



*Food and Ag Development Centers*

# **WHOLE AND NOURISHED**

*BEP SUCCESS STORY*

## **The Project**

In 2017, Heather Babineau-Z launched Whole and Nourished, a food delivery service that offers a weekly menu of fresh items such as soups, salads, and entrees as well as numerous frozen meal options. With no minimum required order or subscription obligation, customers receive nutritious meals packaged in reusable or compostable containers through contactless delivery available in Bozeman, Livingston, or Big Sky.

What makes Whole & Nourished stand out is their commitment to fresh, locally sourced foods. "We nourish our community with locally grown food so that its people, farmers and the local economy enjoy greater health."

In partnership with Prospera's Food & Ag Development Center, via the MT Dept of Ag Business Enhancement Program (BEP), Heather worked with a local data consultant to create tools that allow her to integrate data across multiple platforms (sales, customer marketing, and operational data). As a result of her work in the BEP program, Heather can better understand seasonal trends for her popular products to better tailor menu offerings to generate revenue and meet the needs of customers. This also helps plan for new products, focusing time and efforts on successful meal categories, and explore price changes that may increase sales. With the new customer insights, Whole & Nourished can monitor acquisition and attrition and target our marketing to specific segments to nurture and grow relationships, increasing customer value.

## **For More Info:**

Prospera Business Network  
Sam Blomquist  
[sblomquist@prospera.org](mailto:sblomquist@prospera.org)



Whole and Nourished  
Belgrade, Montana  
Heather Babineau-Z  
[heather@wholeandnourished.com](mailto:heather@wholeandnourished.com)



Funded by and in  
partnership with:

