



Marketing for brands in fresh and plant-based foods, agriculture, AgriFoodTech, and ag services

MARKETING PLANNING • BRANDING • PACKAGING DESIGN • WEBSITES



Hi! We're Moxxy.

Marketing for brands in fresh and plant-based foods, agriculture, and ag services/ag tech.

Moxxy took root in California's Salinas Valley in 2007. Today, our national presence and international reach supports companies producing and selling perishable products around the globe. We're nimble. We're mobile. And we have Moxxers located across the country to meet our clients' needs.

With inspiration from the farmers and ranchers who feed the world, we take great joy and satisfaction supporting grower-shippers, ranchers, food brands and ag companies who bring the bounty of what they grow and raise to kitchens, lunchrooms, restaurants, and dining tables all over the world.

Whether selling to processors, foodservice, retail or somewhere else along the supply chain, Moxxy knows food— be it fresh, organic or conventional. In fact, we understand the entire industry—packaging, food safety, transportation, merchandising, recipe development, sustainability, retail, foodservice, labeling regulation, eating trends, etcetera. You name it, we can help!

Our passion extends to wine and other beverages, ag support services, ag tech, professional service providers, and trade associations too.

The Semi-Exhaustive List of Services



Strategy
Planning
Research



Logos
Stationery
Branding



Brochures
Sell Sheets
Collateral



Packaging
In-Store Marketing



Online
Social
Mobile



Digital Advertising
Print Advertising
Broadcast Advertising



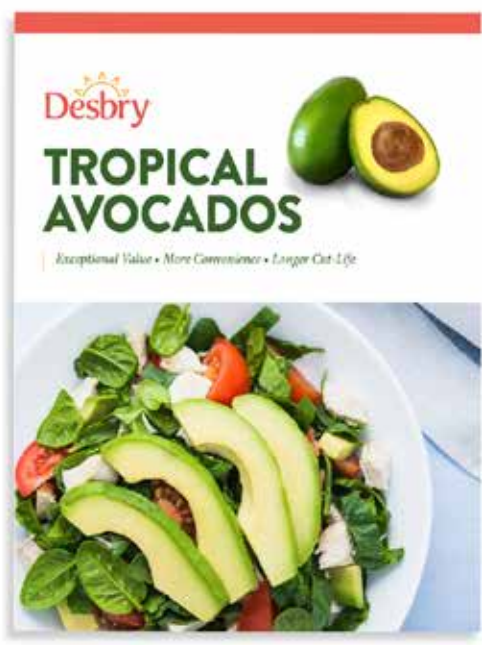
Direct Mail
Direct Response



Video
Public Relations



Trade Shows
Signage





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Moxxy takes a sincere interest in our company’s vision and values. They are able to convey our company ethos, making the work process and product enjoyable. We recommend them to anyone looking for empathy and edge.

JERALD DOWNS
BERRY PEOPLE

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Product	UPC	SKU	Weight	Unit
Organic Baby Lettuce (1.5 lb)	11014281	11014281	1.5 lb (1.50)	1
Organic Baby Lettuce (3.0 lb)	11014282	11014282	3.0 lb (3.00)	1
Organic Baby Lettuce (4.5 lb)	11014283	11014283	4.5 lb (4.50)	1
Organic Baby Lettuce & Tomato (1.5 lb)	11014284	11014284	1.5 lb (1.50)	1
Organic Baby Lettuce & Tomato (3.0 lb)	11014285	11014285	3.0 lb (3.00)	1
Organic Baby Lettuce & Tomato (4.5 lb)	11014286	11014286	4.5 lb (4.50)	1
Organic Baby Lettuce & Tomato (6.0 lb)	11014287	11014287	6.0 lb (6.00)	1
Organic Baby Lettuce & Tomato (7.5 lb)	11014288	11014288	7.5 lb (7.50)	1
Organic Baby Lettuce & Tomato (9.0 lb)	11014289	11014289	9.0 lb (9.00)	1
Organic Baby Lettuce & Tomato (10.5 lb)	11014290	11014290	10.5 lb (10.50)	1
Organic Baby Lettuce & Tomato (12.0 lb)	11014291	11014291	12.0 lb (12.00)	1
Organic Baby Lettuce & Tomato (13.5 lb)	11014292	11014292	13.5 lb (13.50)	1
Organic Baby Lettuce & Tomato (15.0 lb)	11014293	11014293	15.0 lb (15.00)	1
Organic Baby Lettuce & Tomato (16.5 lb)	11014294	11014294	16.5 lb (16.50)	1
Organic Baby Lettuce & Tomato (18.0 lb)	11014295	11014295	18.0 lb (18.00)	1
Organic Baby Lettuce & Tomato (19.5 lb)	11014296	11014296	19.5 lb (19.50)	1
Organic Baby Lettuce & Tomato (21.0 lb)	11014297	11014297	21.0 lb (21.00)	1
Organic Baby Lettuce & Tomato (22.5 lb)	11014298	11014298	22.5 lb (22.50)	1
Organic Baby Lettuce & Tomato (24.0 lb)	11014299	11014299	24.0 lb (24.00)	1
Organic Baby Lettuce & Tomato (25.5 lb)	11014300	11014300	25.5 lb (25.50)	1
Organic Baby Lettuce & Tomato (27.0 lb)	11014301	11014301	27.0 lb (27.00)	1
Organic Baby Lettuce & Tomato (28.5 lb)	11014302	11014302	28.5 lb (28.50)	1
Organic Baby Lettuce & Tomato (30.0 lb)	11014303	11014303	30.0 lb (30.00)	1

