



Meet Haley

- 29 years old
- Married, 1 child
- Left her position in PR when she couldn't stand the time away from the baby
- Never really thought about food quality until she was pregnant but now she makes her own organic baby food
- Shops at three farmer's markets and two farms to get the best meat and produce
- Smart
- Busy
- Concerned
- Motivated

Motivations

Baby comes first

- Baby proofing
- Best food
- Best schools and educational toys
- Considering home school when baby gets older

Time Challenged – Baby, garden, house, canning, cooking

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

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

Relevant Objectives

- No chemicals, drugs, hormones
- No GMOs
- Self-sufficiency

Likely Media Outlets

- Heavy internet user
- Parenting and gardening blogs
- How to YouTube videos
- Social media – Pinterest, Twitter, YouTube to share baby pictures and updates with the family