The National Agri-Marketing Association is a nation's largest association for professionals in marketing and agribusiness. Each year, this organization puts on a student marketing contest where teams must come up with an agriculturally related product and write a marketing plan for it. In developing their marketing plan, students follow the same practices and principles used by today’s marketing professionals. Teams submit a written plan summary prior to the competition and then make a formal presentation of their marketing plan to a panel of judges at the competition.

The Product:

**Altitude Protein Crisps:**
- Made With Algae
- Yields One of the Highest Sources of Protein available to Consumers
- Made with Algae, Chia Seeds, Sea Salt, Edamame, Banana, Flax Seed Oil, Sea Salt

**Marketing:**

**Consumer Profiles:**
- Nature Nick and Nathan
  - Age: 20
  - Dual minor, marketing, agriculture studies
  - Enjoy outdoor activities, very active
  - Shop for all natural foods
  - Like to cook and stay healthy
  - Prefer sustainable packaging

- Wishful Whitney
  - Age: 33, mother of 2
  - Renewable breathing, making $65,000/year
  - Eating green eater
  - Difficult and flat schedule
  - Needs food that is high protein food
  - Foods they like are the go-go foods

**Compitor Analysis:**

<table>
<thead>
<tr>
<th>MARKET ANALYSIS</th>
<th>Altitude</th>
<th>CLIF Bars</th>
<th>Go Raw</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging</td>
<td>55% of bag</td>
<td>6% of bag</td>
<td>3% of bag</td>
</tr>
<tr>
<td>Protein</td>
<td>15 grams</td>
<td>9 grams</td>
<td>12 grams</td>
</tr>
<tr>
<td>Fats</td>
<td>4 grams</td>
<td>21 grams</td>
<td>12 grams</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>4 grams</td>
<td>4 grams</td>
<td>3 grams</td>
</tr>
</tbody>
</table>

**Market Analysis:**
- By 2019 health food market = $10 billion industry
- 60% of consumers are interested in a spirulina snack
- 76% of consumers are looking for high protein

**Plan of Action:**

After a month, farmers will harvest the algae, and Altitude will pick it up and pay $0.05/lb. For the first two weeks, Altitude will be in contact with farmers in order to grow a fair compensation for their product.

Environmental conscious system that capitalizes on the renewable benefits of spirulina Algae for the human body as well as to monitor the algae production for the future.

We have established and grown our retail partnerships; we also plan to partner with Mission and Thrive Market online to reach consumers not only within our four target states, but consumers throughout the United States.

**Results:**

SUNY Cobleskill was placed in a heat with North Dakota State, Iowa State, and Cal Poly Pomona. The SUNY Cobleskill team achieved its highest scores in school history. While we unfortunately did not make it to the next round, we achieved perfect scores on our business proposition, and monitoring and measuring. We look forward to rolling this success into NAMA 2019!