



NAMA 2020 Conference

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Introduction

Bees do much more than just produce honey—they are a critical element to sustaining the global food system as we know it today. A third of the food that we consume depends on pollinators¹: vegetables like squash, fruits like apples, and nuts like almonds would not exist without pollination². The dwindling honeybee population presents a problem of significant concern to American agriculture that trickles down into lives of millions.

Market Analysis

Market Size

Commercial pollination accounts for the pollination of up to 130 different crops³, representing roughly a third of the American diet. Throughout the country there are vast swathes of cropland that rely on bees for crop production. The Northeast contains some of the largest metropolitan areas in the United States and as such, opportunities abound for the rise of urban gardens supported by small scale beekeeping, which currently makes up 2/5 of honey production in the US⁴.

Market Need

Today, there are many factors that pressure the honeybee population; from a rise in overwintering losses caused by varroa mites⁵, to the lingering threat of colony collapse disorder. These losses are impacting commercial agriculture on the rural landscape and backyard gardeners in urban and suburban settings. Regardless of the factors causing pollinator decline, crop producers and backyard gardeners alike still rely on pollinator services for production and efficiency. SUPERB will give honeybees and native pollinators the nutrients, amino acids, and energy they need to survive and be more productive.

Business Propositions

- SUPERB is an established business unit of Northeastern Pollination, LLC
- Established partnership between SUPERB and Bayer
- Established membership in the American Bee Federation

By the Numbers

- 2.67 million bee colonies in the U.S.
- Commercial pollination income = \$435 million
- Value of products resulting from pollination = \$29 billion

Trends

- Increase in Environmental Awareness among Younger Generations
- Increased support for local food movement
- Increase in residential gardening and urban beekeeping
- Increase in vulnerable pollinator habitats

Northeastern Pollination strives to provide quality products to bee enthusiasts across America. Our company is combating this environmental and food system crisis with SUPERB, a pollinator nutritional supplement patty that provides key hive nutrients to increase overall pollination rates.

Bee the change you want to see in the world.

Target Market

Fruit Farmers



- Reliant on bees for crop pollination
- Subscribed to fruit production magazines and social media accounts
- Regularly attends fruit-centric trade shows
- Rural

Beekeepers



- Supply farmers with bees
- Regularly use beekeeping websites
- Urban/Rural
- Subscribed to American Bee Journal

Bee Enthusiasts



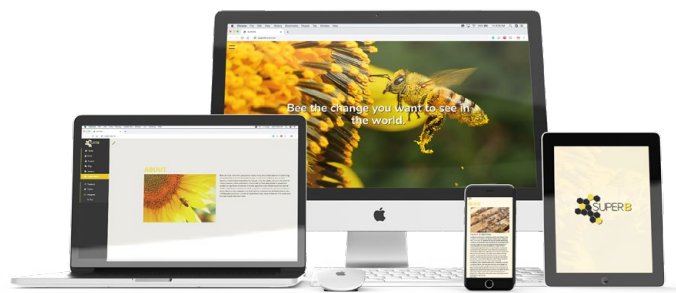
- Environmentally conscious
- 25-45 years old
- Urban/Rural
- Active on social media

Action Plan

Product

The goal of SUPERB is to increase bee productivity. That is accomplished with a 16 oz nutrient-dense patty that will last 12 days in one hive⁶. SUPERB can be used to ensure strong and healthy hives when used as a supplement in late winter, early spring and during dearth of nectar.

One thing that differentiates SUPERB is its unique formula that was developed to be region specific to the pollinators that it serves. Our base ingredients include: plant based amino acids (quinoa, yeast, minerals/vitamins), high fructose corn syrup, vitamins B, C, A and D, essential oil concentrates, and most importantly a diverse selection of pollen⁷. The ingredients will vary from region to region so that pollinators are receiving a supplement that tends to their specific diet.



Online Presence



Website: SUPERB will utilize an interactive website that is tailored to each of our target segments upon entering the site



Social Media: The hashtag #PowerInPollination will be used across each of our social media pages to help increase awareness of our product



Facebook: Data oriented, highlight customer satisfaction, pollinator fun-facts, event posting



Instagram: Visually pleasing images, promoting our eco-conscious brand, customer satisfaction



TikTok: Target Bee Enthusiasts, incorporate creativity into our brand, and create an awareness within younger audiences about bees



Twitter: Informational, product updates, news-sharing

Place



Year 1: Northeast residential markets

Product Purchasing:

- In-store at garden centers
- Online for commercial purchases from anywhere in the country



Year 2: Northwest residential markets.

