



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION

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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	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.
Primary Target Clients	The primary target clients for MNP's Food and Ag Manufacturing Practice include: <ul style="list-style-type: none"> • Food and beverage manufacturers. • Agricultural producers. • Seafood producers. • Food and beverage related associations and councils. • Agriculture related association and councils.
Areas of Expertise Related to Market Research Services	MNP's Food and Ag Manufacturing Practice has extensive experience in carrying out assignments that involve conducting in-person and telephone interviews, consultations, strategic planning sessions, focus groups, and surveys with companies, industry associations and government organizations.
Number of Years Providing Market Research Services in B.C.	15 years

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

EXAMPLE 1

Project Title	Market Analysis of Soy-based Baby Foods for China
Client Type	Industry Association
Type of Market Research Conducted	<p>Oilseed Innovation Partners (OIP, formerly Soy 20/20) is an industry association that brings government, academic, and industry partners together to stimulate and seize new global opportunities for Canadian oilseeds.</p> <p>OIP engaged MNP to conduct an assessment of new markets for Canadian soy-based baby foods, with a particular focus on China. The scope of this engagement included:</p> <ul style="list-style-type: none"> • Conducting an environmental scan of the soy-based baby food market in China. • Conducting a SWOT analysis based on primary and secondary research findings. • Developing high level strategic recommendations on how OIP and appropriate industry stakeholders could seize opportunities in the Chinese baby food market (e.g. types of products to focus on and how best to penetrate the Chinese market). <p>In carrying out this project, MNP carried out the following market research activities:</p> <ul style="list-style-type: none"> • Conducted secondary research to gather information related to types of products sold, key industry players, general trends in packaging and food types, general trends in distribution, regulatory restrictions for products and for exporting, and other data including population statistics and export statistics. • Conducted telephone interviews with food manufacturers in Ontario already operating in the Chinese market to gather information regarding best practices in exporting to this market. • Conducted interviews with representatives of the Canadian embassy in China to validate secondary research findings regarding market size and trends.
Scope of Market Research Services Provided	The scope of the market research services has been described above.

EXAMPLE 2

Project Title	Business Plan, Inclusive of a Market Assessment, for a Vegetable Greenhouse Operation
Client Type	First Nation Looking to Establish a Vegetable Greenhouse Operation
Type of Market Research Conducted	<p>MNP was engaged to conduct a business plan, inclusive of a comprehensive market assessment, for the establishment of a vegetable greenhouse operation in BC.</p> <p>In carrying out this project, MNP carried out the following market research activities:</p> <ul style="list-style-type: none"> • Collected industry and market data for the BC greenhouse industry through public and private sources. • Conducted interviews with greenhouse vegetable producers across BC to

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	<p>gather information regarding pricing, distribution and marketing channels for greenhouse vegetable products.</p> <ul style="list-style-type: none"> • Conducted interviews with distributors and grocery stores to gather information regarding their potential demand of the proposed products.
Scope of Market Research Services Provided	The scope of the market research services has been described above.
<i>EXAMPLE 3</i>	
Project Title	Identification of Export Development Opportunities for the BC Food Preparations Industry
Client Type	Government – To Support Food Preparation Manufacturers
Type of Market Research Conducted	<p>The BC Ministry of Agriculture engaged MNP to conduct a study of the BC food preparations industry.</p> <p>The scope of this study included:</p> <ul style="list-style-type: none"> • Preparing a profile of BC’s food preparations industry, including a list of current food preparations processors and profiles of food preparations exporters along with a description of their products, production capacity, and current and target markets. • Identifying key export development opportunities for the food preparations industry, along with a list of the industry’s key competitors and activities and resources to enhance its exports sales. • Summarizing key export development opportunities for the BC food preparations industry based on primary and secondary research findings. <p>In carrying out this project, MNP carried out the following market research activities:</p> <ul style="list-style-type: none"> • Collected industry and market data for the BC food preparations industry through public and private sources including Statistics Canada and Agriculture and Agri-Food Canada. • Conducted an online survey of food preparations companies in BC to collect information regarding their profiles and market development opportunities. • Developed profiles of food preparations companies including a description of their products, production capacity, and current and target markets.
Scope of Market Research Services Provided	The scope of the market research services has been described above.
<i>EXAMPLE 4</i>	
Project Title	Feasibility Study, Inclusive of Comprehensive Market Assessment, of a Smoked/Candied Salmon Manufacturing Operation
Client Type	Seafood Company
Type of Market Research Conducted	<p>MNP was engaged to conduct a feasibility study, inclusive of a comprehensive market research assessment, of a potential smoked/candied salmon manufacturing operation in BC.</p> <p>In carrying out this project, MNP carried out the following market research</p>

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	<p>activities:</p> <ul style="list-style-type: none"> • Conducted a review of our client’s existing background information and market research conducted to date. • Collected information regarding the BC smoked/candied salmon market using private and public sources such as Statistics Canada and Agriculture and Agri-food Canada. • Conducted telephone interviews with seafood industry representatives regarding industry trends as well as potential distribution and marketing channels for the proposed venture. • Conducted telephone interviews with food distributors in BC to assess their willingness to buy from another smoked/candied salmon supplier.
Scope of Market Research Services Provided	The scope of the market research services has been described above.
<i>EXAMPLE 5</i>	
Project Title	Feasibility of a BC Wine Centre of Excellence
Client Type	Government – To Support BC Wineries
Type of Market Research Conducted	<p>The BC Ministry of Agriculture engaged MNP to assess the feasibility of establishing a BC Wine Centre of Excellence.</p> <p>In carrying out this project, MNP carried out the following market research activities:</p> <ul style="list-style-type: none"> • Cross-jurisdictional research through interviews with key representatives of, and the review of publicly available sources on, 17 international wine centres of excellence (or international wine focused organizations). • An online survey of 89 stakeholders, including wineries or wine producers, government representatives, wine industry associations, educational institutions, wine industry consultants and grape growers, to further inform options for the potential establishment of a Centre. • Facilitation of focus groups, two with wineries and one with government representatives to gather additional information regarding the stakeholders’ support for, and views with respect to, the various aspects of the Centre. • Interviews with two educational institutions. <p>The findings were summarized in a comprehensive document that included best practices and lessons learned based on MNP’s analysis of centres of excellence in other jurisdictions and an options analysis of three potential sites for the Centre. It also set out the Centre’s mandate and vision, service offerings, target audiences, scope and geographic focus, governance model, and funding model.</p>
Scope of Market Research Services Provided	The scope of the market research services has been described above.

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