

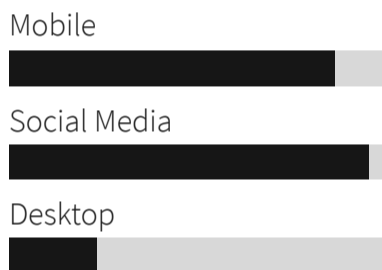
# the Locavore

“Local, organic, eco-friendly”

## Laney

30 years old, married with 1 child, highly educated, politically active, financially secure, very health conscious, cherishes local offerings

### How she consumes



### Who she is

Inspired  
Altruistic  
Mobile  
Driven  
financially secure  
Educated

Sustainable

empathetic  
Local  
introverted  
Earth first  
Tech Savy  
Liberal

## GOALS

- Improve health
- Support local economy
- Drive change
- Live sustainably
- Preserve the environment

## FRUSTRATIONS

- Mass-production
- Irresponsible corporations
- Unhealthy offerings
- Business first/earth second
- Non-progressive leanings

### PERSONALITY

Driven Empathetic  
Progressive Educated  
Kind Introverted  
Inspired Spirited

### Brands she loves

