

International Marketing Plan

MKTG_3371 Principles of International Marketing

Fairleigh Dickinson University (Vancouver Campus)



Topic/ Idea: Brazilian Protein Bar in Greater Vancouver

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Executive Summary:

The proposal is to launch Brazilian protein bars in the Canadian Market particularly, in the greater Vancouver area offering premium quality protein bars made of locally grown fruits, cocoa and nuts of Brazil. The protein bars will be marketed to three key segments: health-conscious consumers, fitness enthusiasts and ethical consumers. The target market has been identified based on their consumption habits, age, and demographic characteristics. The value proposition of Brazilian protein bars is a premium-quality, nutrition-packed snack bar inspired by the vibrant flavors of Brazil, which we aim to convey through targeted marketing strategies. The key strategic focus is to create customer value, build long-term relationships, and position Brazilian protein bars as a premium snack brand. The implementation plan includes export logistics, e-commerce, local shops like Whole Foods, and participation in local events and trade fairs.

The marketing environment for Brazilian protein bars is characterized by a growing demand for healthy snack bars for fitness enthusiasts and an increasing awareness of sustainability and social responsibility. The competition in the snack market is fierce, with many established brands and new entrants. However, there is a gap in the market for premium quality bars (acai and cacao vegan protein bars) can fill. Brazilian protein bars not only manufacture and sell snack bars but also give the farmers a huge platform to showcase their hard work and skills to the global marketplace.

Overall, this proposal will explore the marketing analysis, product analysis, and marketing strategies with a well-planned implementation plan of Brazilian protein bars that can achieve the goals of entering the Canadian market and becoming a successful premium healthy snack brand in Vancouver.

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A. Introduction

The strategic significance of Brazil's agricultural sector for its economic development has been evident since the earliest colonial endeavours in the early 16th century. Up until the 1930s, the Brazilian economy relied heavily on agricultural goods intended for international markets, with two primary categories of products (notably coffee, along with other agricultural commodities such as rubber, cocoa, and cotton) comprising over 55% of exports until the 1960s and by the late 1990s, while commodities remained important for Brazilian exports, soybeans and iron ore emerged as the key products of the era, together constituting 10% of total exports (Pereira et.al, 2012). This agricultural growth of Brazil is seeking to export its products in the international market to benefit the farmers, agricultural regions, and the nation for economic development.

According to Legault (2023), “Six out of ten Canadians report that their lifestyle remained stable or improved during the pandemic, according to a new study, particularly with regard to their diet and level of physical activity.” To encapsulate this healthy growing market, the Brazilian protein bars propose a launch in the Canadian Market particularly, the Greater Vancouver area offering premium quality protein bars made from locally grown fruits, açai, cocoa and nuts of Brazil. Brazil, with its rich biodiversity and culinary heritage, offers a unique opportunity to introduce innovative and nutritious products to international markets. One such product poised for success is the Brazilian protein bar, crafted from authentic Brazilian ingredients such as açai and cacao. The history of açai and cocoa in Brazil is rich and intertwined with the country's cultural and agricultural heritage. These protein bars offer a unique blend of flavors inspired by Brazilian cuisine, coupled with a focus on nutrition, health and wellness and sustainability.

A.1 Objective of the marketing plan

The objectives of a marketing plan for a Brazilian protein bar would typically encompass various aspects aimed at the target market, entry strategies, marketing strategies and brand awareness. Here are some potential objectives:

- Identify and target specific demographic segments, such as health-conscious consumers, fitness enthusiasts, and individuals following plant-based diets, to increase product relevance and appeal.
- Conduct thorough market research to understand the Canadian health food market, including consumer preferences, dietary trends, and competitive landscape.
- Educate consumers about the nutritional benefits of the Brazilian protein bar, highlighting its use of authentic Brazilian ingredients like açai and cacao and its alignment with various dietary preferences and lifestyle choices.
- Establish unique selling points and differentiate the Brazilian protein bar from competitors by emphasizing its exotic flavor profile, superior quality ingredients, and alignment with sustainability and ethical sourcing practices.

