



<b>Project: Commercialization analysis and business plan for omega-3 beef products</b>
<b>Proponent: Canadian Cattlemen’s Association</b>
Consulting team leader and primary researcher for a strategic commercialization analysis and business plan for omega-3 beef products. In the first stage of the project the team researched and identified the best commercialization opportunity for a biolipid enriched beef product. Additionally, the team researched feeding systems to identify production practices that might result in higher levels of these biolipids in cattle. The team's recommendation that omega-3 enriched ground beef represented the best commercialization opportunity was endorsed by the multi-stakeholder steering committee. The team also prepared five background reports and a summary report for this "opportunity identification" phase of the project. In the second project stage, the consulting team developed a business plan for an omega-3 ground beef commercialization initiative and undertook testing of omega-3 levels in OTM beef carcasses.
<b>Project: Market research and marketing strategy for apples grown without pesticides or fungicides</b>
<b>Proponent: BC Fruits Growers Association</b>
Consulting team leader and primary researcher for a project entitled “Growing with Care: Marketing Strategy”. Project included statistically valid, random sample phone survey of 400 consumers and a phone survey of fruit brokers, distributors, retail buyers and retail produce managers in Canada, US and the UK. Reports included World Apple Production Summary, Okanagan Tree Fruit Marketing Strategies, Ecolabeling Review, Apple Production Outlook, Retail Apple Customer Survey Results, Apple Broker, Distributor and Retail Buyer Survey Results, Marketing Frameworks for Eco-labeled Okanagan Apple and Pears, Marketing Strategies for Eco-labeled Okanagan Apple and Pears, Summary of Implementation Costs, and a final project report.
<b>Project: Market research and financial feasibility analysis of a theme park</b>
<b>Proponent: Offshore (PRC) investors</b>
Consulting team leader for a project that evaluated a major theme park proposal for a Greater Vancouver location. The financial feasibility and market research program included a consumer phone survey and statistical analysis, survey of theme parks throughout North America, analysis of regional and national tourism trends, attendance projections, capital and operating cost projections, and complete pro forma financial statements.