

At the startup of Free Food 2GO, our most frequently asked question is:

1. WHAT ARE THE BUSINESS PLANS FOR FF2G?

A. Our main business plan is to remain true to our Mission, ie. to get as much food storage and preparation items to as many people as quickly and inexpensively as possible. Also, as a major part of that, we want to do a lot of educating people on emergency survival, which includes a whole host of things.

B. We recognize that the main key to accomplishing our mission is successful marketing. We also recognize that there are other important keys as well, such as outstanding customer service & support, efficient shipping, responsive leadership, and a continued commitment in our mission and to our values.

C. To accomplish our mission/goals, we have divided up our business plan into 4 phases:

PHASE 1: PRE-LAUNCH (Feb 1, 2011–March 31, 2011)

* Pre-Launch is the shakeout cruise. We will be tweaking our websites, adding new products to our warehouse and shipping facilities, establishing and expanding our customer service team and call center, finalizing our packaging look, adding education & learning systems to our website, establishing & training for the Tasting Parties, producing Associate marketing materials...and generally gearing up and smoothing out the rough edges.

* We will also be shooting video & commercials and getting things ready for the official FF2G launch. There are several commercials planned, both TV and radio. "How to hold a tasting party," our website introduction video, founders mission video, and other marketing videos will be finished.

* We will be establishing and expanding our CO-OP Owners program (scheduled to be opened up March 1, 2011) which will allow people to earn Cash-Back monies along with their food storage. Along with that, for those who are interested in perhaps making this a serious, full time occupation of helping people get prepared, (which we think is a worthy cause), we will also establish the CO-OP Owners Profit Sharing pool which will be made available to all Associates who are interested.

* Part of our goal is to make FF2G not just a place to buy food storage

and preparedness items, but to make it a “How To” center for all of our Customers & Associates. Plans are to have food storage cooking videos/classes that will be available (free) on the website, along with emergency survival “How To” videos. There will be chat rooms, discussion groups, and links to other related websites.

* Our goal is to have 10,000 new and eager CO-OP Associates in at least 20 states ready to go to work when we officially launch the company. This will provide a solid foundation for Phase 2.

PHASE 2: LAUNCH (April 7,2011)

* We plan to assist those Associates & Owners who have become involved with FF2G during Pre-Launch to expand their referral groups by beginning a national radio and TV marketing campaign. New Customers and Associates generated by this campaign will flow into the general matrix.

* We will also begin a special branding campaign. (We plan to make Free Food 2Go a household name and THE name in food storage.) Note: One of our FF2G founders specializes in producing commercials, videos, and branding and has done so for many nationally recognized companies.

* The marketing campaign will begin testing in Idaho with radio spots featuring giving away Free Food samples, along with the ability to earn Free Food storage. After Idaho, then the marketing campaign will expand to other regions/states, Intermountain region (Utah, Wyoming, Nevada, Montana), and then the Midwest, and then nationally.

* Along with this national marketing campaign, we expect a major marketing effort through the Tasting Parties concept and we will be focusing a lot of attention and effort in this area. This is a tried and proven technique that lends itself perfectly to the Free Food 2Go concept. And the quality and taste of the products, which is amazing, will support and encourage this marketing system.

PHASE 3: REGIONAL PREPAREDNESS EXPOS, CONFERENCES, TRAINING

PHASE 4: (is a surprise and will be announced at the appropriate time. It will be big.)

2. CAN THE MANUFACTURING KEEP UP WITH THE POTENTIAL DEMAND?

Simply, the answer is yes. For example, currently we can put together and ship

30,000 sample packs in about 3 days without having to put on any extra shifts. (We are more worried about the USPS being able to handle large quantities so easily & quickly.)

Also, our mixing/packaging facility which produces our exclusive **SUNRISE HARVEST FOOD** is one of the few in Utah that is FDA certified to handle meats, poultry, real eggs, and milk. (Our competitors cannot do so.)

3. WHEN DOES FF2G EXPECT TO START SHIPPING FREE SAMPLE PACKS?

Almost immediately, barring any unforeseen problems. Also, we need to have at least 3000 orders for the first run. We expect this to only take a couple of weeks to generate.

4. WHERE CAN I FIND THE FF2G INDEPENDENT CONTRACTORS AGREEMENT?

Click on this link: [FF2G INDEPENDENT AGREEMENT](#)

5. WHERE CAN I FIND THE FF2G RULES & REGULATIONS, BASE PRODUCT PAYOUT, AND COMMISSION SCHEDULE?

Click on this link: [FF2G RULES & REGULATIONS & PAYOUT SCHEDULE](#)

6. WHAT ABOUT FUTURE PRODUCT LINES SUCH AS KOSHER, VEGAN, AND SUPER HEALTHY++ FOODS?

For the vast majority of people, the big questions concerning emergency food storage are; *In an emergency situation, could they and their family survive for a few weeks, or even several months by eating this food and does it taste Good?* Three additional concerns are; *How different is it from what they normally eat everyday, Is it easy or difficult to prepare in an emergency situation, How long is it's shelf life, and the single largest concern; Is it inexpensive/affordable?*

FF2G has addressed these initial major concerns with our initial line of food storage products, with a mix of great tasting general storage products along with great tasting Super Healthy++ storage products, all with 15+ year shelf lives at discount pricing. Additional specialty lines are in the process of being created. There are plans for many Gluten Free products, as well as a complete line of Kosher, Vegan, Freeze Dried, bulk, and 100% Certified Organic/GMO Free Super Healthy+ food offerings.

7. WHERE CAN I FIND THE SHELF LIFE & PRODUCT INGREDIENTS FOR FF2G FOOD?

Sunrise Harvest Foods is a wholly owned private label for Free Foods 2Go, LLC. This is so we can mix and formulate our special products to meet our high standards of quality, taste, shelf life, and nutrition.

Click on this link: [FF2G SHELF LIFE/INGREDIENT LIST](#)