



### Motivations

**Time Challenged** – Gardening, shopping, canning, cooking

- Respect her time challenged life
- Make time spent learning productive

**Space challenged** – Tools, shelves canning, 2<sup>nd</sup> freezer

- Teach minimalist hunting or angling.
- Save her space and money

**Overwhelmed by hunting/angling**

- Doesn't know where to start
- Assure her that you will start with the basics
- No question is a stupid question
- You understand that she is new at this

### Meet Lucy

- 47 years old
- Married to Luke (he's a locavore too)
- Their daughter, Lark, is away at Berkley
- Social worker in Orange County
- Found the locavore movement as director of an urban garden
- Lives in a loft in an old warehouse
- Grows what she can on the roof
- Believes everyone should have access to healthy food and that no person or animal needs to suffer to feed another
- Book smart
- Devout liberal, social reformer

### Personal Objectives

- Reducing her family's ecological footprint
- Quality of life for the animals they eat
- Fair trade
- Access to food for everyone

### Likely Media Outlets

- NPR
- LinkedIn for work
- Still reads the newspaper on Sundays
- Food co-op newsletter
- Embarrass Lark almost weekly with Facebook posts