

Local Buyer interest in Pastured Poultry

Poultry products are regularly consumed by the majority of Americans. Many Buyers are actively looking to source sustainable poultry products and are willing to paying a premium for convenience. We surveyed 35,000+ Buyers to understand their preferences when purchasing pastured poultry (eggs & meat) from a local Farmer.

88%

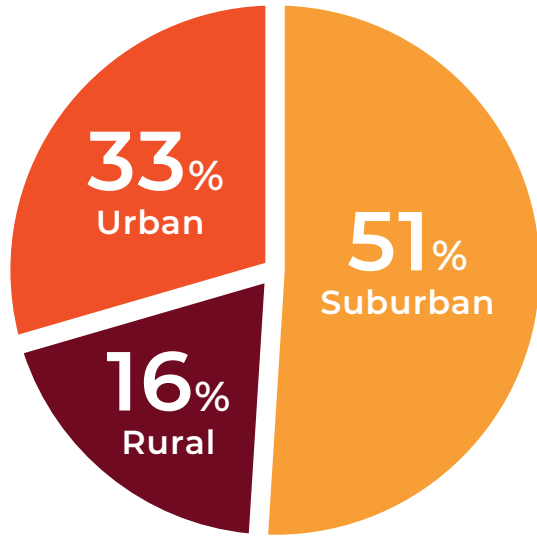
of Buyers find **Sustainably raised poultry products with access to pasture**, important (with 64% strong preferring them).

Local Poultry Buyers

Target potential Buyers who are willing to pay a premium for sustainably-raised poultry products.

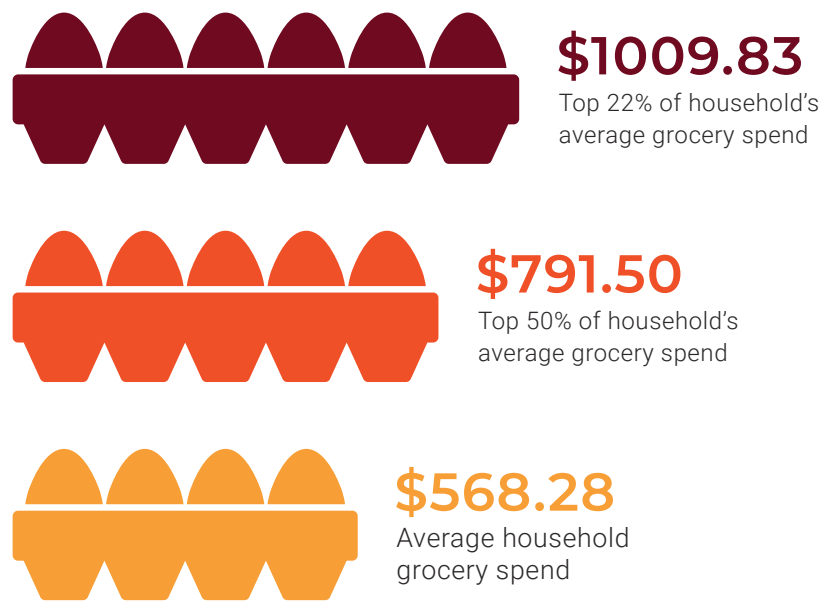
Where do you live?

- Tip:** Focus on Metro areas and suburbs where there is a great density of Buyers.
- Tip:** Join Markets and add Pick-Up locations in these areas to make shopping convenient for Buyers.



How much do you spend on groceries monthly?

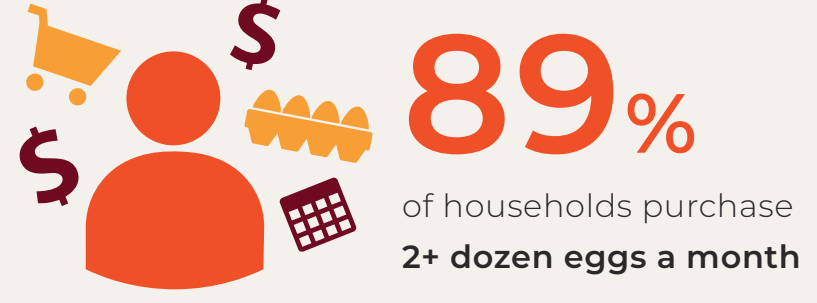
- Note:** The top 22% of households spend 78% more on groceries each month than the average household.
- Tip:** Target Buyers at the top of the Market who are spending much more on food every month.



