



BC Agrifood and Seafood Market Development Program

Market Development Planning Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Grounded Strategies Inc.
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Grounded Strategies is a Victoria based consulting firm specializing in the development and growth of domestic food and natural health product industries. Our extensive food industry knowledge and online marketing expertise help companies grow their brand and get more products in the consumer's shopping cart.
Primary Target Clients	We work with established small and medium sized BC companies in the food and natural health product industries that are looking to expand their product line and/or enter new domestic and/or international markets.
Areas of Expertise Related to Market Development Planning Services	We provide clients with key market insights to assist in making actionable business decisions. We offer expertise in project design, application and analysis of data collected to help determine if a new product is feasible or how to reposition a current product to meet the growing consumer demand for a seamless online experience.
Number of Years Providing Market Development Planning Services in B.C.	The Grounded Strategies team provides over 30 combined years of experience in market development planning, 16 of which have been in British Columbia.

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

EXAMPLE 1

Project Title	Strategic Market Development Planning – Dehydrated Fruit and Vegetables
Client Type	Food processor

Type of Market Development Planning Report Developed	Strategic marketing plan
Scope of Market Development Planning Services Provided	The plan translated the uniqueness of the products and services into marketing tactics to maximize business to business markets in Canada and the U.S. The plan included components such as: short and long term sales goals; customer personas, positioning and brand promise; challenges and critical success factors for market entry; a digital marketing plan.
<i>EXAMPLE 2</i>	
Project Title	Domestic Marketing Workshops
Client Type	BC Ministry of Agriculture
Type of Market Development Planning Report Developed	Marketing workshops and training to support and develop interprovincial markets
Scope of Market Development Planning Services Provided	Workshops were developed and delivered throughout the province to food and nutrition companies. Topics included: developing marketing plans; market drivers; trends; buyer needs; branding strategies; funding options and considerations; new and creative marketing approaches; strategic partnerships; and implementation tactics.
<i>EXAMPLE 3</i>	
Project Title	Export Marketing Workshops
Client Type	BC Ministry of Agriculture
Type of Market Development Planning Report Developed	Marketing workshops and training to support the development of export markets
Scope of Market Development Planning Services Provided	Workshops were developed and delivered throughout the province to food and nutrition companies. Topics included: developing export marketing plans, market intelligence; the export process; working with US customs brokers; opportunities and export tips on how to get product across the border.
<i>EXAMPLE 4</i>	
Project Title	Market Study for XX (a proprietary technology-based ingredient)
Client Type	Functional food and ingredient processor
Type of Market Development Planning Report Developed	Market entry strategy
Scope of Market Development Planning Services Provided	The study assessed the market for a microencapsulated powder derived from an innovative ingredient; and developed a market entry strategy. The strategy included a value proposition; description of primary and secondary markets; product opportunities; price points; channels of distribution; and a roadmap, timelines and milestones for implementation.
<i>EXAMPLE 5</i>	
Project Title	Stimulating Healthy Eating – Food Industry Action Toward Nutritional Improvement
Client Type	Industry Association

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Type of Market Development Planning Report Developed	Social media marketing plan and strategy
Scope of Market Development Planning Services Provided	Grounded Strategies worked with the Ministry of Health to identify healthy products; conducted secondary research to identify market trends and select target markets for each product; clarified the brand promise and value proposition; solidified brand positioning and key messaging to target audience; developed a social media strategy to raise brand awareness.

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