



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Farm Food Drink Inc.
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	We are a group of business management specialists who offer market research, business planning, marketing strategies, and workshops 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 Research Services	Content analysis, document and literature reviews, focus groups, interviews & surveys for defining target market segments, supply chain/distribution channels, growth strategies, brand strategies, developing new products, packaging evaluation, understanding competitive landscape, understanding the industry/market context, etc.
Number of Years Providing Market Research Services in B.C.	15 years of experience providing market research services specific to business plans, strategies, and market development plans.

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

EXAMPLE 1

Project Title	Market Opportunities for a Creston Collaborative Farm Cherry Juice
Client Type	Food Processor

Type of Market Research Conducted	Methods of data collection included a literature review/analysis of the domestic and international juice/cherry juice markets, a consumer survey for residents of Greater Vancouver (stratified, random sample), structured industry interviews, and an environmental scan and content analysis of the marketing tactics/products of competing value-added cherry processors within the domestic and international markets.
Scope of Market Research Services Provided	The research included a market analysis, analysis of market trends, assessment of consumer preferences, market and competitive analysis, export opportunity analysis, and value-added opportunities
<i>EXAMPLE 2</i>	
Project Title	Consumer Response to Local, Small-Estate Wines
Client Type	Primary Producer
Type of Market Research Conducted	Methods of data collection included a literature review and analysis of domestic and international wine statistics/market literature, semi-structured interviews with key industry stakeholders, structured interviews with independent liquor store owners across Vancouver Island, and an environmental scan and content analysis of the marketing activities and key messaging of competing B.C. wineries.
Scope of Market Research Services Provided	The project delved into consumer preferences, market trends, competitive and comparative analysis, as well as market area profiles and a marketing/brand guide.
<i>EXAMPLE 3</i>	
Project Title	Who are Frequent and Infrequent Farmers' Market Shoppers
Client Type	Industry Association
Type of Market Research Conducted	Methods of data collection included a literature review and analysis of relevant industry reports/statistics related to structural changes to B.C.'s/Canada's grocery store sector, an environmental scan of the marketing activities of the 147-member farmers' markets in B.C., 13 focus groups, and 3 structured interviews with farmers' market directors, staff, and community partners, and a B.C.-wide consumer survey (stratified, random sample).
Scope of Market Research Services Provided	We provided regional profiles, regional & grass-roots brands and promotional analysis, environmental scan assessment, focus group/interview assessment, BC target market assessment, and grocery story analysis.
<i>EXAMPLE 4</i>	
Project Title	Understanding the Target Consumer to Improve Connection
Client Type	Food Processor
Type of Market Research Conducted	Methods of data collection included a literature review and analysis of key industry statistics/trends, an environmental scan of key competitors/products to identify insights into competitors' sales channels/distribution models, target markets, and key messaging.
Scope of Market Research Services Provided	We conducted an analysis of competition, buying trends, sales channels, geographic target markets, and target markets, this project aimed to identify buying, sales, and consumer trends, as well as review the competitive landscape.
<i>EXAMPLE 5</i>	
Project Title	Increasing Market Penetration
Client Type	Food Processor
Type of Market Research Conducted	Methods of data collection included a literature review and analysis of domestic and international market statistics, an environmental scan of key competitors' product

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	lines and promotional/branding strategies, structured industry interviews (with industry stakeholders and competitors), and a consumer survey of 10 geographic markets in Canada.
Scope of Market Research Services Provided	We conducted an analysis of competition, target markets, products, analyzed existing market data and conducted research for consumer feedback relevant to increasing market penetration for specific product lines.

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