B. Market Analysis

The market analysis of Brazilian protein bars involves examining various factors such as an overview of the Canadian market, consumer behavior and preferences, examining competitors and identifying market trends and opportunities. Here are some detailed marketing analyses of Brazilian protein bars:

B.1 Overview of the Canadian Market:

The demand for protein-rich snack bars and supplements is fueling the growth of the protein market in Canada. This market has been driven by trends like the rise of plant-based

protein, the development of functional and fortified protein products, and the growing need for high-quality, sustainable protein sources (Mordor Intelligence, n.d). Similarly, the rising influence of social media to go green and go vegan is boosting the demand for plant-based protein alternatives among Canadian customers. The compatibility with vegetarian, vegan, and flexitarian lifestyles is now spotlighting plant-based protein sources, boosting the protein alternative market (Mordor Intelligence, n.d).

B.2 Consumer Behavior and Preferences:

The majority of the Canadian population is becoming members of fitness clubs because of growing health-consciousness (Mordor Intelligence, n.d). Such consumers are increasingly seeking healthier snacks options like protein bars, nutritional supplements etc. for various purposes, such as weight management, improving muscle mass, and increasing energy. Likewise, the busy schedules and on-the-go lifestyle of consumers, prefer convenient and portable snack options that can be consumed on the go. Healthy snacks like protein bars provide a convenient solution, offering a quick and nourishing alternative to traditional meals (Custom Marketing Insights, 2023).

According to Daily Hive (2021), “Vancouver is famous for offering every kind of outdoor sport and adventure, pioneering health and fitness and with an average life expectancy of 81.7 years, a relatively low pollution score (24/100) and happy residents (7/10), Vancouver rounds off our top 10 locations for living a healthy lifestyle.” This data and rank also show the increasing demand for healthier lifestyles and healthy consumption habits of Vancouverites. To penetrate this healthy growing market, the product is developed to solve customer needs.

The product (Brazilian protein bars) aims to mirror consumer demands and societal trends, especially in the Greater Vancouver area. The selling point of the product line is the unique

Brazilian flavour profile in combination with the healthy, balanced, and innovative ingredients used. The common demographic profile of Canadian protein supplement users is well-educated, have a mid-to-high income and live in a large city (Appendix A). The mid-to-high-income consumer base enables the product to offer a more diversified product line focusing on sourcing superior ingredients since they have a higher disposable income (Appendix B). Statistics also indicate that health-conscious consumers are more likely to live in cities than the average consumer. This supports the hypothesis that the Greater Vancouver area is a highly suitable option for the launch of this product (Appendix C).

The product's selling points were developed with consumer demands and perceptions in mind. The selling points are heavily marketed to position the product at the forefront of the healthy protein market. In addition to this, the Brazilian heritage of the product should benefit the multicultural outlook in the Greater Vancouver area.

A factor that could be a threat to the success of the product is the growing competition and the barriers to entry. The protein market is highly competitive. To stay competitive in the market the product will have to provide a superior product to other market offerings and consumer demands. The threat is that consumer preferences will shift. This could be a locally sourced and produced Canadian product. Similarly, another threat could be a shift in the macroenvironment resulting in a higher cost of living making a premium protein bar an unsought product.

On the other hand, the product can benefit from a variety of opportunities in the market. Shifting consumer preference is an opportunity to launch a new product to market to gain market share of a growing tendency. The trend of a more sustainable and true company. Statistics indicate that consumers value transparency and organically sourced products. Consumers with a positive perception of the company as honest and socially responsible will increase purchase intentions and

recurring purchases (Kang & Hustvedt, 2014). The launch of a product with great transparency of the supply chain and source of material can benefit the company resulting in increased market share. This is a great opportunity in the form of a market demand that the product will be able to supply with its value proposition.

B.3 Competitors:

Clif Builder's protein bar:

This product is a direct competitor to the product. The unique selling point of this protein bar is its great flavor profiles designed to enhance total body fitness. This product is also made using vegan protein. Another selling point is the chocolate taste which is meant to be suitable for athletes of all ages. The product is of high quality and therefore priced at a higher price.

RX-bar:

This product is also a direct competitor. This product aims to provide an easy and delicious source of protein with wholesome ingredients. The unique selling point of the RX-bar is they are made with a minimal amount of ingredients and purely derived from real foods.

