



Growing Forward 2
A federal-provincial-territorial initiative

Market Development Preparedness Program

Strategic Marketing Planning: Prequalified Consultants

Business Advisory Team Inc.

Business Advisory Team Inc. offer business planning, market research and market development strategies exclusively for Farm|Food|Drink businesses and organizations. Though we operate as two distinct teams, we work hand in hand with our sister advertising agency, Left Field Marketing, to efficiently grow our clients' businesses.

Our Social Purpose is to help grow local food systems by enabling business viability through market readiness.

The Business Advisory Team Inc. is an authorized provider for:

- Strategic Market Development Planning services for the Ministry of Agriculture
- Market Research Services within the Market Development Preparedness Program for the Ministry of Agriculture
- BC Farm Business Advisory Services for the Ministry of Agriculture
- Agri-Food Business Planning Program for the Ministry of Agriculture

We have worked with hundreds of Farm|Food|Drink businesses, from start-up, to growth/expansion, to exit. We work hand in hand with provincial and national associations and organizations that support the growth of small scale farm/food companies. We have over three decades of experience in market development and research. Through all of our practical experience and industry/expert relationships, which have focussed on enabling viability and success for our clients, we have developed into a very distinct operation that allows us to offer insightful, creative and practical support to farm/food/drink businesses.

Contact: Greg McLaren

Email: info@businessadvisoryteam.ca

Website: www.businessadvisoryteam.ca

Phone: 250-754-4916

Clearthink Group

Clearthink™ Group has been a successful professional management consulting practice since 1992. Our experience and know-how includes a wide scope of disciplines, industries and organizations ranging from small business start-ups to corporate, non-profit and government organizations.

We are pre-qualified consultants for the BC Agrifood and Seafood Market Development Preparedness Program. We are also qualified consultants for the National Research Council - Industrial Research Assistance Program (NRC-IRAP) Management Assistance Service (MAS) program, in which we have conducted over 130 assignments.

We focus on research; and strategic, business and marketing planning. We have worked with a variety of agri-businesses to provide insight into their value-added projects.

We Provide:

Relevant Experience and Objectivity: Our consulting team has extensive knowledge and experience in the fields of business management, marketing, marketing research and planning to many industries. We are able to see the whole business and understand the cross-functional and stakeholder implications of challenges and solutions. We strive to address the root issues of a problem, not just the symptoms. We bring objectivity to every project offering clarity and a balanced perspective when facing pressing issues within small business start-ups to large corporate, non-profit and government organizations. Our experience in the technology, manufacturing, agri-business, tourism and professional services sectors bring depth and knowledge to all projects.

A Team Approach: Throughout the course of any assignment, our team will work with you to better understand the unique challenges and opportunities for your organization and the industry. We advocate clear communication through participation, input and sharing of knowledge; which will be most important to the overall success of your project.

Development of a Comprehensive and Clear Plan: Our team offers professional expertise, and understands the importance of designing a work plan that is detailed and effective to meet your needs. A clear plan will result in valuable and powerful decision-making capabilities for you now and in the future.

Contact: Ms. Keleigh Cormier

Email: keleigh@clearthinkinc.com

Website: www.clearthinkinc.com

Phone: 780-922-3211

CREW Marketing Partners

Since our inception in 2007, CREW has been focused on its mandate of helping organizations succeed by pioneering a new model of professional marketing services that combine industry-specific marketing strategy with strong creative and solid execution that gets results.

Concentrating our service delivery in five industries focuses our knowledge, insight and experience and gives us a competitive advantage when it comes to helping companies leverage market share within their specific sector. In Agriculture, we know producers and suppliers face unique challenges such as high input costs, changing economic conditions, increased scrutiny from price-conscious consumers and a lack of public education or awareness. Through our work with clients like Prairie Coast Equipment, Dutch Openers, BC Greenhouse Growers and the BC Chicken Marketing Board, we've tackled these challenges head on by executing strategies that delivered game-changing results.

Whether you have limited marketing resources or no in-house marketing staff at all, our organized team of marketing and creative professionals work alongside you, leveraging our Marketing Performance Program to provide the support, expertise and tools you need to achieve growth and success.

Contact: James Tweedy – Sr. Director Client Marketing Services

Email: jtweedy@crewmp.com

Website: www.crewmarketingpartners.com

Phone: Direct: 604.449.9324 Toll Free: 888.499.4235

EcoTactix

Established in 1998, EcoTactix specializes in strategic market development and market implementation solutions for corporate clients (both small businesses and Fortune 500 alike), governments, First Nations and not-for-profit organizations. We have helped clients meet their market entry and growth objectives in British Columbia and abroad, including market access and export strategies to enter the United States and markets in the European Union, Asia and South America.

Our agriculture and food industry expertise is delivered by professionals with over 25 years each of strategic market development and international business development. Our expertise is reflected in our internationally-published book, *Competitive Intelligence: Create an Intelligent Organization and Compete to Win* (Kogan Page, UK, 2000) as well as our successful work in over 25 industries and 35 markets worldwide. Our British Columbia clients connect with us through EcoTactix and its dedicated food industry arm, PureFood BC.

EcoTactix is also a Qualified Supplier of Business Analysis Services for British Columbia's Ministry of International Trade. Whether you need actionable strategies and action plans to expand your domestic market or a tactical roadmap to grow your export business, EcoTactix has the expertise to bring your project from start to success. Client satisfaction is our highest priority and you will always have a senior business professional working on your project.

