

# Knowing the Consumer

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



*Schutts Apple Mill*

# About Us

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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

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# Common Questions

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## pesticides

organic vs. traditional  
misconception

## local

supporting the community  
around you

## storage

proper store of apples

## wax

effects taste  
negative impact on consumer

*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





# Questions/Thoughts

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