B.4 Identification of market trends and opportunities

Consumers in Vancouver are paying more attention to health and wellness in general. They are also inclined towards adopting healthy lifestyles and looking for healthy food options (Rahoui, 2021). This trend presents an opportunity for the Brazilian incarnation of protein bars, which are now superior in quality, balanced in nutritional value, and made of fruits and cocoa beans, that are always sourced locally. Increasingly, Canadians in Vancouver are adopting plant-based diets as a means of improving their health, as well as critically examining environmental and ethical

considerations. Therefore, it harmonizes well with how Brazilian protein bars are generally made, i.e., in significant quantities using plant-based elements of which natural origin and sustainability are a top priority.

Vancouver's community has been more concerned with the environmental impact of their consumption recently as they learn to connect their purchasing choices with the elements of the environment. By using locally grown fruits and cocoa beans, the firm can target consumers who pay special attention to environmental issues and produce by supporting local producers (Johnson, 2022). High-end markets in the Greater Vancouver Area offer prestigious and discerning customers who look for premium quality and authentic food products. To stand out in the market, Brazilian protein bars can distinguish themselves from their peers by putting a special focus on craftsmanship, making bars that are inspired by the local cuisine, and using only the best ingredients.

C. Product Analysis

Protein source: Soy

Ingredients: Nuts (Almonds, Peanuts, Cashews), raisins, Acai Berries, Cocoa, soy protein isolate.

Main Product: Acai & Cocoa vegan protein

Future Products: Coconut covered in Chocolate, Dried Cranberries with Oats

C.1 Product Description: Brazilian Protein Bar

Overview:

The Brazilian Protein Bar is a premium-quality, nutrition-packed snack bar inspired by the vibrant flavors of Brazil. Crafted with care using authentic Brazilian ingredients and manufactured in Brazil, this protein bar offers a delicious and convenient way to fuel your body with essential

nutrients. Perfect for health-conscious individuals, fitness enthusiasts, and anyone seeking a flavorful and satisfying snack on the go.

Key Features:

High-Quality Ingredients:

Our protein bar is made with carefully selected, high-quality ingredients sourced from Brazil, ensuring superior taste and nutritional value. We prioritize ingredients that are natural, wholesome, and free from artificial additives, preservatives, and fillers.

Balanced Nutritional Profile:

Each Brazilian Protein Bar is formulated to provide a balanced combination of macronutrients, including protein, carbohydrates, and healthy fats, to support your active lifestyle. With a focus on clean and functional nutrition, our bars deliver sustained energy and muscle recovery benefits.

Exotic Flavors:

Experience the rich and diverse flavours of Brazil with our unique assortment of protein bar flavours. From tangy açai berries to indulgent chocolate, each bar offers a taste of Brazilian culinary tradition, transporting your taste buds to the tropical paradise of Brazil.

C.2 Unique Selling Points (USPs) and Competitive Advantage:

1. Innovative and Authentic Brazilian Flavors:

Our protein bars offer an authentic taste of Brazil, incorporating exotic ingredients and flavors inspired by Brazilian culinary traditions. This unique selling point sets us apart from competitors and appeals to consumers seeking a distinctive and flavorful snack

experience. This authenticity resonates with consumers seeking genuine and culturally inspired products, giving us a competitive edge in the market.

2. Premium Quality Ingredients:

We source only the highest quality ingredients from Brazil, prioritizing natural, wholesome, and nutritious components. Our commitment to quality ensures that every bite of our protein bars is packed with goodness, making them a superior choice for health-conscious consumers. This commitment to excellence gives us a competitive advantage over brands that compromise on quality or use inferior ingredients.

3. Balanced Nutritional Profile:

Unlike many other snack bars on the market, our Brazilian Protein Bars are carefully formulated to provide a balanced combination of protein, carbohydrates, and healthy fats. This ensures sustained energy release, muscle recovery support, and overall nutritional benefits, making them an ideal snack option for active individuals.

4. Cultural Connection:

Our brand offers more than just a product—it provides a cultural connection to Brazil, allowing consumers to experience the vibrant flavours and spirit of this exotic destination through their snack choices. This emotional connection sets us apart from competitors and creates a loyal customer base.