ORGANIC BABY LETTUCCES & BLENDS



Organic Baby Lettuces & Blends

The Josie Family has been growing certified organic vegetables for more than 22 years. Josie Blends, the grandchild of our 2nd generation farmer and master of the Josie Organics Blend, would grow up in the fields and bring his young leaves to make delicious, fresh blends for his family. Today, Josie's Organics blends are grown and harvested with the finest combined organic baby lettuces and salad blends of the highest quality.




RETAIL

Aquamar

Your Source for Premium Surimi Seafood Products

Our fresh, innovative varieties deliver the convenience and versatility consumers expect. Every package includes quick, delicious recipes, adding value to your refrigerated seafood department and providing unique cross-promotional opportunities.





Surimi Seafood Salad



Surimi Seafood Pasta



Surimi Seafood Stir Fry

Exceptional Variety & Versatility
Available in multiple brands and pack sizes for a range of consumer identity and price points, we offer options for busy fresh and snack opportunities such as Quick Frozen and Party, Family and Sharing and House-Blended Blends.

Superior Quality & Convenience
With the highest food safety standards, a fresh frozen shelf life, and more than 200 recipes, our frozen products provide quality and offer preparation and packaging convenience for including low-fat, high-quality seafood protein in their diets.

Why do consumers choose Aquamar?

- Superior taste, texture, and consistency
- A full line of convenient pack sizes
- No preservatives and no added MSG
- Non-GMO and gluten free
- Delicious, creative and easy to prepare meal and snack recipes
- An affordable alternative to traditional seafood

TROPICAL AVOCADOS

EXPAND A PROFITABLE CATEGORY

Consumers Love Choices
Presentations and options to prepare and enjoy avocados are important to today's consumers. There has been very little choice in the available avocado sizes and cuts.

Disappointed Consumer Acceptance
Recent studies indicate consumers are "overwhelmed" and often giving money to purchase Tropical Avocados. And many avocado eaters say they will be delighted to try something new.

Value and Convenience
Tropical Avocados offer unique attributes in texture, nutrition, taste and usage applications. Harvested in warm tropical regions in the Dominican Republic and Florida, the fruit is much larger, offering greater perceived value and convenience to consumers.


Choosing the "Right" Avocado
Most consumers will retain a slight green exterior when ripe. Consumers eye-rolled for quality require the ripeness of a very small, many-colored fruit.

It has the COLOR and the LARGE SIZE that perfectly go together and each a GREAT VALUE!
Consumer Feedback



watermellies

A NEW Fresh Watermelon Snack!



