

CUSTOMER AVATAR

Name: Carrie Rooney
Email: rooniecario@gmail.com

Demographics

Age: 32 years

Sex: Female

Location: 3517 Vesta Drive, Chicago IL 60641

Education level: Graduate

Occupation: Assistant chef

Annual income level: \$44,000

Marital status: Single

Language: English

Number of family members: 3

Background

Carrie Rooney is a young chef who just joined the industry recently. After graduating from college, she took an interest in culinary arts after which she joined Escoffier Culinary Arts School. She currently works as an assistant chef at a restaurant that serves organic food. One of her roles as the assistant chef is to oversee the acquisition of all food products. The hotel acquires organic foods to use in cooking. Thus, she is highly interested in organic as well as organic farming.

Goals

1. To maintain the restaurant policy on using organic foods
2. To acquire the organic foods at the most affordable price
3. To engage in organic farming as a supplement to the external sources of organic food procured by the restaurant, and a source of income for herself
4. To ensure that the source of the organic food is reliable
5. To develop her skill in organic food catering

Challenges

1. Availability of many foods in the market branded as organic whilst they are not
2. High financial and time input required to acquire organic food for the restaurant
3. Financial implications of running an organic food farm
4. Low farm yield from organic products, which limits the scale of use in high volume organizations

Sources of Information

Books or magazines: Organic farming magazine, Rodale's organic life

Blogs or websites: goldenearthworm.com/farmblog, blogs.dickinson.edu/farm

Gurus: Tom Pemberton

Others: John Pewsey YouTube Channel

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