5. Health and Wellness Focus:

With a growing emphasis on health and wellness, our protein bars stand out for their balanced nutritional profile and functional benefits. By providing a nutritious snack option that supports active lifestyles and dietary goals, we differentiate ourselves from competitors that may prioritize taste over health benefits.

6. Strategic Branding and Marketing:

Our branding strategy emphasizes the exotic allure of Brazil, capturing the imagination of consumers and creating a strong emotional connection to our products. Through targeted marketing initiatives that highlight our unique selling points and cultural authenticity, we effectively position ourselves as a premium choice in the crowded snack bar market.

C.3 Product Positioning

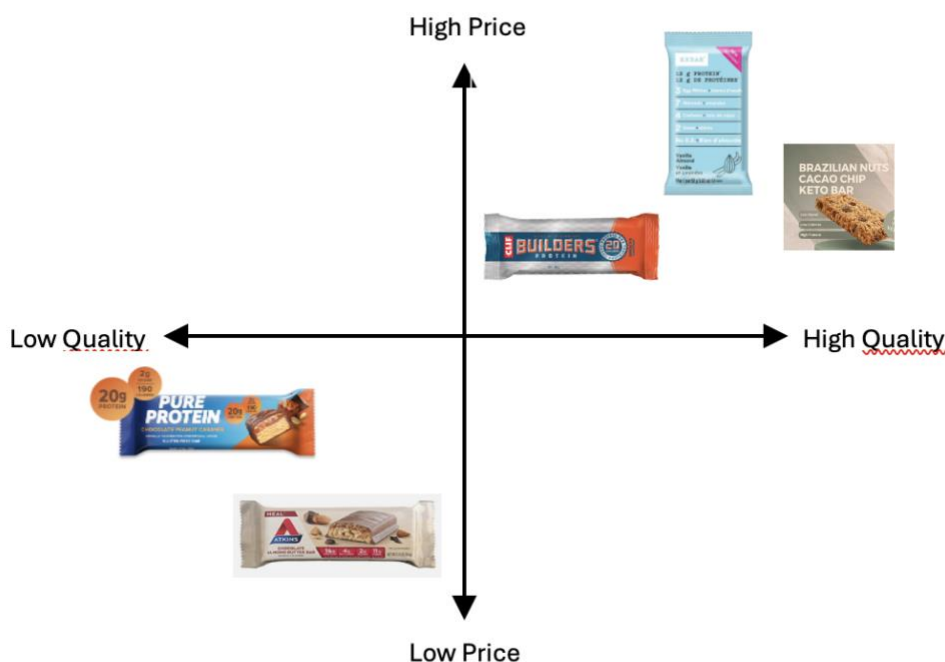
The Cacao Chip Keto Bar positions itself to be very creative, and innovative, using premium quality ingredients while still asking an affordable price. First of all, compared to other protein bars, this particular product contains unique, local and organic ingredients from Brazil such as Acai berries without added sweeteners, artificial flavours or sugar. This enables it to be of the highest quality.

Additionally, the protein bar will be priced as low as possible to ensure a competitive advantage over other similar high-quality products. This can be done, as the labour in Brazil is usually less expensive. According to the official website of the Brazilian government, the minimum wage in Brazil was only 5.92 Brazilian real per hour in 2023 which is equal to 1.62

Canadian Dollars. Compared to British Columbia where, according to the official website of the government of British Columbia, the wage was 16.75 Canadian Dollars in 2023, Brazilian labour is approximately 10 times cheaper per hour.

Finally, this particular protein bar contains less sugar and at the same time has fewer calories than other similar bars. A healthy, sporty person who pays attention to what he eats and how many calories he consumes, would therefore certainly choose this product instead of another, higher calorie, and sugar protein bar.

Perceptual map – Brazilian Nuts Cacao Chip Keto Bar



Quality can be defined as low in sugar, without artificial colours, flavours and sweeteners, using organic ingredients, containing only healthy fats and relying on fair trade.

