MICHIGAN STATE UNIVERSITY

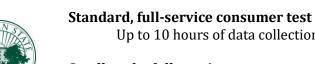
The Michigan State University Sensory Lab, directed by Dr. Emily Mayhew, operates a Service Center to provide sensory and consumer testing to clients. Standard rates have been established for 6 project tiers, described below. More complex project designs can be accommodated by treating these test units 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



\$12,000

Up to 10 hours of data collection with 100 consumers and up to 6 products

Small-scale, full-service consumer test

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

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 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

\$9,000