

IN THE MIX

The official Virtual Enterprise newsletter for the Healthy Eating Subscription Program



In the Mix benefits our community, the organic food industry, and you.

Our mission is to transform the lives of our customers by facilitating nutrition in everyday life and engaging in philanthropy to improve the aspects of our world about which we all are passionate. Synergistically combining originality and customizability, fusing sustainability and social awareness - We are In the Mix, and we bring the greenhouse to your house. We offer a variety of themed packages with sustainable, non-GMO, and organic bars, açai bowls, infused ice cubes, and all-natural beverages. We believe it is essential to donate to charities through the profits on our themed packages. Our company takes pride in helping you stay In the Mix of healthy eating. We stay socially active with the local small businesses, including Jamba Juice and the Bagel of the Month Club. We spoke with the owners of both companies to get a better understanding of how they run their companies and overcome the food industry's most prominent obstacles, which we implemented during the Long Island Trade Show at Farmingdale State College this past January. Our products follow the current trend of organic food; we ensure this by incorporating trendy items in each and every monthly box.

Acai Bowls

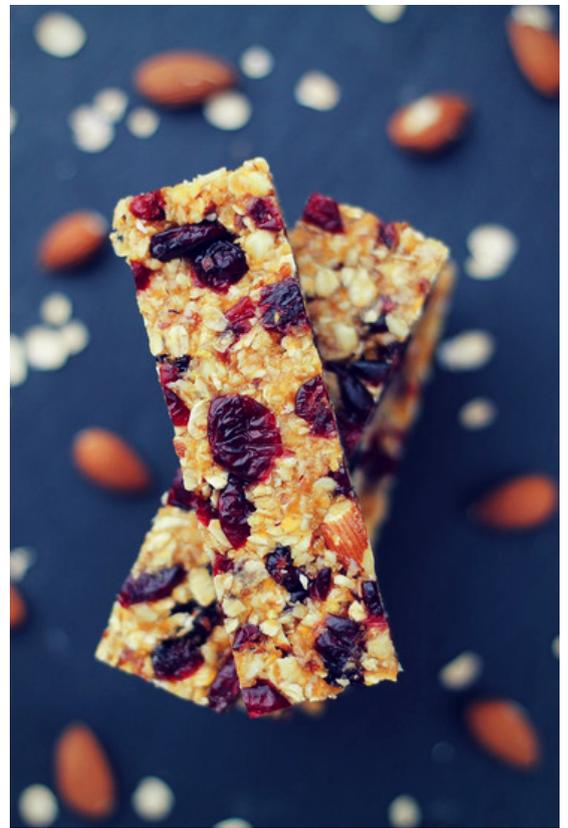
Organic Bars

Infused Ice Cubes

All-Natural Beverages

The Organic Food Trend

U.S. organic food industry growth is evident as an expanding number of retailers are selling a wider variety of foods, along with the development of private-label product lines by many supermarkets along with the widespread introduction of new products. In addition, industry experts are predicting a 9% overall increase for the organic food industry. Although organic food brings many benefits to consumers, one of its downfalls is that organic food is more expensive. Some organic foods cost nearly twice as much as their non-organic counterparts, according to Consumer Reports. High demand for organic foods combined with lower yields than conventionally farmed crops creates a recipe for high prices. However, this is where In the Mix strives. The organic industry has seen tremendous sales increases, as retail sales of organic foods have jumped from \$3.6 billion in 1997 to \$21.1 billion in 2008. Organic food is a luxury good, as demand is high and supply is low. At In the Mix, we ensure that our products appeal to all consumers, not only those who can pay the high price of typical organic food. There should be absolutely no customer that says that they cannot pay for our product solely because they pay for it. Another issue regarding organic food is that it is prone to foodborne illness like E.coli and salmonella. There have been reports that organic food is not inherently safer and has the same risk as non-organic foods for food-borne bacteria contamination. We make sure that these reports do not directly represent our products. We ensure that our food is healthier than any non-organic food. Typical fresh produce of all varieties are prone to listeria, E.Coli, salmonella, and other bacteria, however, before our products reach our consumers, we make sure that our products are disease and bacteria-free. Organic food recalls have risen in recent years, but they still only account for less than 10 percent of all food recalls. The organic food industry is also becoming more regulated health-wise, improving the reputation and credibility of organic food companies and their products. We are a company attempting to revolutionize the food industry, and we believe that we have the ability to thrive.



The original idea of infused ice cubes came from bars using them for their cocktails. Now there is more diverse cubes, such as having frozen fruit, herbs, juice, and so much more. This trend is more popular at weddings for the beautiful colors and designs that it creates. We incorporate this part of the cubes and a great tasting mix of fruits and herbs in order to give consumers the ideal cube.