C.4 Branding Strategy

Product branding will be the strategy used to promote this product. The brand should be known for its special and innovative protein bar. This can be done by promoting the healthy aspects of the product while being transparent, and authentic and showing our customers where our ingredients exactly come from. As an example, this could be done by adding a QR code to every protein bar. Scanning this code takes the customer to a website where he can see exactly where his ingredients come from, all the steps involved in creating that final protein bar, and the story about the farmers and their wages being part of the “Fairtrade” agreement.

D. Marketing Strategies

Introducing a Brazilian protein bar to the Canadian market involves understanding both the product itself and the preferences of Canadian consumers. Here are some marketing strategies tailored to this scenario:

D.1 Target Market:

The primary target market for the Brazilian protein bar includes:

1. **Health-conscious Consumers:** Individuals who prioritize health and wellness, seek nutritious snack options, and are willing to invest in premium products that align with their values.
2. **Fitness Enthusiasts:** Active individuals, including athletes, gym-goers, and outdoor enthusiasts, who require convenient and portable sources of protein to support their training and lifestyle.
3. **Ethical Consumers:** Conscious consumers who are committed to supporting sustainable practices and ethical sourcing in their purchasing decisions, valuing products with organic and fair-trade certifications.

D.2 Segmentation of target market within the Greater Vancouver

Segmentation is a vital feature in marketing especially during the introduction of new products in a new market. It refers to the grouping of markets into different consumer groups with identical needs and characteristics. Marketers can design their strategies to reach the most receptive and profitable audience through an effective selection of segments. For the Brazilian protein bars, the most suitable market segments within Greater Vancouver are as follows:

Demographic Segmentation:

This segment groups the target customers according to characteristics such as their education level, occupation, income, age, and gender. In Vancouver, health consciousness is increasing within the population. People are more willing to buy products that are safe for their health and well-being (Coca, 2021). Especially athletes and fitness enthusiasts. Targeting health-conscious families, young professionals, athletes, and fitness enthusiasts can lead to quick growth of the market.

Psychographic Segmentation

Psychographic aspects such as personality traits, lifestyle, and values are key in identifying consumer preferences. The young youths in Vancouver City are passionate about outdoor activities, active lifestyles, sustainability, and physical fitness (Hanser, 2021). As such, marketing campaigns that emphasize the use of natural ingredients, active lifestyles, healthy eating, and sustainable packaging are likely to attract these groups.

Behavioural Segmentation

This aspect focuses on usage patterns, readiness to accept new products, brand loyalty, and other factors that influence purchasing behaviour. Vancouverites are moving towards plant-based diets, and many are describing themselves as vegetarians. Targeting segments whose choices are inspired by healthy and nutritious snacks can be effective.

Geographic Segmentation

Geographic factors like cultural differences, location, and climate can affect consumer preferences. Greater Vancouver consists of people with diverse income levels, lifestyle preferences, and demographics. Selecting areas with fitness and health-conscious consumers can be key in optimizing the distribution channels and marketing efforts.

D.3 Level of adaptation

Finally, it is important to consider that this protein bar has the intention to promote Brazil and therefore must be exotic containing only Brazilian ingredients, while still adapting to the local taste of the greater Vancouver Area. This means that it should focus mainly on customers who care about their health and who therefore want to purchase premium-quality protein bars. Although the basis of the product will always be the same, some ingredients may change in the future when expanding into new markets.

E. Implementation- Marketing Mix

The marketing mix, often referred to as the 4Ps (Product, Price, Place, Promotion), provides a framework for developing a marketing strategy. To ensure an adapted and completed implementation of Brazilian protein bars, it is important to have a precise vision of the 4Ps of our offer. Here's the detailed marketing mix for a Brazilian protein bar:

E.1 Product

First, regarding the product, we propose a premium quality nutrition-packed protein bar inspired by the vibrant flavour of Brazil. Our main product is an açai and cocoa vegan protein bar of 50 grams each with ingredients of nuts (almonds, peanuts, cashews,), raisins, açai berries, cocoa, and soy protein isolate. The product features are high-quality ingredients, a balanced nutritional profile, and exotic flavours from Brazil. These flavors add variety to the product lineup and differentiate the Brazilian protein bar from conventional options in the market, appealing to adventurous consumers seeking novel flavor profiles.