Product Purchasing:

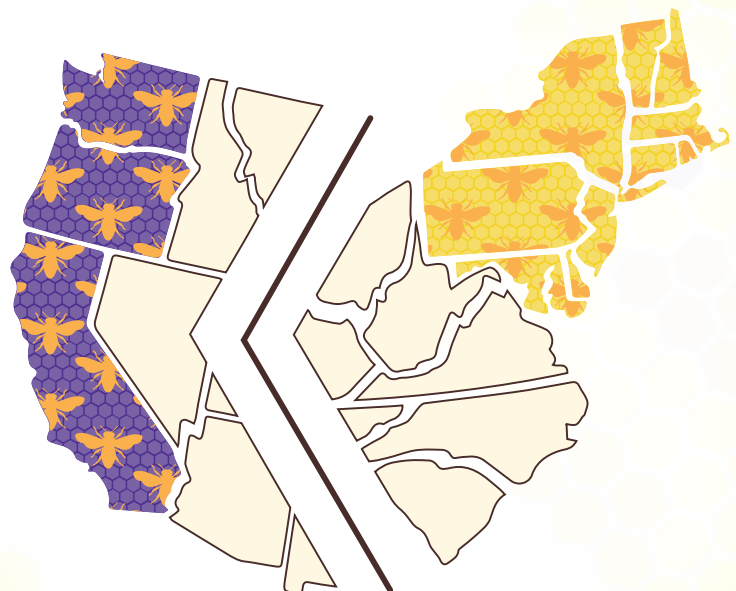
- In-store at garden centers
- Online purchasing for both residential products and commercial



Year 3: Northeast & Northwest residential and commercial markets.

Product Purchasing:

- In-store at garden centers via subscription boxes online



Yearly Promotion

YEAR

1

Residential specific: SUPERB will attend the American Bee Federation (ABF) conference held in January to help make connections with small-scale beekeepers. On Wednesdays SUPERB will have a booth at the New York Botanical Garden farmers market, located in the Bronx.

Commercial specific: SUPERB will sponsor a guest speaker for the annual ABF industry conference. SUPERB will also make a contribution to the ABF for scientific research. The research from the ABF will be used in a major Netflix documentary that highlights the current issues agriculture faces with the decline in bee populations.

YEAR

2

Residential: Attend the ABF conference to build upon connections made in year 1. Expand farmers market presence into the Boston, Baltimore, Philadelphia, and Union Square regions⁸. SUPERB will also sponsor a community music festival to better target our urban audience. The first festival that we will sponsor is Firefly in Delaware which draws about 60,000 people each year.

Commercial: SUPERB will have a booth set up at the North American Honey & Pollination Summit & Trade Show located in Sacramento, California on January 7-11. SUPERB will have a booth set up with 2-3 sales representatives who will be giving out information on SUPERB and talking about the product.

SUPERB will be active members in American Honey Producers and International Bee Research Association to gain trust and knowledge from members⁹. Building these relationships with members of the associations will give more insight on customers issues, and where to take SUPERB in the future to stay competitive in the market.

YEAR

3

Residential: Host a farm/garden tour weekend where SUPERB enthusiasts get to travel around the region to see the results of other SUPERB customers. All expenses would be paid for this farm/garden tour by Northeastern Pollination. SUPERB will also have an established partnership with popular subscription boxes such as FabFitFun. At this point, customers can also find informational webinars on our website hosted by local honey bee experts.

Commercial: SUPERB will have a partnership with BAYER and be put in their "Bee Care Program" to be sold more prominently in both the Northeast and Northwest. The program builds on Bayer's expertise in crop protection and animal health, providing educational and scientific information and facts to increase understanding of pollinator health-related topics. SUPERB will have billboards up nationwide with SUPERB logo on the front and Pollinators housing in the back. There will be a commercial showing the process of it being put together that will be pushed through our social media pages as well as other digital paid advertisements to show how SUPERB is taking steps to help the pollinators thrive in an ecosystem. Additionally, SUPERB will be a topic of discussion in popular agricultural podcasts like the Millennial Farmer series.

