



Market Research to be Market Ready

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Date: Wednesday, October 9, 2019

We gratefully acknowledge the financial support of the Province of British Columbia through the Ministry of Agriculture.

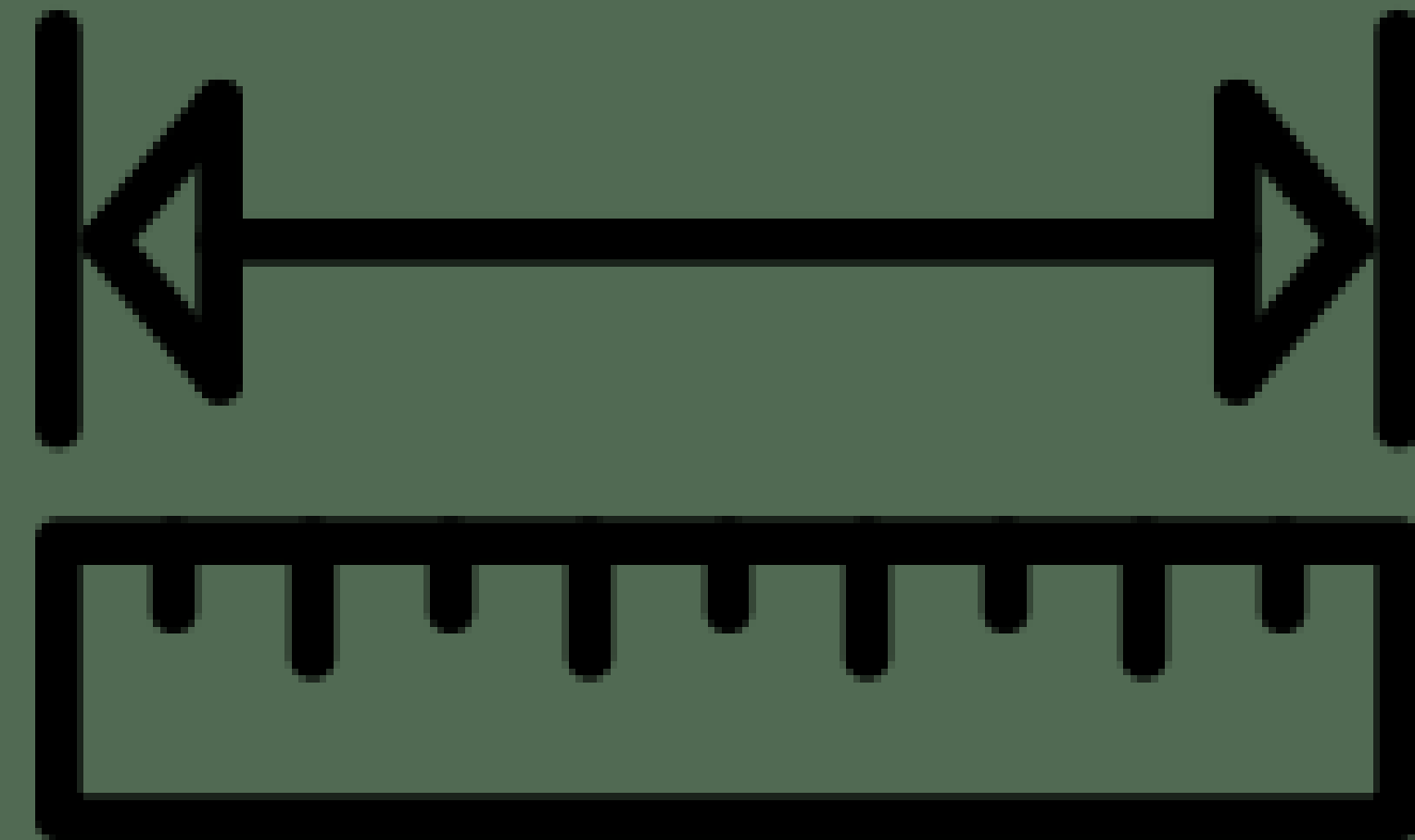
Market Research Market Ready: Overview

- **Understanding why research is critical for success**
- **How to do effective research**
- **Competitive Intelligence**
- **Know where you want to go**
- **Market channels and pricing basics**



RESEARCH

Measure twice,
cut once



RESEARCH: Category

- **Dry grocery**
- **Refrigerated**
- **Frozen**
- **Bakery**
- **Produce**
- **Dairy**
- **Beverage**
- **Bulk Foods**



RESEARCH: Category

- **Category size: Global, US, National, local**
- **Category Growth**
- **Trends: Diets, source, sustainable, health**
- **Category Needs**
- **Political and health regulations**



RESEARCH: Competitive Intelligence

- **Retail survey**
- **Top 5 locations**
- **Price compare by 10 grams/milliliters**
- **Nutritional comparisons**
- **US/Canadian product**
- **Certifications**