Consumers Want Healthy Snacks

- 87% of consumers who bought fresh produce, not processed
- Fresh is the #1 snack and dessert category in the U.S.
- Fresh-cut watermelon is growing at 17% in all retail in 2014

Health Benefits of Watermelon

- Watermelon is approved by the American Heart Association as a heart healthy food - cholesterol free, sodium free, low in calories
- Watermelon is a naturally hydrating, 92% water and low calorie food
- Watermelon is the fresh produce leader in the snack category

Introducing Watermellies

- Watermellies are ready to eat, chilled and great for easy snacking
- Watermellies are a natural, proprietary variety of seedless, 100% fresh-cut watermelon
- Watermellies are a natural, proprietary variety of seedless watermelon with improved shelf life and texture
- Watermellies are a great source of Vitamin A and C
- Watermellies are a great source of potassium
- Watermellies are a great source of antioxidants
- Watermellies are a great source of natural sugars
- Watermellies are a great source of natural electrolytes
- Watermellies are a great source of natural vitamins
- Watermellies are a great source of natural minerals
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- Watermellies are a great source of natural vitamins
- Watermellies are a great source of natural minerals



Packaging Design





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Moxy brought the Josie's Organics brand to life. We shared our idea for creating an organic label honoring our grandmother, and they designed the logo, polka dot packaging, website and everything else. Retailers, shoppers and the media love the Josie's brand.

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It's been a big success so far and has a lot of potential for growth.

ROD BRAGA
JOSIE'S ORGANICS





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Moxxy delivers more than just best-in-class marketing. They also deliver great results with affable attitudes. We love the Moxxers!

SARAH SCHLUKEBIR
PETERSON FARMS

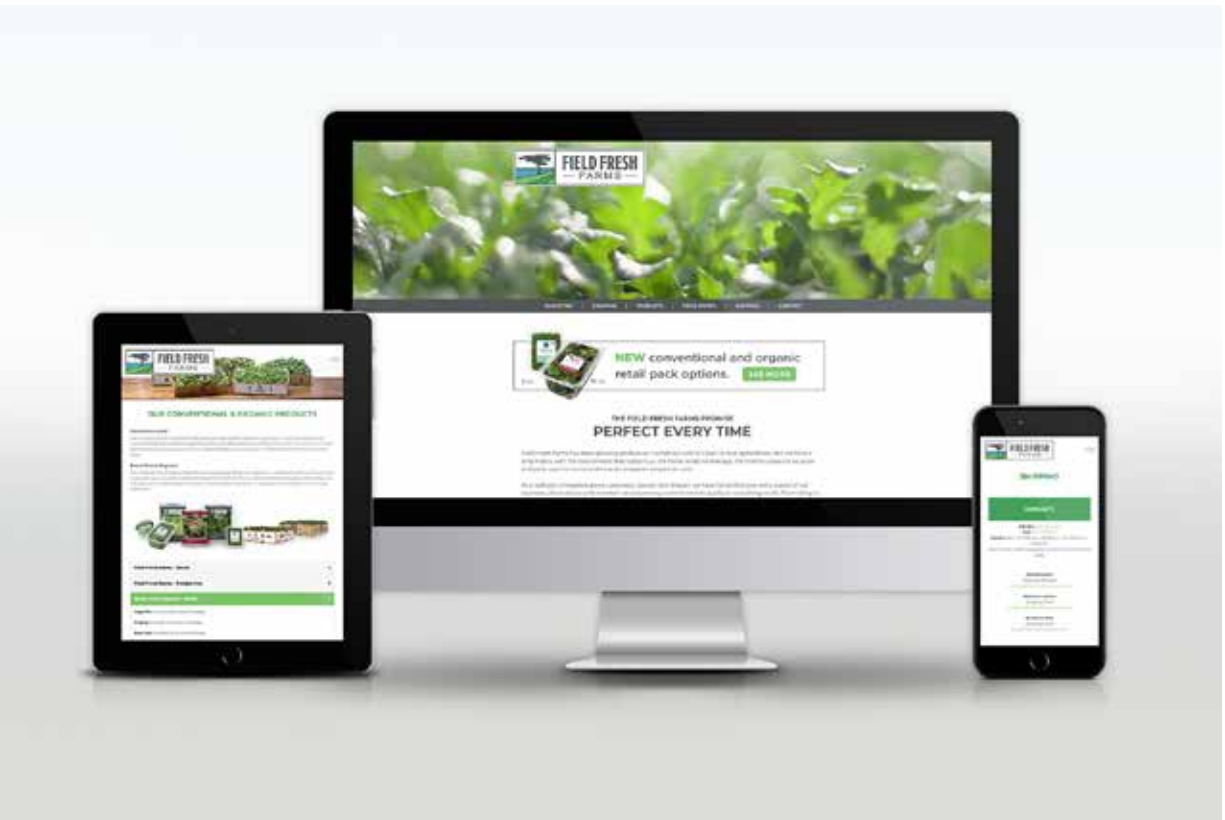
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Websites





