



BC Agrifood and Seafood Market Development Program

Market Development Planning Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Farm Food Drink Inc.
Website	www.farmfooddrink.ca
Contact Person	Greg McLaren, Managing Director
Phone Number	250-754-4916
Email	greg@farmfooddrink.ca

DESCRIPTION OF SERVICES PROVIDED

Description of Organization	We are a group of business management specialists who offer market research, business planning, marketing strategies, brand development and marketing for farm, food, drink businesses and the organizations that support them. We work hand-in-hand to support the development and viability of small, regional farm and food companies and the organizations that support them.
Primary Target Clients	Small to medium-sized farmers, food processors and the organizations/associations that support them.
Areas of Expertise Related to Market Development Planning Services	Market Development and Marketing Plans: Current situation, budget/sales analysis, target markets, product positioning, SWOT analysis, Competitive analysis, Brand overview, etc. Branding Strategies: product launch, campaign development, implementation, package design, labelling, brand name/logo/tagline, target market identification, brand positioning, key messaging, branding implementation, etc. Export Plans: Products & services, current market situation, market entry strategy, risk factors, etc.
Number of Years Providing Market Development Planning Services in B.C.	30+ years

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR

<i>EXAMPLE 1</i>	
Project Title	Exporting Water Buffalo Cheese into the U.S.
Client Type	Food Processor
Type of Market Development Planning Report Developed	Export Plan
Scope of Market Development Planning Services Provided	Attract and choose a wholesaler to distribute into the Pacific Northwest. Develop a better understanding of the position with grocery retail in this same trade area and to plan a strategy and collateral materials that would best connect in the Pacific Northwest. Conduct trade missions to Washington and Oregon.
<i>EXAMPLE 2</i>	
Project Title	Expanding Aviation Themed Wine into the Rural Market
Client Type	Primary Producer
Type of Market Development Planning Report Developed	Marketing Plan & Branding Strategy
Scope of Market Development Planning Services Provided	Develop a brand strategy for expansion into new categories, Increase sales in small market communities, Increase overall sales for true year-round viability, Off-set limited capacity of estate wines by increasing use/sales of non-estate B.C. wines, Off-set limited capacity of estate wines by branding small batches as a specialty, Enhance/grow winery as a destination
<i>EXAMPLE 3</i>	
Project Title	BC Farmers' Markets IS Local Food
Client Type	Industry Association
Type of Market Development Planning Report Developed	Marketing & Branding Strategy
Scope of Market Development Planning Services Provided	Develop and strengthen marketing and positioning, develop marketing strategies and tactics to strengthen sales and promotional outcomes, define promotional plan and brand/communication materials.
<i>EXAMPLE 4</i>	
Project Title	Past the Tipping Point; Enhancing Connection for Niche Distribution
Client Type	Food/Beverage Processor
Type of Market Development Planning Report Developed	Marketing & Brand Strategy
Scope of Market Development Planning Services Provided	For 3 key product line, we developed: key (point of sales) messaging & positioning statement, marketing & communication strategies, distribution & e-commerce strategy, a marketing budget, and implementation strategy.
<i>EXAMPLE 5</i>	
Project Title	Developing the Next Stage for Brand Maturity
Client Type	Food/Beverage Processor
Type of Market Development Planning Report Developed	Marketing & Brand Strategies

Please note: Content was provided by pre-qualified consultant

Scope of Market Development Planning Services Provided	A Marketing and Brand strategy with recommended strategies, communication methods and materials to better position and promote the company. Focusing on wholesale and online retail store, the project developed: key messaging and positioning, implementation plan for year-round marketing, and assessed current brand and product lines with recommended improvements and refinements to the brand and design.
---	--