



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



SCIENCE MONITOR

A quarterly report of external communications activities that
promote AAFC science and technology



Volume 6, Issue 2
(Reporting Period: October 1 - December 31, 2014)

Science Monitor, Volume 6, Issue 2

© Her Majesty the Queen in Right of Canada, represented by the Minister of Agriculture and Agri-Food, (2015).

AAFC No. 12437E

Paru également en français sous le titre *L'Observateur Scientifique, Volume 6, Numéro 2*

For more information, reach us at www.agr.gc.ca or call us toll-free at 1-855-773-0241.

TABLE OF CONTENTS

INTRODUCTION	4
SCIENCE IN THE NEWS	5
EXHIBITS AND PUBLIC EVENTS	5
REGIONAL AND NATIONAL OUTREACH	5
Regional Media Outreach	5
National Media Outreach	6
<i>National Science Pitches</i>	6
<i>Homepage Carousel Features</i>	7
<i>Social Media on Twitter</i>	7
<i>Science Videos and YouTube</i>	7
STATISTICS ON MEDIA ACTIVITY	8
Media Call Responses	8
Number of Science-related Calls by Month	8
PUBLICATIONS	9
Innovation Express	9
FINAL WORDS	9
ANNEX	10
List of Announcement Events	10
List of News Releases	10
List of Regional Media Outreach	11
List of National Media Outreach	11
List of Homepage Carousel Features	12
List of Corporate Exhibits	12
List of Public Events	13
<i>Open Houses, Open Farm Days, and Field Days</i>	13
<i>Other Significant Regional Events Featuring AAFC Science and Technology</i>	13
List of Pest Management Centre Activities	14

INTRODUCTION

Welcome to the *Science Monitor: Volume 6, Issue 2*, a report of the external communications activities that promote Agriculture and Agri-Food Canada (AAFC) science, innovation, and technology transfer. This issue covers the period from October 1-December 31, 2014.

As mentioned in the last edition, a new Feature Article template was implemented this quarter. It has a concise format and integrates links to existing online content including AAFC website content, YouTube videos, and photos on AAFC's new Flickr account.

Media requests about topics highlighted by a Feature Article accounted for 24% of all science-related media calls.

This quarter, AAFC's Public Affairs Branch participated in 29 announcements, issued 37 media pitches, responded to 54 media calls, posted 54 science-related Tweets, participated in 14 exhibits and public events, and launched 5 new videos, all relating to science and innovation.

Science and innovation underpin much of what makes the agricultural sector so successful. Our communications activities raise awareness about the Government's investments in agricultural research that supports the growth of trade opportunities, productivity, sustainability, and the quality and safety of agricultural products.



The producers of the Science Monitor welcome feedback, comments or suggestions. Send an e-mail to sciencemonitor@agr.gc.ca or call us at (613) 773-2775.

SCIENCE IN THE NEWS

Twenty-one new science-related projects or initiatives were publicly announced by the Minister or other elected officials at media event announcements.

Eight new science-related projects or initiatives were publicly announced via news releases issued by AAFC.

EXHIBITS AND PUBLIC EVENTS

AAFC brings agricultural science and technology closer to Canadians by participating in exhibits and by hosting public events at research facilities across the country.

This period, AAFC participated in 14 individual events where we demonstrated AAFC's science at work.

Corporate Exhibits (2)

Public Events (11 total):

- Open Houses, Open Farm Days, and Field Days (3)
- Other Significant Regional Events Featuring AAFC Science and Technology (8)

Pest Management Centre Exhibits (1)

REGIONAL AND NATIONAL OUTREACH

Regional Media Outreach

A targeted outreach process is applied in cases where science stories are primarily regional in focus or interest; for example, promoting Open Houses and Field Days. Regional media pitches result in consistently strong media coverage, particularly in regional papers and sector magazines.

Regional Communications Teams pitched 18 topics to local media and interest groups. In many cases, these topics were developed into Feature Articles for AAFC's webpage and a promotional tweet was issued from AAFC's departmental Twitter account.

AAFC brings agricultural science and technology closer to Canadians by participating in exhibits and by hosting public events at research facilities across the country.

