



BC Agrifood and Seafood Market Development Program

Market Research 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 Research 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 Research Services in B.C.	The Grounded Strategies team provides over 30 combined years of experience in market research, 16 of which have been in British Columbia.

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

EXAMPLE 1

Project Title	Assessing Market Potential: Dehydrated Fruit and Vegetables as Ingredients
Client Type	Food processor
Type of Market Research Conducted	Secondary research, interviews, data analysis. Geographic scope: Canada and the U.S.
Scope of Market Research Services Provided	Examined the competitive environment and identified/assessed potential growth opportunities in the ingredient market for BC grown organic dehydrated fruit and vegetables. Specifically: a) market and product trends; b) market for various product formats; c) market segment size and growth rates; d) product applications; e) competitor analysis; f) challenges and CSF for market entry.
<i>EXAMPLE 2</i>	
Project Title	Market Study for XX (a proprietary technology-based ingredient)
Client Type	Functional food and ingredient processor
Type of Market Research Conducted	Secondary research, interviews, data analysis. Geographic scope: Canada and the U.S.
Scope of Market Research Services Provided	Assessed the market for a microencapsulated powder derived from an innovative ingredient and developed a strategy for market entry. Research included: market trends; target markets and consumer profiles; market and segment sizes; competitive products and competitors; potential other applications for the new technology; challenges and critical success factors for market entry; and a market entry strategy.
<i>EXAMPLE 3</i>	
Project Title	Healthy Foods & Ingredients Survey
Client Type	Industry association
Type of Market Research Conducted	Survey development and data analysis
Scope of Market Research Services Provided	The consumer survey provided a better understanding of Canadians' perceptions of food choices (healthy food, ingredients and natural health product consumption), shopping preferences, information sources and preferences for locally grown/made food. Scope of the project was Canada wide with specific analysis of each province.
<i>EXAMPLE 4</i>	
Project Title	Central Okanagan Small Scale Food Processing Study
Client Type	Community organization
Type of Market Research Conducted	Survey development; asset map development; interviews; data analysis
Scope of Market Research Services Provided	Part of a team of consultants in this project that was designed to support the growing needs and interests of small scale food growers and processors to help them leverage growing value added agriculture opportunities. Methods included: an industry needs assessment and asset map development.
<i>EXAMPLE 5</i>	
Project Title	How to Guides for BC Ministry of Agriculture
Client Type	Government
Type of Market Research Conducted	Secondary research; analysis of data gathered

Please note: Content was provided by pre-qualified consultant

Scope of Market Research Services Provided	Grounded strategies developed fourteen “How to” guides for the BC Ministry of Agriculture (e.g. “How to Conduct and Utilize Market Research”; “How to Determine the Right Retail Price for Your Product”; “How to Introduce a New Product into the Market”) to provide to agrifood and seafood companies. Extensive secondary market research was conducted to complete the documents.
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