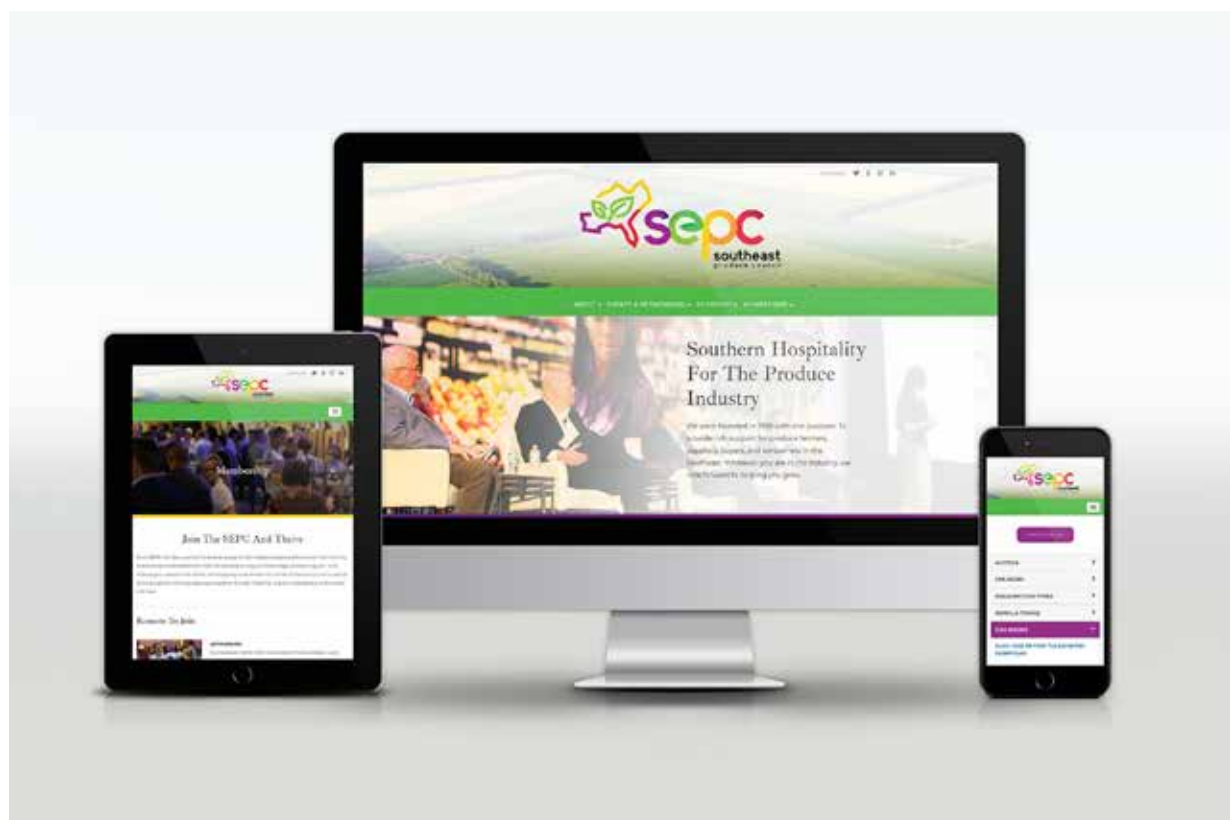
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Moxy helped us develop a modern brand that resonates with consumers, as well as retail and foodservice customers, and honors our four generations of farming history. It's great to have such a talented and caring marketing partner as part of our team.

JACOB DOBLER
FIELD FRESH FARMS

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Working with Moxxy, we've gained valuable insights on how to grow sales with retailers and consumers for our Desbry brand Tropical Avocados. The Moxxy team is smart, responsive, knows the fresh produce industry and has really creative ideas.

CHRISTOPHER GONZALEZ
VP OF SALES

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