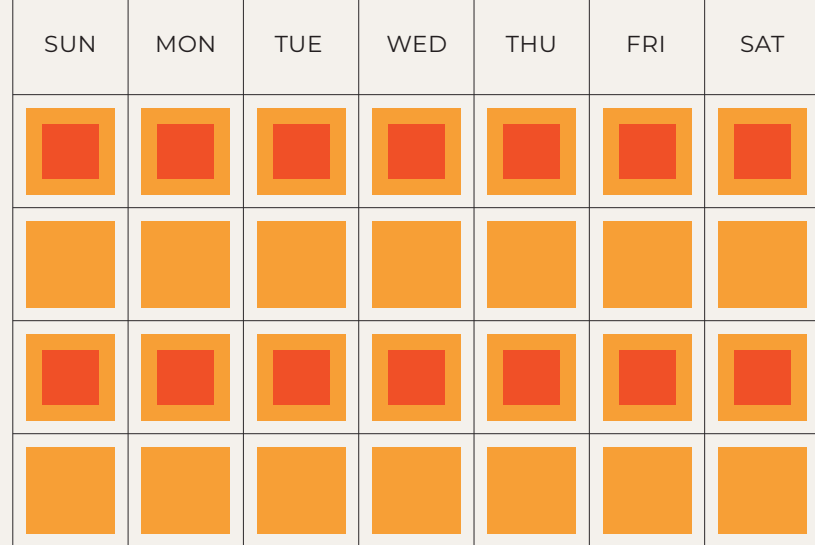
Chicken - Eggs

How many dozen eggs does your Household purchase each month?

- Note:** The top 36% of households purchase 4+ dozen eggs a month.



How frequently does your Household purchase eggs?



64% of households purchase eggs **weekly or biweekly**

- Tip:** Consider offering various Subscription options, including 1 dozen and 2 dozen at this frequency.
- Tip:** Farms should offer Egg Subscription every 1 or 2 weeks. This will help bolster recurring revenue for your Farm and satisfy Buyers.

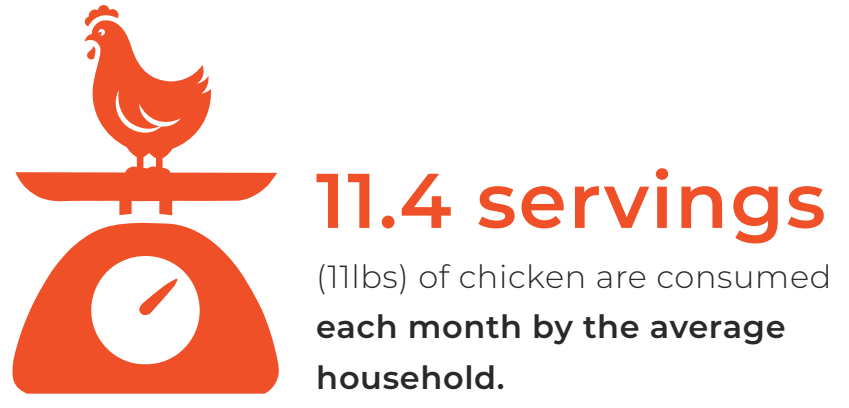
59% of all households are interested in an **Egg Subscription for delivery**.

30% of all households are **extremely interested**.

Chicken - Meat

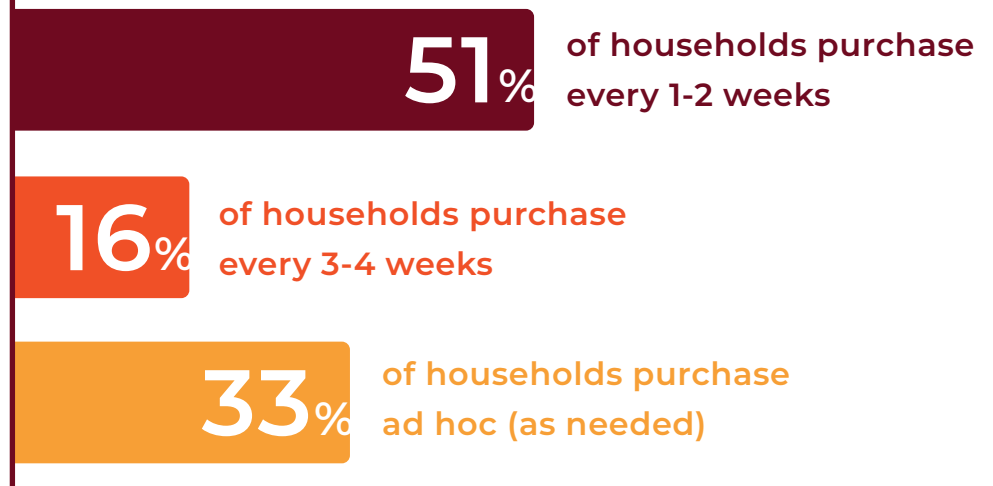
How much chicken (meat) does your household consume monthly?

- Note:** The top 25% of households eat an average of 57lbs of chicken per month (10-12 birds), which is 4x more than the average household.



How frequently does your household purchase chicken (meat)?

- Tip:** Your Farm can sell more by offering chicken bundles that include 1-2 birds every 1-2 weeks.



57% of all households are interested in an **Chicken Subscription for delivery**.

28% of all households are **extremely interested**.

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