The packaging plays a vital role in the product marketing. Packaging is often the first point of contact between a consumer and a product. An attractive and well-designed package can create a positive first impression, enticing consumers to take a closer look and consider making a purchase. Thus, we aim to make a bright colour, bold typography, and attractive images with clear and concise nutritional information including calorie count, protein grams, sugar content, and other relevant nutritional facts to help consumers make informed choices about their dietary preferences. Additionally, our product proposal acknowledges the importance of mother nature, so we switch to eco-friendly packaging options such as biodegradable plastic and paper. These materials decompose faster and do not harm the environment as much as traditional plastic packaging.

E.2. Place

The success of the brand depends significantly on the strategic placement of distribution channels and stores.

Health Food Stores and Organic Markets

Vancouver is ranked as the top 10 most healthy cities in the world (Daily Hive, 2021). Making the products available in healthy food stores and organic markets will provide a ready

market for consumers who prefer healthy snacks. Places such as Whole Foods Market, Choices Market and local independent health food outlets present ready-made audiences who are looking for high-quality and nutritious snacks. Situating the outlets in healthy food stores, organic markets, and specialty retailers would ensure that the product will be visible to consumers who are actively searching for nutritious and whole-food snacks. These people are a ready market for the brand as they resonate well with the brand's values of health, fitness, and environment.

Fitness Centers and Gyms

Offering the products in fitness clubs and gyms is a way of reaching the active lifestyle segment. Having the product available in gyms like Steve Nash Fitness World, GoodLife Fitness, and local yoga studios in which fitness enthusiasts find post-workout replenishment is very strategic.

Specialty Retailers

Working with specialty retail stores focusing on wellness and sustainable living will allow the brand to easily serve its target groups. Communities like The Soap Dispensary, Nada Grocery, and local zero-waste stores attract consumers who are health-conscious and environmentally friendly. As such, they are also likely to purchase a snack that is both healthy and sustainable.

Online Platforms

Today, availing an e-commerce site for a brand is crucial in expanding the market base (Joseph et al., 2020). The brand can open its website to provide accessibility options for consumers throughout Greater Vancouver. This can help in reaching out to consumers who want their purchases to be convenient and effortless. The utilization of e-commerce platforms to distribute

the brand beyond traditional points of sale can allow the brand to be accessible to all kinds of modern customers who have different shopping preferences. Thanks to the growing trend of buying online, owning a solid online presence provides the brand with the opportunity to connect to a larger audience and adapt to the changing shopping habits of Vancouverites.

E.3 Price

The price skimming strategy will be the pricing strategy used to sell the product. The protein bar will have a high initial price compared to its competitors as it targets mainly high-income individuals who want to be healthy and are willing to pay a high price for it. The cheap labor and low production cost in general, makes the product even more profitable and therefore it can be sold for \$3.49 per bar. Compared to the protein bar “Builders”, which is sold at a price of up to \$3.29, it will be 20 cents more expensive. However, the quality will be much higher as it includes organic ingredients, less saturated fats, and less sugar.

E.4 Promotion

Finally, regarding promotion, the Brazilian entrepreneur can enter the market by attending trade fairs and events and other promotion strategies which are explained below:

- Participate in Latin events such as Carnvalito and the Surrey Latin Festival, where we can engage directly with attendees and showcase the authenticity of our Brazilian heritage.
- Collaborate with Vancouver, a non-profit organization that promotes Latin American culture in the region, to organize product demonstrations, sampling events, and educational sessions about the Brazilian ingredients and production process.
- Collaborate with local Latin shops like Mi Tierra Latina and Los Guerreros Latin Foods to promote our protein bars as a starter.

- Attend health and wellness-focused trade shows and expos in the Greater Vancouver area, such as the Vancouver Health Show, to connect with fitness enthusiasts, health-conscious consumers, and potential retail partners.
- Establish partnerships with local fitness centers, yoga studios, and outdoor adventure groups to offer product samples and educate consumers about the nutritional benefits of Brazilian protein bars.
- Sponsor or participate in community events, such as local farmers' markets, food festivals, and outdoor recreation activities, to build brand awareness and engage with the target audience.
- Develop a user-friendly e-commerce platform such as the official company website and Shopify to facilitate online sales and provide consumers with convenient access to Brazilian protein bars, especially for those who may not have easy access to physical retail locations.
- Leverage social media platforms, such as Instagram and Facebook, to showcase the brand's Brazilian heritage, sustainability efforts, and product features. Collaborate with local influencers and brand ambassadors to reach a wider audience.

