

The Customer Comes First: Putting Consumer Intelligence to Work for Horticulture

This multi-disciplinary research program integrates expertise in sensory and consumer science, horticultural economics and consumer behavior. Knowledge generated by the Consumer Insights team can be applied to new product launches for growers through to retailers, across the value chain.



Dr. Amy Bowen, Research Program Leader,
Consumer Insights

Dr. Amy Bowen is interested in knowing the drivers of consumer preference.

A key member of an inter-disciplinary team at Vineland, Dr. Bowen's main focus is ensuring that no matter what new product her colleagues develop, consumers will like it and, more importantly, will buy it.

Vineland's Consumer Insights team gathers information from a highly-specialized trained sensory panel, consumer groups and industry stakeholders, providing hard facts about positioning a new product and giving marketers the confidence - and the scientific data - to sell products based on well-defined characteristics.

For more information, contact Dr. Amy Bowen at:

amy.bowen@vinelandresearch.com

905-562-0320 x805

www.vinelandresearch.com

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