KNOW YOUR NEXT STEP

**Start with Your
Goals in Mind**



CHANNEL: Start Small

- **Start local – Farmer’s Markets**
- **Build retail sales and demand**
- **increase distribution**
- **Choose your Channels:**
 - Food Service, Grocery, Online, Retail
— not too many!
- **Focus: one category vs multiple categories**



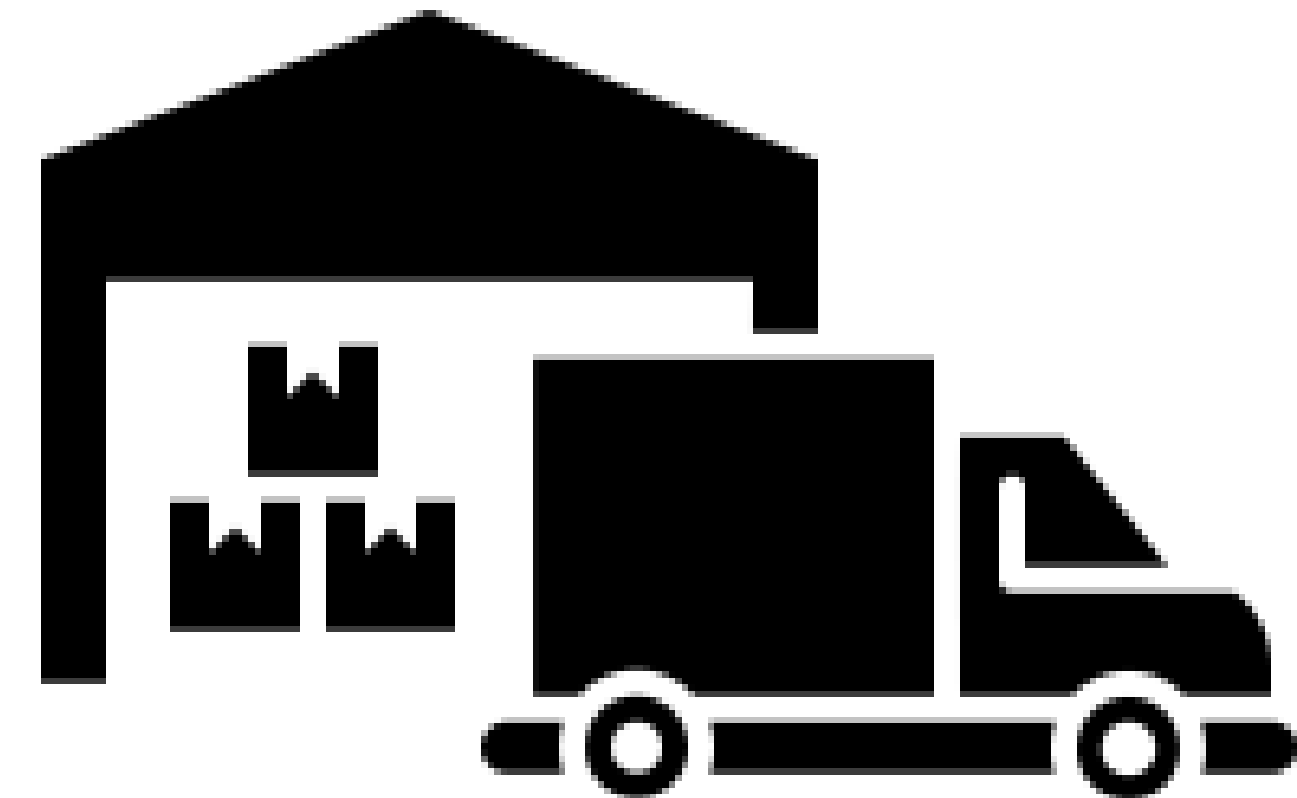
CHANNEL: Sales Avenues

- **Grocery**

- Online
- Independent
 - Store
 - Chain
- Reg./Nat. Chain
- Mass (Walmart)
- Club (Costco)

- **Other**

- Farmers Markets
- Craft Markets
- Food Service
- Institution



CHANNEL: Requirements

- **Grocery**
 - Label compliance, line price, UPC, case sizes
- **Food Service:**
 - Bulk sizing, lower cost, supports your production volume



CHANNEL: Pricing Basics

- **MSRP = Manufacturer's Suggested Retail Price**
- **Understand your retailers' margin structure**
- **Be consistent with volume discounts**
- **Identify peaks and valleys for demand**
- **Know what you are willing to do to drive sales**



CHANNEL: Grocery Buyers

- **How will your Brand WIN the category:**
 - Fit in mix, fit in pricing, stand out on shelf
- **Understand the retailer:**
 - backroom, merchandising, competition, pricing, promotional programs
- **How will you drive repeat purchases?**



Thanks!

Any questions?

You can find us at : www.goodtogrowproducts.com

