Schutt's Apple Mill

Knowing the Consumer

- apples through the seasons
- what sets us apart
- decision making
- common questions

Schutts Apple Mill

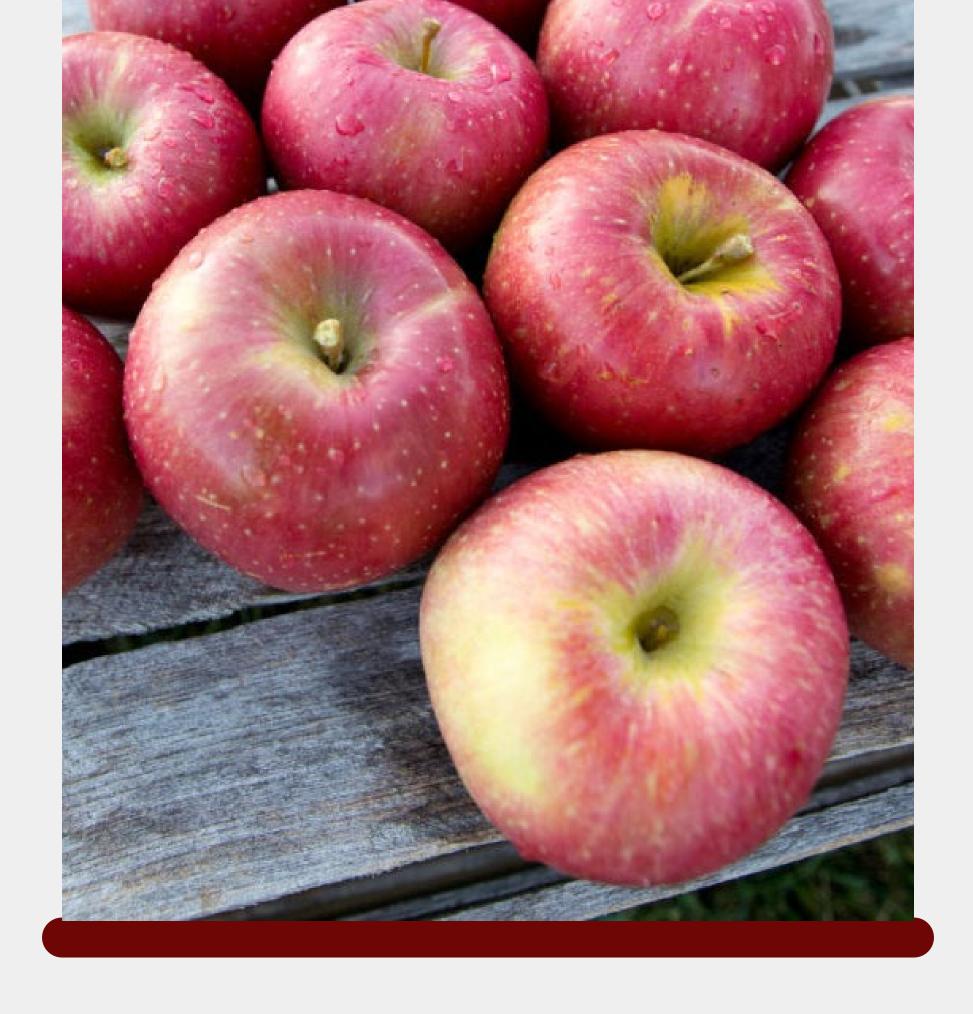
About Us

small farm market in the heart of Penfield/Webster

Unique Business Model

farmers
retail store
experiential/events
educational

Open All Year



In Season: Fall

- color is king
 - old is new
- anything sells
 - variety









Winter-Summer

- crisp, firm and flavor
 - proper storage
 - knowledge matters
- educating the consumer

Quality

- crisp, firm, no wax
- refrigerated
- passion
- willing to pay if good

Knowledge

 giving advise - knowing the apples

Tradition

- emotional attachment
- telling the story

What sets us apart



Common Questions

pesticides

organic vs. traditional misconception

local

supporting the community around you

storage

proper store of apples

wax

effects taste negative impact on consumer

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Families matter

- connecting families to agriculture
- social media

Time

- convenience trumps price
- time is people's most valuable resource

Diversity

 building revenue without the ups and downs

Decisions



