Vineland Research and Innovation Centre

- An independent, not-for-profit research and innovation centre for the horticulture industry on 218 acres in the heart of the Greenbelt

- Vineland Research Station established in 1906; Niagara Agricultural Action Plan recommendations in 2006; Renaissance Advisory Panel Vision accepted in 2007; Vineland Research and Innovation Centre revitalization launched

- Model structured on partnerships
  - Industry (value chain from grower → retail)
  - Regional, provincial and federal governments
  - Academia, research institutions

- Building momentum
  - Stakeholders
  - Research program implementation
  - Regional force

OUR VISION
To be an internationally recognized centre of horticulture research and innovation excellence and a force in the delivery of horticulture technology.
Innovation: The Ontario Advantage

• In horticulture, we are not a low cost producer
• Innovation is our advantage but . . .
  – Innovation in horticulture is fragmented,
  – Public R&D investment is dropping
• Vineland provides a point of convergence
  – For industry, for academia, for government
• Agricultural prosperity = Successful Greenbelt
Horticulture in Niagara Region

• 2007 farm cash receipts in Niagara
  – Floriculture, nursery, sod $242 million
  – Fruit $108.2 million
  – Greenhouse vegetables $23.8 million
• >1200 flower, greenhouse vegetable and fruit farms in Niagara (57% of all farms in Ontario)
• >65% of Ontario’s tender fruit orchards
• >85% of provincial grape production
• >80% of provincial peach production
• Greenhouse industry employs over 3000 people
• Grape and wine sector generates approximately 6000 jobs
Vineland Impact on Regional Horticulture

- **Delivering Research Programs**
  - Consumer testing, genomics, horticulture production systems

- **Education and Outreach**
  - Grower technology and information transfer initiatives
  - Extending reach to secondary and post-secondary institutions

- **Orchards and Vineyards Transition Program**
  - Two strategies completed

- **Local Food Action Plan**
  - Finding synergies with Niagara Region on Setting a Course for the Future of Food in Niagara

- **Agricultural Sustainability**
  - Forums for discussion that support the prosperity of the agricultural sector
Creating a Regional Business Environment at Vineland

• Culture of commercialization
  – Technology development and licensing (Sundown pear)
  – Business support services
  – Incubation for start-ups (Foreign Affairs Winery)
  – Specialized research and innovation institution of interest to companies (Ball)

• Facilities for housing agriculture and agri-business organizations [Canadian Nursery Landscape Association, Flowers Canada (Ontario), Hoogendoorn]

• Regional economic cluster for emerging businesses and employment (IRAP)
Developing Niagara’s Talent Pool

• Vineland ranks top 7% in terms of size of employer
  – >40 Vineland/U of G employees

• The ‘Vineland Campus’ ranks top 3% in terms of size of employer
  – >100 employees on campus (including AAFC, OMAFRA, UofG, MNR)

• Majority of positions at Vineland are professional or technical occupations related to natural or applied sciences
Vineland’s Value Proposition

Catalyzing Partnerships that Grow Horticulture

- Right Operational Support
- Right Partnering
- Right Research
- Right Business Model
Vineland’s Partnerships

Brock University
University of Saskatchewan
Université Laval
SUNRISE Greenhouses
Flowers Canada
University of Guelph
Niagara College
Ontario
Ontario Grape and Wine Research Inc.
Ontario Tender Fruit Producers
Canadian Nursery Landscape Association
Ontario Agricultural Research Institute of Ontario
Ontario Agri-Food Canada
Agriculture et Agroalimentaire Canada
Ontario Green for Life!
Flower Canada
Vineland Research

Three Research Directors hired, research teams established

– Dr. Michael Brownbridge, Horticulture Production Systems
– Dr. Isabelle Lesschaeve, Consumer Insights and Product Innovation
– Dr. Daryl Somers, Applied Genomics
Vineland’s Major Research Programs

Vineland Research

- Science and Innovation
  Fed-Prov Growing Forward
- AgriScience Clusters
- Ontario Ornamentals
- Ontario Fruit and Vegetables
- National Ornamentals
Value Chain Based Innovation

- Include all members of the value chain
- Understand what consumers want
- Use consumer demand to pull innovation
Ageing, chronic disease, obesity, are changing the health of Canadians and eating more fruits and vegetables is part of the solution.

Public policy makers are looking to integrate health and agriculture.

Functional foods becoming mainstream:

- Fruit and vegetable nutrient profile database
- Influence of genotype, production practices, environmental factors on phytochemicals
- Improving freshness, flavour and texture
Research and Innovation Trends – Consumer Drivers

- Consumer evaluations, preliminary results on the AC Harovin Sundown pear
- IdeaMap™, 8 IdeaMap studies in 2010 beginning with local vs. organic
- Evaluation of market opportunities ethnic vegetables and the creation of production systems for those with promise
- Optimizing storage conditions to maximize the sensory quality of ‘Honeyscrisp’
- Consumer preference as a screening tool in peach breeding
The place to innovate

- Built form architecture to provide **identity** for a leading edge institution
- An exemplary environment for **research** and **commercialization**
- A centre to **facilitate interaction**, creativity and innovation
- Built form to facilitate **flexible programs** and configuration
- A model of **sustainable design** for buildings and infrastructure
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