



# 2020 YEAR IN REVIEW

## CHALLENGES + BREAKTHROUGHS

Pride Road Hibiscus Products were a Top Seller in 2020



This past year has been a challenge for everyone, but we powered through as a team and managed to adapt all our services to the new criteria of the industry with success! There were challenges along the way in terms of meeting the customers' demands and raising up to meet our competitors but we can safely say that we are growing. Go Tribe!



### INDUSTRY

Carver's Produce has over 2,000 data points to help minority farmers increase profits + access to ethnic and plant-based food products in food deserts.



### PRODUCTIVITY

Formed collaborative working agreement with RFID Tech company to use data to increase consumer insights for our CPG brands.



### SUPPLY

By Q3, online sales increased online by 40%. However, we were unable to complete our sales goal for 2020 due to shortage of food.



### SALES

Frozen food products + distribution subscriptions were a top seller in 2020. We tripled our profits for each item sold online due to price cost strategy.



### MARKETING

By Q4, we increased SEO optimization by 12.3% for Black owned CPG brands using the hashtag #BlackFoodMatters



RESEARCH FINDS

IF AMERICANS SPENT **\$157** A  
MONTH ON **BIPOC FOOD**  
**SUPPLIERS**, IT WOULD  
RESTORE THE PRICE COST  
MARGIN BY **20%** AND  
POSITION SUPPLIERS TO  
**RETAIN RESOURCES TO SCALE.**

