bee rehabilitation?

How harmful and common is the natural predator, a varroa mite, to bees?

Why is it important for people to be aware of and understand protecting our pollinators?

Which products that we use every day are the most harmful to the bees?

### Alfalfas

Parker, Alfalfa's employee: "We find that our shoppers are often looking for new, exciting products. They like the variety we have and enjoy shopping. When there is an easy option to give back, they will."

Sammy, Alfalfa's shopper: "I like coming to Alfalfa's because they have fresh produce and really interesting products. I can always come in here and find something different that you can't find everywhere. I enjoy showing my friends the best new goodies"

Jared, Alfalfa's shopper: "I enjoy shopping local when I can, the local products are always more enticing to me and I feel like I am supporting real people"

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# APPENDICES