

# Fryd Impact Study 2023

FRÿD



## Our Mission

Our mission is to empower everyone to grow their own vegetables, as gardening leads to a happier, healthier lifestyle, fosters sustainable consumption habits, and deepens appreciation for nature and food. We aim to establish the world's largest gardening community, making gardening socially engaging and accessible to all. Our goal is to redefine gardening for a new generation as a vibrant social experience, nurturing a sustainable mindset within society. We aspire to shape a world that is fulfilling for all, now and for future generations.

## The app for your vegetable garden

Fryd is an innovative app dedicated to successful organic vegetable cultivation. It features a bed planning tool, a dynamic community, tailored work instructions, and extensive gardening insights. The app offers personalized guidance to gardeners throughout the entire year, from planting to harvest. Fryd is freely available to all, enabling users to relish the joy of growing their own fresh vegetables.



## Key Facts\*

\* at the time of the study

 App Launch	2020
 Registered Users	180.000
 Grown Vegetables	approx. 8 Mio kg

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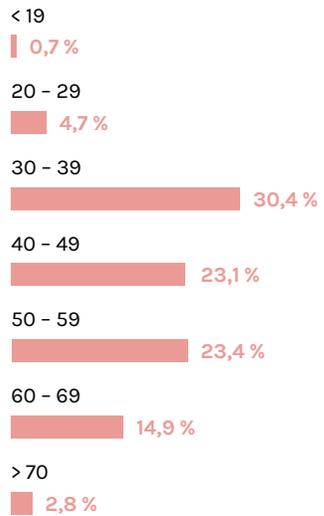
## About the Study

To assess Fryd's impact on individuals and the environment, registered Fryd users were surveyed through an online questionnaire from October 6 to 26, 2023. In addition to garden-related data, the survey primarily asked for information on the use of the app and its impact.

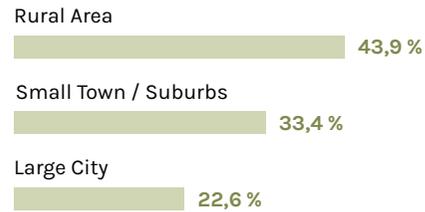
A total of 577 people took part in the survey.



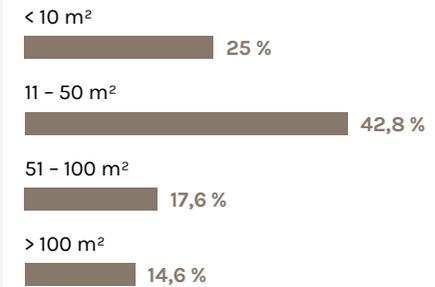
### How old are you?



### Where do you live?



### What is the total size of the garden bed area you manage?

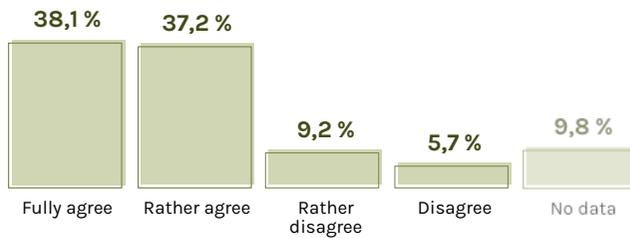


75 %

of respondents say:

"Since beginning to grow my own vegetables, I've become more mindful and sustainable in my consumption habits."

Through its support in home vegetable gardening, Fryd enhances awareness about food production, promoting a sensitivity towards regional organic cultivation and the importance of seasonality.

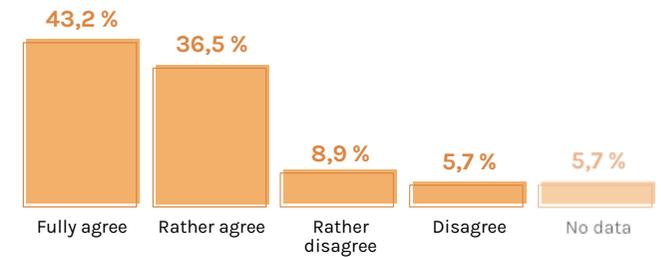


80 %

of respondents say:

"Fryd increases my motivation to grow my own food."

With the aid of its bed planner, accessible gardening knowledge, and community engagement, Fryd brings clarity, bridges knowledge gaps, and motivates individuals to grow their own food.

