

What AppHarvest is currently doing with grocery stores

AppHarvest is currently at the start of putting its produce into stores today. At the beginning of 2021, they started the launch of their tomatoes. As a company, they announced that "The sustainably grown tomatoes first will be available in select national retailers such as Kroger, Publix, Walmart, Food City, and Meijer" (Business wire, 2021). Being in these large stores will give AppHarvest a good variety of customers from each store to see their brand and get to know them. Shoppers can find the beefsteak tomatoes in the produce sections of stores and are co-branded with Sunset Grown. They say that "the products are expected to be comparable in price to standard tomatoes" (Business wire, 2021). One of their main goals is to make sure their product is affordable and make their prices comparable to standard tomatoes, giving them a boost in the market. AppHarvest is trying its hardest to get a significant customer base for its indoor-grown, large-scale greenhouse. AppHarvest is also very different from their competitors next to them on the shelves of stores. They want to have everyone in America be able to have access to fresh, affordable, and healthy fruits and vegetables.

AppHarvest is finally in stores after their first-ever harvest of beef stock tomatoes. They did not end up in stores right away, though, and had a slow release of their products and no standout promotional advertisements. While in stores, they are next to all the other tomatoes without clear labels. The one AppHarvest tomato found in a store was at the bottom of a bin alongside many different tomato brands and not in the best shape (B.Barnes, personal communication, February 09, 2021). All of the tomatoes in the area had the same code as well. Once they were done with the AppHarvest bin, they would re-fill it with random other Mexican tomatoes (B.Barnes, personal communication, February 09, 2021). AppHarvest needs to separate

themselves better from the other brands of tomatoes in grocery stores. While in stores, they need a better label or way of selling them in some other container than all the other tomatoes.