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# Marketing Research Techniques of Small- to Medium-Sized Food Processors in the Pacific Northwest

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The primary objective of the current study is to develop a better understanding of small- to medium-sized food processors' utilization of, perceptions of, and attitudes toward marketing research. The secondary objective is to identify how entities that these food processors turn to for assistance—including state agencies and academic institutions—can best assist them.

The study will be conducted in two phases: an initial exploratory set of interviews, which has been completed, and an online survey of small- to medium-sized food processors. The initial exploratory research consisted of in-depth interviews with six small- to medium-sized food processors to better understand the nature of the problem and the variables that are pertinent to its analysis. The

findings from these in-depth interviews were used to design an online survey that will be filled out by a representative sample of food processors across the Pacific Northwest.

This study will provide a better understanding of market-information utilization and research techniques adopted by small- to medium-sized food processors. More specifically, we will have a better understanding of industry practice versus expected practices, an understanding of managers' perceptions about the value of market research, and will provide direction for developing educational and extension support for food processors in these categories. The final findings of this study will be informative to academics and industry professional in the way they assist their respective stakeholders.

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