

CMD 510

510 - Strategic Planning - Niche Marketing in the Agricultural Industry

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Research Summary

The purpose of the research is to improve our understanding of the innovation and adaptation process in agriculture at the farm level and the influence through the value chain. Specifically, the research will identify critical managerial decision areas in the strategic planning process of niche marketers in the Dark Berry industry in western Canada. The research will attempt to determine the correspondence between the results of these observations and a set of theoretical propositions generated from a normative model. The normative model will be developed through a review of the relevant literature. The bodies of literature to be examined include the areas of strategic planning, theory relating to adaptation and innovation, relationship marketing, and consumer preferences.

Significance of Research

The research will benefit Canadian policy by examining the extent of on-farm planning and the strategic role of value chains in establishing competitive advantage of the Dark Berry industry in western Canada. This competitive advantage will be assessed with respect to the benefit of the collection and disclosure of verified attributes deemed of value to consumers.

Increase the understanding of the strategic planning process of growers of dark berries (black currents and saskatoons) with respect to the producers entrepreneurial desire to collect information of verified attributes and communicate these to the consumer through the marketing process (segmentation and targeting criteria, product positioning strategy and principles of consumer relationship marketing).

Compare the strategic planning process of niche marketers and value chain strategies adopted with results expected from the normative model and results obtained from an examination of data gathered on conventional producers.

Increase understanding of the adaptation process and determine rates of adoption of new or modified products and procedures, the role of value chains in the rates of adoption and the degree of acceptance of relationship marketing in the product positioning process.