



Putting consumer intelligence to work

Let us work for you.

Vineland's Consumer Insights can provide key services to companies looking to better understand needs and preferences of consumers for horticulture products (edible/non-edible).

Services available include:

- Research contracts and collaboration
- Trained sensory panel to evaluate product aroma, taste, texture and visual differences
- Consumer research panels to understand preference drivers, market segmentation and consumer behaviour

Results can inform product development to guide activities including breeding targets, production systems, commercialization, brand development, product positioning and marketing.

For more information, contact:

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