Market Research to be Market Ready

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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
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
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