F. Summary & Recommendation

The proposal outlines the introduction of a Brazilian protein bar, a premium quality snack bar for fitness enthusiasts, and ethical and health-conscious consumers with Brazilian exotic flavors. The objective of this plan is to introduce Brazilian products in the new Canadian Market, particularly Greater Vancouver. The strategic focus is on creating customer value, fostering long-term relationships, and positioning Brazilian protein bars as a premium snack brand.

Implementation strategies include export logistics, e-commerce platforms, partnerships with local retailers like Whole Foods, and participation in local events and trade fairs.

The marketing environment for Brazilian protein bars is characterized by a growing demand for healthy snack options, increasing awareness of sustainability, and fierce competition in the snack market. However, there is an opportunity to fill a gap in the market for premium quality bars, particularly those made with acai and cacao, and to support Brazilian farmers by showcasing their products on a global platform. Overall, the proposal aims to explore marketing analysis, product analysis, and marketing strategies with a well-planned implementation plan to successfully introduce Brazilian protein bars into the Canadian market and establish them as a premium healthy snack brand in Vancouver.

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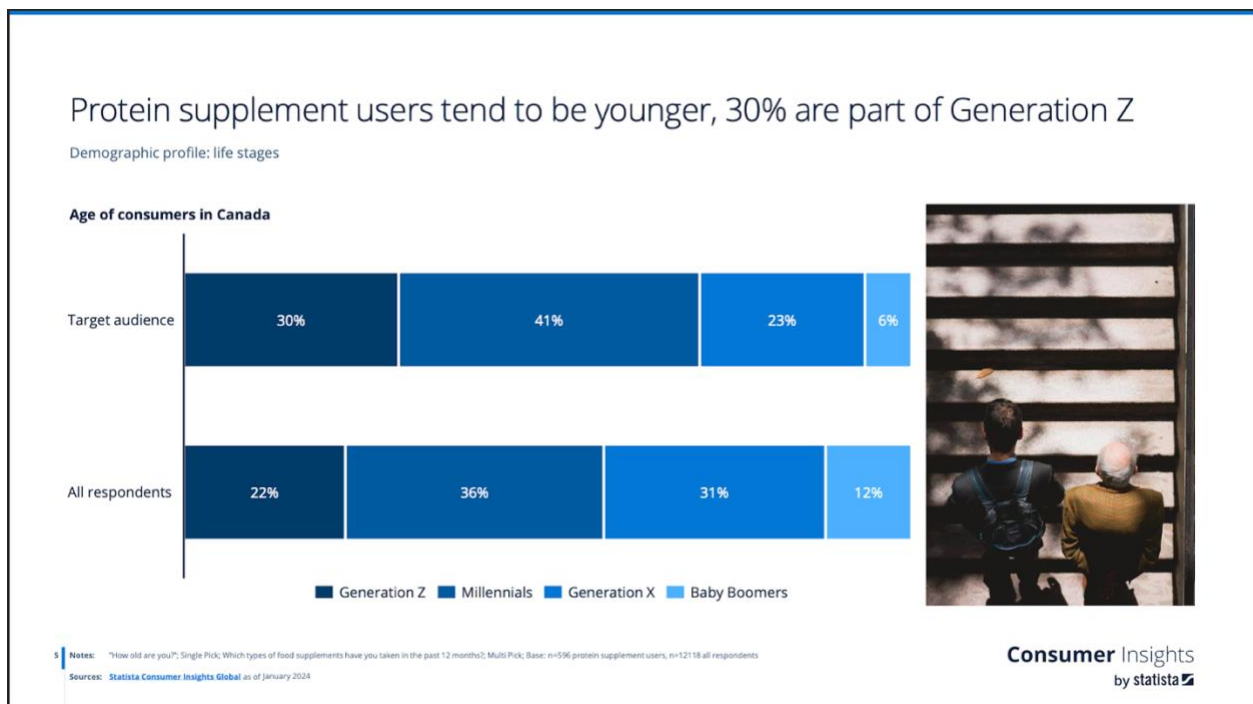
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Appendix A: (Target audience: Protein supplement users in Canada, Statista)

