



# BC Agrifood and Seafood Market Development Program

## Market Development Planning Services Pre-Qualified Consultant Description

### CONTACT INFORMATION

<b>Name of Organization</b>	MNP LLP
<b>Website</b>	www.mnp.ca
<b>Contact Person</b>	Maria Gonzalez, MNP, Food and Ag Manufacturing
<b>Phone Number</b>	604-637-1508
<b>Email</b>	maria.gonzalez@mnp.ca

### DESCRIPTION OF SERVICES PROVIDED

<b>Description of Organization</b>	MNP's Food and Ag Manufacturing Practice is a team of business consultants, economists, and market specialists that works with small and large agriculture and agri-food companies, as well as a full range of industry associations. The Practice is based in BC, and supports its clients from across Canada.
<b>Primary Target Clients</b>	The primary target clients for MNP's Food and Ag Manufacturing Practice include: <ul style="list-style-type: none"> <li>• Food and beverage manufacturers.</li> <li>• Agricultural producers.</li> <li>• Seafood producers.</li> <li>• Food and beverage related associations and councils.</li> <li>• Agriculture related association and councils.</li> </ul>
<b>Areas of Expertise Related to Market Development Planning Services</b>	MNP's Food and Ag Manufacturing Practice has extensive experience in carrying out many business, marketing and export planning engagements for a number of agriculture and food and beverage clients.
<b>Number of Years Providing Market Development Planning Services in B.C.</b>	15 years

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

### EXAMPLE 1

<b>Project Title</b>	Food Export Road Map for India
<b>Client Type</b>	Government to Support Food and Beverage Manufacturers
<b>Type of Market Development Planning Report Developed</b>	<p>The Ontario Ministry of Agriculture, Food and Rural Affairs engaged MNP to develop a comprehensive agri-food export road map or plan, focused on India. The purpose of the export plan was to provide Ontario's food and beverage processors with a practical step-by-step guide on how to successfully expand into the Indian market.</p> <p>The scope of the study included:</p> <ul style="list-style-type: none"> <li>• An analysis of the benefits and challenges of exporting to India.</li> <li>• An analysis of the Indian market, including an overview of the Indian economy and demographic landscape, market size and market share of the food industry in India, and trends of the Indian food industry including consumer eating and drinking habits.</li> <li>• The development of a checklist for food and beverage processors to assess their readiness to export to international markets.</li> <li>• The development of a detailed guide on how to create effective marketing and export plans.</li> <li>• An overview of international market research, including the types of market research available to food companies when selecting their target market and a review of best practices for conducting primary and secondary market research.</li> </ul>
<b>Scope of Market Development Planning Services Provided</b>	The scope of the market development planning services is described above.

### EXAMPLE 2

<b>Project Title</b>	Marketing Plan for an Oilseed Processing Plant
<b>Client Type</b>	Industry Association
<b>Type of Market Development Planning Report Developed</b>	<p>Oilseed Innovation Partners engaged MNP to develop a business plan, inclusive of a comprehensive marketing plan, for an oilseed processing plant in Ontario.</p> <p>The marketing plan outlined the optimal delivery and distribution, pricing and promotional strategy to be pursued by the proposed plant, based on market research and competition analysis findings.</p>
<b>Scope of Market Development Planning Services Provided</b>	The scope of the market development planning services is described above.

### EXAMPLE 3

<b>Project Title</b>	Marketing Plan for A Greenhouse Operation In BC
<b>Client Type</b>	First Nation Looking to Establish a Vegetable Greenhouse Operation
<b>Type of Market Development Planning Report Developed</b>	MNP was engaged by a First Nation to conduct a business plan inclusive of a comprehensive marketing plan, for a greenhouse operation in BC.

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	The marketing plan outlined the optimal pricing, distribution and promotion strategies to be implemented by the First Nation, as well as provincial marketing regulation of greenhouse products that the First Nation would have to comply with to be able to grow and market its products in the province.
<b>Scope of Market Development Planning Services Provided</b>	The scope of the market development planning services is described above.
<i>EXAMPLE 4</i>	
<b>Project Title</b>	Marketing Plan for A Greenhouse Co-operative
<b>Client Type</b>	Greenhouse Vegetable Co-operative
<b>Type of Market Development Planning Report Developed</b>	<p>MNP was engaged by a greenhouse vegetable co-operative to develop a business and strategic development plan, inclusive of a comprehensive marketing plan.</p> <p>The marketing plan outlined the cooperative’s key marketing priorities, goals and proposed action steps to leverage its strengths and capitalize on market opportunities identified in its business plan.</p>
<b>Scope of Market Development Planning Services Provided</b>	The scope of the market development planning services is described above.
<i>EXAMPLE 5</i>	
<b>Project Title</b>	Food Export Road Map for China
<b>Client Type</b>	Government to Support Food and Beverage Manufacturers
<b>Type of Market Development Planning Report Developed</b>	<p>The Ontario Ministry of Agriculture, Food and Rural Affairs engaged MNP to develop a comprehensive agri-food export road map or plan, focused on China. The purpose of the export plan was to provide Ontario’s food and beverage processors with a practical step-by-step guide on how to successfully expand into the Chinese market. The export road map included case studies of Ontario agri-food businesses that have been successful in exporting food products to China, as well as an in-depth guide on how to develop an effective marketing and export plan.</p> <p>The scope of the study included:</p> <ul style="list-style-type: none"> <li>• An analysis of the benefits and challenges of exporting to China.</li> <li>• An analysis of the Chinese market, including an overview of the Chinese economy and demographic landscape, market size and market share of the food industry in China, and trends of the Chinese food industry including consumer eating and drinking habits.</li> <li>• The development of a checklist for food and beverage processors to assess their readiness to export to international markets.</li> <li>• The development of a detailed guide on how to create effective marketing and export plans.</li> <li>• An overview of international market research, including the types of market research available to food companies when selecting their target market and a review of best practices for conducting primary and secondary market research.</li> </ul>

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	<ul style="list-style-type: none"><li>• The development of case studies of three Ontario food and beverage processors that were successful in expanding their market into China.</li></ul>
<b>Scope of Market Development Planning Services Provided</b>	The scope of the market development planning services is described above.