

MICHIGAN STATE UNIVERSITY

The Michigan State University Sensory Lab, directed by Dr. Emily Mayhew, operates a Service Center to provide sensory and consumer testing to clients. Standard rates have been established for 6 project tiers, described below. More complex project designs can be accommodated by treating these test units as modular (e.g., a 3-day consumer test could be billed as 1 full-service test and 2 data collection only tests). These rates are valid from March 2025 – March 2027. Prospective clients are encouraged to e-mail us to set up a free consultation.

Sensory and Consumer Testing Project Tiers

Full-Service Project Tiers

Full-service consumer tests include:

Study design*
Recruiting
Subject compensation
Supplies
Sample preparation
Data collection
Data analysis and reporting*
**only included in full-service tier*

Standard, full-service consumer test **\$12,000**
Up to 10 hours of data collection with 100 consumers and up to 6 products

Small-scale, full-service consumer test **\$9,000**
Up to 6 hours of data collection with 50-60 consumers and up to 6 products

Pilot-scale, full-service consumer test **\$7,500**
Up to 4 hours of data collection with 30-40 consumers and up to 6 products

Data Collection Only Project Tiers

Data collection only tests include:

Recruiting
Subject compensation
Supplies
Sample preparation
Data collection

Standard consumer test , data collection only **\$8,000**
Up to 10 hours of data collection with 100 consumers and up to 6 products

Small-scale consumer test, data collection only **\$5,000**
Up to 6 hours of data collection with 50-60 consumers and up to 6 products

Pilot-scale consumer test, data collection only **\$3,500**
Up to 4 hours of data collection with 30-40 consumers and up to 6 products



SENSORY EVALUATION LABORATORY

Michigan State University
G. Malcolm Trout
Food Science And Human
Nutrition Building
469 Wilson Road
East Lansing, MI
48824-1224

517-884-0046
sensory@msu.edu

PI: Emily Mayhew, Ph.D.
mayhewem@msu.edu