



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION	
Name of Organization	R.A. Malatest & Associates Ltd. (Malatest)
Website	www.malatest.com
Contact Person	Erin Schowalter
Phone Number	(250) 384-2770
Email	solutions@malatest.com

DESCRIPTION OF SERVICES PROVIDED	
Description of Organization	We are a national research organization headquartered in Victoria. We provide a full suite of services, including multi-mode surveys, focus groups, interviews, case studies, and literature and document reviews. We have conducted numerous studies in the agrifood and seafood sectors, including projects for Agriculture and Agri-Food Canada and the Canadian Agricultural Human Resource Council.
Primary Target Clients	We provide services to a wide variety of clients; however, our primary focus are public sector clients, companies who work closely with government clients, and non-governmental organizations.
Areas of Expertise Related to Market Research Services	We have completed a wide variety of market research services, but our experience has included numerous customer satisfaction and loyalty studies and brand awareness studies. We have also completed advertising recall, advertising testing, customer segmentation analysis, and product testing.
Number of Years Providing Market Research Services in B.C.	33 years

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR	
EXAMPLE 1	
Project Title	Impact Assessment of Government Funding Delivered by the BC Investment in Agriculture Foundation
Client Type	Not-for-profit organization (BC Investment in Agriculture Foundation)

Type of Market Research Conducted	Administrative data review, one-on-one interviews, and case studies
Scope of Market Research Services Provided	We investigated the economic, environmental, and societal impact of the BCIAF. The statistics generated from this study demonstrated the overall impact of the agriculture sector on BC's economy, and helped show the impacts of BCIAF investments and how it can create and capitalize on further opportunities in the province.
<i>EXAMPLE 2</i>	
Project Title	Growing Forward 2 (GF2): Cost-Shared Client Impact Survey
Client Type	Government organization (Agriculture and Agri-food Canada)
Type of Market Research Conducted	Telephone and online surveys
Scope of Market Research Services Provided	The survey investigated which kinds of programs under GF2 most impacted producers' revenues, the percentage increase in revenues due to participation in the program, and how producers used the program to improve their operations and management practices to better compete globally.
<i>EXAMPLE 3</i>	
Project Title	BC Industrial Marine Industry Scope and Company Characteristics, Capabilities and Capacity (SC3)
Client Type	Industry association (Association of British Columbia Marine Industries (ABCMI))
Type of Market Research Conducted	Interviews, surveys, secondary data review
Scope of Market Research Services Provided	The study provided information that could support policies and initiatives to enhance sector growth in the short and long terms. We examined the structure of firms in the industry and how they were positioned to take advantage of opportunities (e.g. human resources and training initiatives, government support, opportunities for expansion domestically and internationally).
<i>EXAMPLE 4</i>	
Project Title	Study of Local Food Demand in Alberta
Client Type	Government (Alberta Agriculture and Forestry)
Type of Market Research Conducted	Interviews, telephone surveys, focus groups, literature review, secondary data review
Scope of Market Research Services Provided	We assessed the demand for local food available in Alberta through farmers' markets, farm retail, and restaurants offering locally-sourced ingredients. Topics included sourcing local food, distribution and the supply chain, consumption and retail, and trends and future prospects.
<i>EXAMPLE 5</i>	
Project Title	Identifying Canadian Talent Pools for Prince George's In-Demand Occupations
Client Type	Government (Initiatives Prince George)
Type of Market Research Conducted	Surveys, secondary data review, interviews
Scope of Market Research Services Provided	This study was completed to inform and enhance the client's workforce attraction strategy, support local employers and job seekers in Prince George by alerting them to important trends and occupational shortages in the city's economy, and provide detailed recommendations for addressing these challenges.

Please note: Content was provided by pre-qualified consultant