<https://www-statista-com.eu1.proxy.openathens.net/study/122989/target-audience-protein-supplement-users-in-canada/>

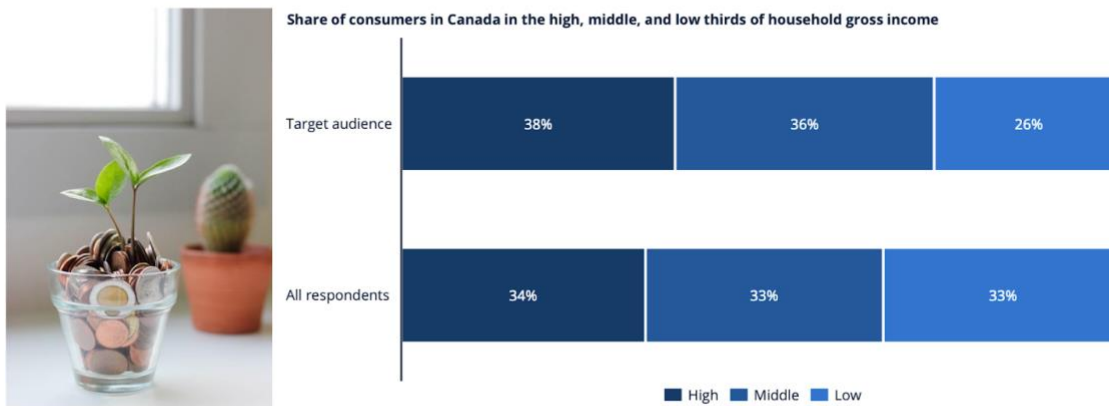


Appendix B: (Target audience: Protein supplement users in Canada, Statista)

<https://www-statista-com.eu1.proxy.openathens.net/study/122989/target-audience-protein-supplement-users-in-canada/>

38% of protein supplement users have a high annual household income

Demographic profile: income



Notes: Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)". Single Pick: Which types of food supplements have you taken in the past 12 months? Multi Pick: Base: n=527 protein supplement users, n=19493 all respondents
Sources: Statista Consumer Insights Global as of January 2024

Consumer Insights
by statista

Appendix C: (Target audience: Protein supplement users in Canada, Statista)

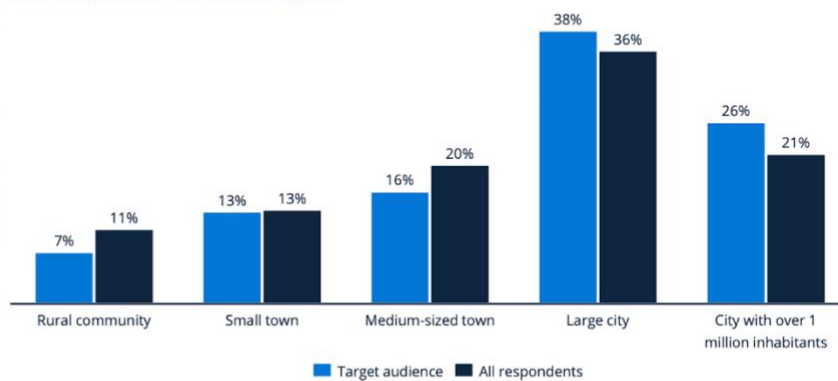
<https://www-statista-com.eu1.proxy.openathens.net/study/122989/target-audience-protein-supplement-users-in-canada/>

Protein supplement users are more likely to live in cities and urban areas than the average consumer

Demographic profile: type of community



Communities where consumers live in Canada



Notes: "In what type of community do you live?"; Single Pick; Which types of food supplements have you taken in the past 12 months?; Multi Pick; Base: n=596 protein supplement users, n=12,118 all respondents
Sources: Statista Consumer Insights Global as of January 2024

Consumer Insights
by statista