

STONYFIELD YOGURT - GARY HIRSHBERG

1. Who is this person, what did they create, when, and where did it start?
2. What inspired this person to create it?
3. What else was the person doing during the time they were also working on their product/service?
4. What were some mistakes? Challenges? Any legal issues?
5. Did this person go to college? What were some of their other life experiences?
6. Related to NPR: Who are the sponsors for the program--they funded the segment.
7. Explain the process of turning an idea into a product/service.
8. Your Personal Reflection: What made you choose this person? What surprised you? How can this story help others? Even if you are not interested in being an entrepreneur, what can you take away from this talk that serves you and your life? There is definitely something in there--think about skills, abilities, attitudes. Be a critical thinker, a curious learner!

1. Gary Hirshberg is a 64 year old white male. He created the world's leading organic yogurt producer, AKA Stonyfield Yogurt. The business was founded in 1983. It started out in Londonderry, New Hampshire.
2. Hirshberg was inspired to create this business when he tried homemade yogurt his partner Samuel Kaymen made (the yogurt was incredibly good).
3. While working on their business, Hirshberg was working in a non-profit organization at an educational center for organic farming.
4. Starting up, they had many hiccups on the road. First of all, they had a hard time getting products into local stores. Secondly, his wife didn't approve of the business. Thirdly, they were in a ton of debt. Fourthly, their yogurt manufacturer shut down at one point, and nothing was being produced. Finally, their shareholders decided to turn on them and take the company.
5. He went to Hampshire College and got an environmental science degree. When he was young, his father's shoe business ended in shambles, so he didn't want to study anything dealing with business.
6. The sponsors mentioned in the podcast include ZipRecruiter and Boll & Branch.
7. Hirshberg's process was pretty spontaneous, because on one random day, they realized they could've made money on producing yogurt, and they just did it.
8. I choose this person because my mom would always buy this yogurt as part of her groceries, and I typically eat it for breakfast. I was surprised on how many failures they had while building their brand. I think this story basically teaches people to never give up on a product they believe in, you have to keep persevering and

struggle to keep your business alive, and someday it'll eventually be succesful. Too many people give up too soon before making their business a reality.