Contact: Curtis Cook

Email: Curtis@EcoTactix.com or Curtis@PureFoodBC.com

Website: www.EcoTactix.com or www.PureFoodBC.com

Phone: 250 256-0300

Ference & Company

Ference & Company (previously known as Ference Weicker & Company Ltd.) is the largest food and agricultural consulting firm in British Columbia. We have 35 years of experience undertaking studies of all facets of the food and agriculture industry including domestic and international market research of fruit, vegetable, meat, grain, and other agricultural products; feasibility studies of slaughtering plants and food packing plants; transportation and distribution studies; analysis of greenhouse production costs; evaluations of government agriculture policies and programs; and assessments of the agricultural potential of specific geographical regions. Since the inception of the firm in 1979, the company has conducted over 200 studies of almost every aspect of the agriculture and food industry in B.C.

In the 1980's, Ference & Company had a Standing Offer with the BC Ministry of Agriculture for 8 years to undertake reviews of applications for financial assistance (i.e. grants and loans) submitted by BC agriculture processors, wholesalers and packaging plants under the Canada-BC Agricultural and Rural Development Subsidiary Agreement (ARDSA) and the BC Ministry of Agriculture in-house financial assistance program. During a period of about eight years (i.e. 1980 to 1988), we conducted over 50 assignments of the BC Ministry of Agriculture to review the application for financial assistance and supporting documentation (i.e. business plan) provided. For each assignment, we first conducted a detailed review of the marketing plan prepared by the company. We then conducted detailed market research to determine the market potential of the proposed agricultural products to be produced by the applicant and based on this market research, determined whether the revenues projections contained in the business plan of the applicant were realistic. We then prepared a recommendation to the BC Ministry of Agriculture regarding whether or not the business plan prepared by the applicant was likely to be achieved. As a result of the Standing Offer, we conducted market research of all facets of the food and agriculture industry in BC.

Contact: Don Ference

Email: ference@shaw.ca

Website: www.fwco.com

Phone: 604-688-2424

Grounded Strategies Inc.

Grounded Strategies is a B.C.-based services firm that works with food and natural health product entrepreneurs to establish and grow their markets. We offer strategic consulting, training and market intelligence to help companies prepare for market or business growth. Grounded Strategies also works with organizations that have identified food production as a priority towards a sustainable food supply, economic development and/or job creation. With collectively over 60 years' experience in virtually every aspect of the food and natural health products' industry, along with 15 years' experience in online marketing, Grounded Strategies' core team has extensive industry knowledge and connections. We draw on a long list of industry experts for additional expertise on an as needed basis.

Our experience and knowledge allows us to assist small and medium sized B.C. companies with the development of executable strategic market plans. In the past three years Grounded Strategies has delivered strategic domestic and international market development planning advice to close to 300 participants in communities throughout British Columbia.

Our strategic market planning services begin with getting to know your companies' specific needs. Most projects will begin with a meeting to review your products, operations, business and marketing goals. All of our projects include setting agreed upon targets and working together to achieve your objectives, within your budget. Grounded Strategies' goal is to help you plan feasible wins and achieve a return on your investment.

Grounded Strategies is a pre-qualified contractor for both the Primary Market Research and the Strategic Market Development Planning streams of the B.C. Agrifood and Seafood Market Development Preparedness Program.

Contact: Debra Hellbach

Email: debra@groundedstrategies.ca

Website: www.groundedstrategies.ca

Phone: 250-412-4645

KIMBO Design Inc.

KIMBO Design is a full service marketing, branding & web agency, with over 15 years of experience. Combining strategy, marketing, and design, we develop plans that give our clients the support to grow their organization. KIMBO has been working with the B.C. Government for over six years, and is currently on several preferred marketing and advertising vendor lists.

Market Research & Planning

KIMBO starts any marketing project with market research, as we believe in the necessity of data-driven strategy. Our market development expertise revolves around focus groups and phone/email surveys, through which we conduct strategic communication and public opinion research.

Award Winning Results

KIMBO has established an award-winning pedigree for economic development. Our Move Up Prince George campaign and our Imagine Kootenay campaign both won Gold Excellence in Economic Development awards, from the International Economic Development Council, and B.C. Economic Development Association, respectively.

Marketing Services

- Primary/Secondary Market Research
- Market Intelligence/Perception Studies
- Strategic Planning
- Brand Identity Development
- Marketing Consultation
- Market Analysis Studies
- Marketing Plan Creation
- Social Media Training

Contact: Kim Pickett

Email: kim@kimbodesign.ca

Website: www.kimbodesign.ca

Phone: 604-738-6448

MNP LLP

MNP is the fastest growing major accountancy and business consulting firm in Canada, with more than 70 locations and 3,000 team members across the country. In BC, MNP is the third largest accountancy and business advisory firm, with more than 700 team members located in 17 communities across the province.

MNP has over 70 years of experience in advising Canadian agriculture and agri-food businesses, associations and governments on how to reach their goals. These qualifications, in combination with specialized expertise in conducting market and competitive intelligence studies, market opportunity analyses, and feasibility studies, enables our team to complete assignments of this kind effectively and efficiently. The strengths of our team include:

- Proven track record in conducting market research to identify and evaluate domestic or international market opportunities. Our team has carried out many market research studies that involve the analysis of markets, consumer trends, competitive environments, and other market information.
- Extensive experience in conducting primary and secondary research. We have carried out many assignments that involved interviews, consultations, strategic planning sessions, focus groups, and surveys with companies, industry associations and government organizations.
- In-depth understanding of BC's agriculture and food and beverage industries. Our team has extensive experience serving BC's agriculture and food and beverage industries. We have familiarity with the industries' constraints, trends and challenges. For example, our team has carried out many consulting engagements for a number of agriculture and food and beverage related organizations, including the BC Ministry of Agriculture, BC Food Processors Association, BC Cattlemen's Association and BC Salmon Farmers Association.

Contact: Maria Gonzalez

Email: maria.gonzalez@mnp.ca

Website: www.mnp.ca/en

Tel: 604-637-1508