To: Dr. Erika Paterson, Technical Writing Professor

From: Lea Ang Salamanca, English 301 Student

Date: October 15, 2021

Subject: Proposal for Creating a Comparative Analysis Report of Vegetable Packaging Options for Glacier Greens Farms

**Background information and information about the reader of the report:**

Jessica Fung is a pediatric occupational therapist and the owner of Glacier Greens Farms (GGF). Ms. Fung has been assisting neurodiverse children for seventeen years and noticed that most capable neurodiverse children grew up having difficulties getting and keeping employment as adults. In 2017 Ms. Fung started working on GGF to educate, prepare and employ neurodiverse individuals. GGF is beginning production on December 2021 and plans to sell its products by January 15, 2022. I decided to help Ms. Fung start her farm because I support GGF’s goal of providing work experience for neurodiverse children. As a nutrition student, I am also interested in learning how hydroponic farms operate. Since I have a background in running a food business and have experience making business reports, I volunteered to help Ms. Fung analyze point of sales software options and vegetable packing options for GGF. To comply with the requirements of this course, I will prepare a written comparative analysis report to assist Ms. Fung in choosing packaging materials for GGF’s products.

**Introduction**

Glacier Greens Farms (GGF) is an urban organic farm established by pediatric occupational therapist Jessica Fung. It plans to start growing vegetables in a forty-foot containerized hydroponic facility in its first location in the Surrey School District on December 15, 2021. It plans to produce 3000 heads of butterhead lettuce, tatsoi and kale, and 120 pounds of arugula, basil, and radish per month. The company plans to sell its products directly to consumers through its website and farm location. As a first-time business owner, Jessica Fung is seeking assistance in researching various packaging options for the farm's products which will be available for purchase by January 15, 2022. For more information about the company, please visit the farm's website at [http://glaciergreensfarms.com](http://glaciergreensfarms.com/).

**Statement of Problem**

Product protection and promoting the business brand are two main functions of product packaging. Fresh produce packaging plays an essential role in preventing food wastage by protecting the product from contaminants. Now, farm retail businesses also use product packaging to build brand recognition and attract loyal customers. The suitable packaging will help customers distinguish GGF' products from other farm producers in the competitive fresh vegetable market. With these essential functions of product packaging, Jessica Fung, GGF's owner, needs a formal report about vegetable packaging products available in the market which will assist her in choosing the right packaging for her farm’s needs.

**Proposed Solutions**

Creating a comparative analysis report that includes a table of various packaging company's contact information, cost of initial product packaging investment, visual appeal and effectivity of the packaging in extending the shelf life of the produce will assist Ms. Fung in choosing the right packaging for GGF's products. To begin the comparative analysis report, Ms. Fung suggests starting with three packaging companies: Evocative Design, Better Farm Company, and U-line. 

**Scope**

To make a comparative analysis report of vegetable packaging options for GGF, I plan to ask the following questions:

1. What are the costs of the packaging? What is the minimum amount of packaging that the manufacturer requires? What is the cost of packaging per unit?

2. What are the ways that the packaging material extend the product's shelf-life

3. To what extent does the packaging material protect the produce from external damage?

4. Is the packaging biodegradable or recyclable?

5. Does the produce packaging boost the brand or have sales appeal? If not, researching the costs of producing brand stickers to put on the packaging material will be provided in this report as a brand/marketing option.

**Methods:**

My primary data sources will include doing an environmental scan of vegetable packaging materials by going to farm markets and upscale groceries. I will also contact through email or phone various vegetable product packaging companies in The Lower Mainland. 

Secondary sources will include looking at various farm producers' publications and directories for a list of produce packaging suppliers in North America.

**My Qualifications**

I have worked as a food business owner in Canada for eight years. As a previous small business owner, I have experience researching packaging materials for various food products and contacting different food and packaging vendors. I am confident that I will be able to recommend the most cost-effective packaging options for GGF. I can prepare a comprehensive formal report that will help GGF during its initial business phase and assist GGF in planning for the company's future packaging needs as the company grows and explores new markets.

**Conclusion**

Green Glaciers Farms opens in three months. Jessica Fung, GGF's owner, is currently overwhelmed with work in various aspects of the business, such as finalizing leasing agreements and attending farm operations orientations. The comparative analysis report of vegetable packaging options for Glacier Greens Farms will make it easier for the owner to decide about GGF's produce packaging needs urgently. With your approval, I will begin research at once.