Financials

SUPERB's nutritional patties will retail on our website for \$19.99 and \$44.99 for packages of 4 and 10. Various retailers will purchase cases at a wholesale price of \$16.40 (per 4 pack) and \$41.50 (per 10 pack.) In addition, our hand-crafted feeder will retail for \$14.99 and wholesale at \$11.20. A 10% discount will be applied for every unit over 100 units purchased by a retailer. The cost of production for each patty is \$1.97 while the unit cost of production for each residential feeder is \$8.50.

INCOME STATEMENT	YEAR ONE	YEAR TWO	YEAR THREE
Revenues			
Online Sales <i>Both Res. & Commercial</i>	3,368,473	8,765,434	13,148,150
Retail Sales	1,813,793	3,731,233	5,596,850
Gross Sales	5,182,266	12,496,666	18,745,000
4 pkg	85,328	213,320	79,995
10 pkg	21,332	53,330	319,980
Houses	106,660	266,650	339,975
Comm	221,204	442,410	663,614
Individual Total	1,714,444	4,175,510	6,263,264
Less Returns	-103,645	-249,933	-374,900
Less Discount	-91,800	-183,600	-275,400
Net Sales	4,986,821	12,063,133	18,094,700
COGS	3,368,473	4,998,667	7,498,000
Gross Margin	1,618,348	7,064,466	10,596,700
Expenses			
SG&A <i>Selling, General & Administrative</i>	4,235,985	7,724,190	9,207,544
R&D	1,226,124	1,906,991	2,043,205
Marketing	2,133,021	3,499,067	4,686,250
Other SG&A	876,840	2,318,132	2,478,089
Total Expenses	4,144,184	7,724,189	9,207,544
Net Income	(2,525,836)	(659,723)	1,389,156
Profit Margin	-48.74%	-5.28%	7.41%

MARKETING EXPENSES	YEAR ONE	YEAR TWO	YEAR THREE
Marketing Team <i>Marketing Employees</i>	426,604 5	699,813 8	937,250 10
Trade Shows/ Farmer's Market	319,953	524,860	702,937
Promotional Events	213,302	349,906	468,625
Publications	149,311	244,934	328,037
Social Media	213,302	349,906	468,625
Online Advertisement	170,641	279,925	374,900
Website	213,302	349,906	468,625
Radio	106,651	174,953	234,312
Monitoring & Measuring	127,981	209,944	281,175
Print Advertisement	191,971	314,916	421,762
Total	2,133,021	3,499,067	4,686,250

Competitor Analysis



Product Size	16oz	16oz	16oz	16oz
Product Form	Solid Patty	Liquid	Liquid	Solid Patty
Region Specific Ingredients	Yes	No	No	No
Product Life in Hive	12 Days	7 – 10 Days	7 Days	10 Days
Price per Ounce	\$0.31	\$0.25	\$1.87	\$0.31
Retail Price per Unit	\$4.99	\$4.10	\$29.95	\$4.99

SWOT Analysis

STRENGTHS

- A timely solution to struggling and economically important industries
- Speaks to mounting ecological concerns among urban and rural populations alike
- Locally sourced ingredients

WEAKNESSES

- Limited initial geographic outreach
- It is an enhancement not requirement
- Tough conservative commercial market

OPPORTUNITIES

- Awareness of bee population and stats
- Beekeeping trends are increasing
- Lifestyle farming

THREATS

- Declining bee population
- Environment factors
- Drone pollination

Monitoring and Measuring

GOALS (By Year 3)	MEAN OF ANALYSIS	EXCEEDED	LESS THAN EXCEEDED
35% Brand Recognition	<ul style="list-style-type: none"> • In-store and Event Surveys 	<ul style="list-style-type: none"> • Increase Investment in most effective marketing strategies 	<ul style="list-style-type: none"> • Re-Structure marketing strategies to better target residential market
Residential Product in 400 Stores	<ul style="list-style-type: none"> • Track product placement in stores 	<ul style="list-style-type: none"> • Consider expanding in other stores besides garden centers 	<ul style="list-style-type: none"> • Develop incentives for stores to carry product
Profit Margin ≥ 7%	<ul style="list-style-type: none"> • Review monthly and quarterly sales reports • Review annual income and expense statements 	<ul style="list-style-type: none"> • Consider product line expansion 	<ul style="list-style-type: none"> • Reduce non-essential expenses

Conclusion

Northeastern Pollination identified a problem that if not shaped in a positive direction will change the entire food system as we know it. Consumers are at the heart of the food hub and bees are working hard to give consumers what they need¹⁰. SUPERB will provide the nutrients necessary to give bees that extra boost.

Why have regular bees when you could have SUPERB?

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