

Lettuce Deliver

Ethical Meal Delivery



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Company Explanation

Lettuce Deliver is an ethical meal delivery company dedicated to sourcing and providing allergen-friendly meal kits with a commitment to environmental sustainability and responsible business practices.

Breakdown of Company (services and products)

- Allergen Friendly Meal Kits
- Customizable Plans
- Subscription Services
- Ethically Sourced Foods
- Sustainable Packaging
- Carbon Neutral Delivery Options
- Co-operative business model

Worker-Cooperative Labor Model

Workers do the work

Workers own the business

Workers control the business

Workers make the decisions

Workers receive the profit

Workers are paid equally

Future Business Plan (growth strategies)



Market Penetration:

Expand reach in current market by offering more ways to engage with products.

- Allergen Friendly Grocery Line
- Meal Kits Sold in Retail Stores

Personalized Nutrition & Tech Integration:

Integrating AI through company app to create truly personalized, allergen-friendly meal plans.

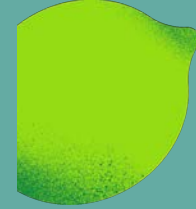
- Users input dietary restrictions, allergies, and health goals
- AI generates fully customized meal kits
- App can connect with fitness watches/bands.



Competitor - Instacart

Issues:

- Pricing and Fee Transparency
- Worker Classification & Labor Disputes
- Tip-Baiting & Pay Concerns
- Data Privacy & Security Issues



**HELLO
FRESH**

Competitor - HelloFresh

Issues:

- Product Recalls
- Customer Complaints (e.g. missing ingredients, unexplained charges, etc.)
- Site Accessibility
- Class Action Lawsuits (Violation of Telephone Consumer Protection Act)

Ethical Competitive Advantages

Ethically Sourced Foods

Among the 2.1 billion people worldwide estimated to be living in poverty in 2013, “a vast majority ... live in rural areas ... mostly employed in the agriculture sector.” We pay fair trade prices for our ingredients.

<https://bit.ly/PovertyandFarmers>

Composting Services

For every 1,000 tons (907 metric tons) of food waste landfilled, an estimated 34 metric tons of fugitive methane emissions (838 mmt CO₂e) are released. We offer food scraps and container pick-up, which we will compost for farmers.

<https://bit.ly/foodwaste23>

Biodegradable Packaging

12 millions tons of plastic finds its way into the ocean every single year. Our packaging is all made from sustainably-grown and biodegradable bamboo.

<https://bit.ly/tonnesplastic>

Worker Co-operative Democratic Structure

CEO's of typical large corporations often make more in one workday than their lowest employees make in a year. That's why we are our own bosses, everyone has equal say, everyone makes equal profit.

<https://bit.ly/InequalityStat>

Heath, A Market Failures Approach

as though market conditions were perfectly competitive, even though they may not in fact be. The following list of imperatives provides some examples of the restrictions that this would imply:

1. Minimize negative externalities.
2. Compete only through price and quality.
3. Reduce information asymmetries between firm and customers.
4. Do not exploit diffusion of ownership.
5. Avoid erecting barriers to entry.
6. Do not use cross-subsidization to eliminate competitors.
7. Do not oppose regulation aimed at correcting market imperfections.
8. Do not seek tariffs or other protectionist measures.
9. Treat price levels as exogenously determined.
10. Do not engage in opportunistic behaviour towards customers or other firms.

P Singer, Famine, Affluence, and Morality

positions, and perhaps from some of them it would not follow that death by starvation is in itself bad. It is difficult, perhaps impossible, to refute such positions, and so for brevity I will henceforth take this assumption as accepted. Those who disagree need read no further.

My next point is this: if it is in our power to prevent something bad from happening, without thereby sacrificing anything of comparable moral importance, we ought, morally, to do it. By “without sacrificing anything of comparable moral importance” I mean without causing anything else comparably bad to happen, or doing something that is wrong in itself, or failing to promote some moral good, comparable in significance to the bad thing that we can prevent. This principle seems almost as uncontroversial as the last one. It requires us only to prevent what is bad, and not to promote what is good, and it requires