



The Value of Apples

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Sprouts Farmer Market



Who are we?

- Data Points
- Values
- Behaviors

Our approach

- Partnerships
- Educate, engage, excite
- Pioneers & Migrators

Where we win

- Seasonality & Assortment
- Freshness & Regionality
- Flexibility
- Value

What is Value?

Value is everything that a customer is willing to pay for.

Experience: flavor, discovery, trend

Connection to their values

- Tradition
- Health
- Organic
- Local
- Sustainable
- Environment

Quality & Consistency: reliable, available, longevity (counter life)

Affordability



Owning the Middle



The Price Game

Playing by their rules

Focused on market share

Commoditized

Crowded

Making sales



The Value Game

Create the rules

Focused on Customer

Value

Exclusive

Creating sales

Owning the Middle

How are we influencing the space to drive more consumption?

Owning our Business

Establish our identity driven by what we want to be for the customer, not what the market dictates

Making price point a fraction, rather than strategy.

Creating demand rather than fighting over it.





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“What if we don’t change at all ...
and something magical just happens?”



Think differently
about retail, the
customer, and
the experience



Don't compete
where you don't
compare. Create
your own space



Let's not sell a
commodity, let's
sell value



How do you pass
your passion
down to the
customer?



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