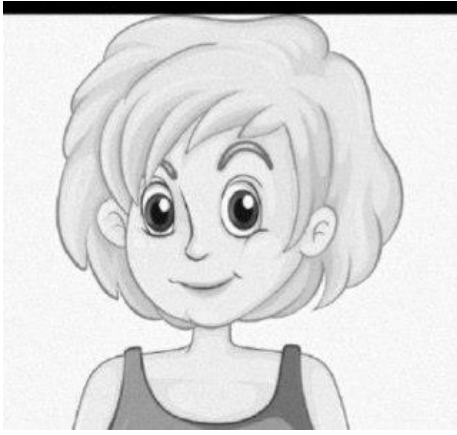




Demographics

Age: 56 years

Sex: Female

Location: 266 Glenridge Drive. Rego Park, New York 11374

Education Level: Graduate

Occupation: Realtor

Annual Income Level: \$ 216,000

Marital Status: Married

Language: English, French

Number of Family Members: 5

CUSTOMER AVATAR

Name: Wanda Ralouge

Email:

Ralougewanda@organics
.com

Background

Wanda is middle-aged lady who is a mother of three young adults and a devoted wife of twenty-eight years. She has been the primary home care giver for her husband who has had diabetes mellitus and high blood pressure for the past eleven years. Keen nutritional care is part of the management for her husband's ailment. It is also a recognized measure to prevent development of non-communicable diseases for those at risk.

Goals

1. Nutritional management of husband's Non communicable disease
2. Prevention of Non communicable disease for herself
3. Receive increased nutritional benefits
4. Reduce exposure to harmful chemicals
5. Body weight control

Challenges

1. Low availability of Organic foods
2. Cost restriction in acquiring organic foods
3. Falsified Organic labels
4. Need for nutrition literacy even with organic food

Sources of Information

Books or magazines: From field to fork: Food ethics for everyone, Lethal but legal: Corporations, Consumption and promoting public health, Total Health Magazine

Blogs or websites: Organicmattersblog.com,
Theorganickitchen.org/blog

Gurus: Adelle Davis, Euelle Gibbons

Others: Natures Path Channel