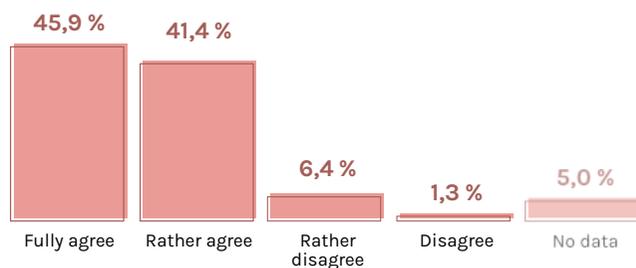


## 87 %

of respondents say:

### "Fryd has broadened my gardening knowledge."

With its extensive plant encyclopedia, articles, and podcasts, Fryd consolidates all the essential knowledge needed for personal vegetable gardening into one convenient location.

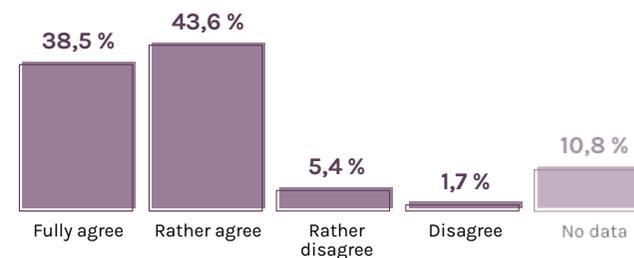


## 82 %

of respondents say:

### "Fryd enhances my joy in vegetable gardening."

Joy is the key motivator for personal vegetable gardening, an integral aspect of the Fryd app's user experience, and is even the inspiration behind its name: 'Fryd' means 'joy' in both Norwegian and Danish.

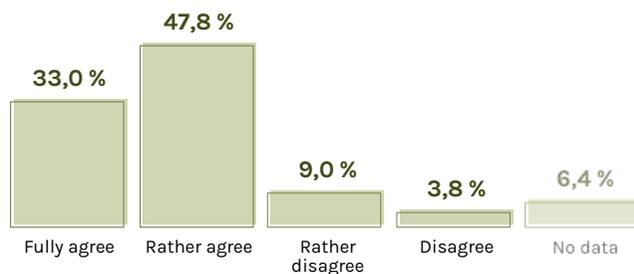


## 81 %

of respondents say:

### "With Fryd, I feel more confident in garden planning."

The companion-planting bed planner immediately shows advantageous and less favorable plant proximities, as well as suitable planting distances during the planning phase. Furthermore, Fryd aids users in keeping track of impending gardening tasks.

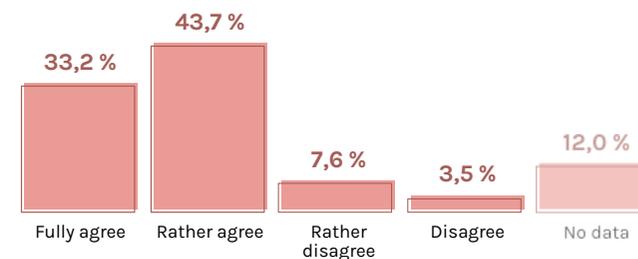
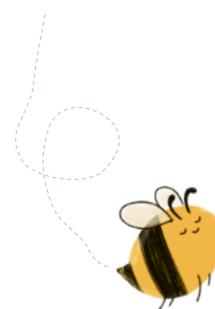


## 77 %

of respondents say:

### "Fryd supports me in gardening ecologically."

Fryd's instructions are based on the companion planting principles. We help gardeners to create a stable ecosystem, increasing biodiversity and building up humus.

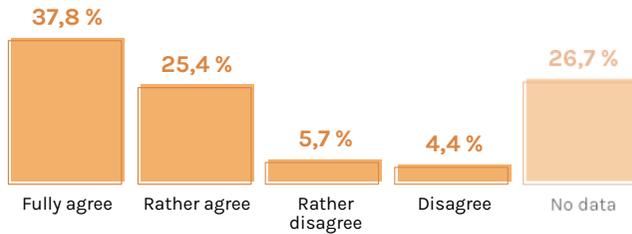


63%

of respondents say:

**"At Fryd, I find a community of like-minded people."**

The ever-expanding Fryd community forms a network of tens of thousands of hobby gardeners, both novices and experts. They collaboratively support each other, sharing knowledge, successes, and challenges.



62%

of respondents say:

**"Thanks to Fryd, I have utilised my planting area more efficiently."**

Fryd simplifies year-round crop rotation planning for gardeners. Symbiotic planting results in higher yields and reduces the time required for maintenance, leading to more efficient gardening.