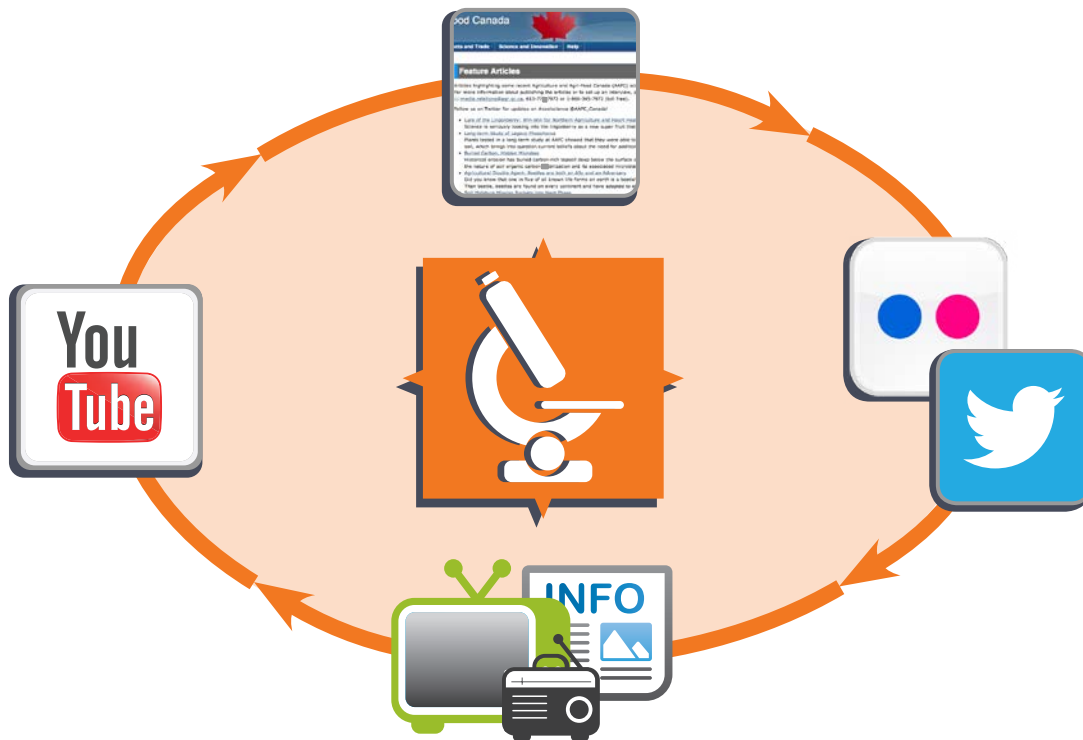


National Media Outreach

An important way we get the word out about our research, innovation, environment and technology transfer is by actively pitching success stories to media and offering interview opportunities with scientists via feature articles, social media posts, and videos.

National Science Pitches

Our science pitching process has evolved beyond the traditional text format and involves an integrated suite using multiple platforms. These are strategically targeted to audiences in the format they use most, extend our outreach across the country and have resulted in increased national media/social media coverage. An increasing number of media calls come from reporters seeing Feature Articles linked from Tweets on AAFC's Twitter account.



Nineteen national story ideas were pitched this quarter (October 1–December 31, 2014) using our new integrated approach.

The majority of outreach activities were timed to coincide with Canadian or International theme days or weeks. This period, we promoted relevant AAFC science and innovation work during:

- National Biotech Week
- World Food Day
- National Science and Technology Week
- Canadian Diabetes and Crohn's/Colitis Awareness Month
- World Diabetes Day
- World Soil Day

Homepage Carousel Features

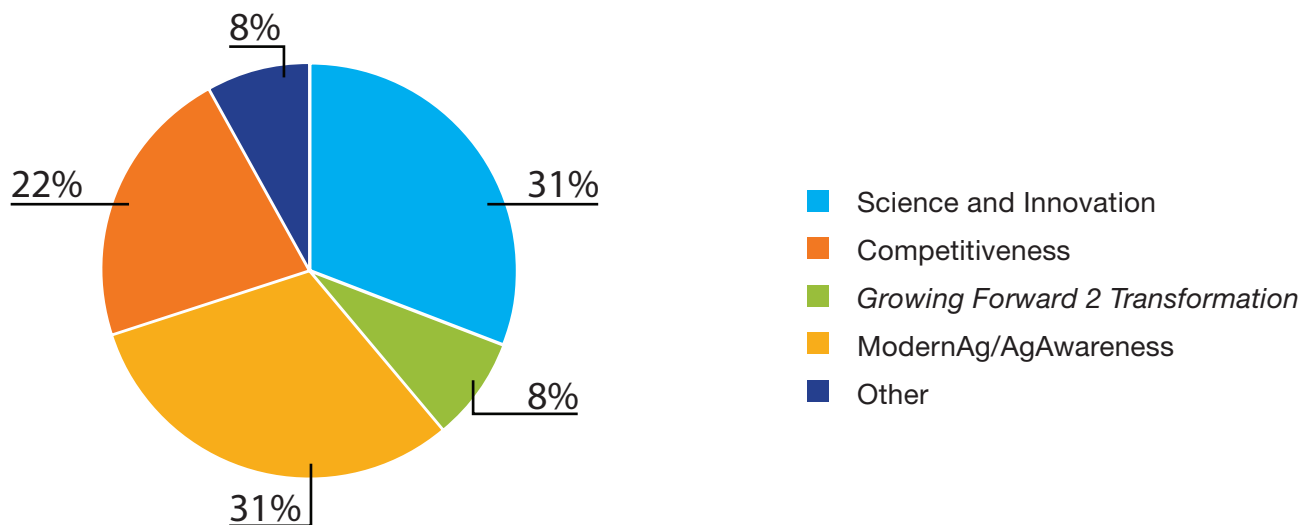
The AAFC Homepage Carousel allows us to extend the life of our outreach efforts by re-promoting science stories that continue to have relevance even after initial outreach activities are completed.

Five new or existing Feature Articles were highlighted for approximately two to three weeks, getting the first of three spots in the rotation during the first week:

Social Media on Twitter

Twitter is another tool that allows us to extend the life of our outreach efforts. Carousel items, the use of hashtag themes, promotion of AAFC YouTube videos, and retweets of government and industry partner Tweets help to keep science at the fore of AAFC's Twitter activity.

AAFC sent 173 Tweets from its account this quarter, with 54 related to science (31%).



	Current Quarter	Previous Quarter
Science-related Tweets	54	40
Retweets	198	170
Replies	12	4
Conversions (visits to website as a result of Tweet)	288	293

Science Videos and YouTube

AAFC made its debut on YouTube in August 2012. As of December 2014, the AAFC YouTube channel has 44 videos, the majority of which are science-related. Accessible versions of all AAFC videos are also available on the AAFC website.

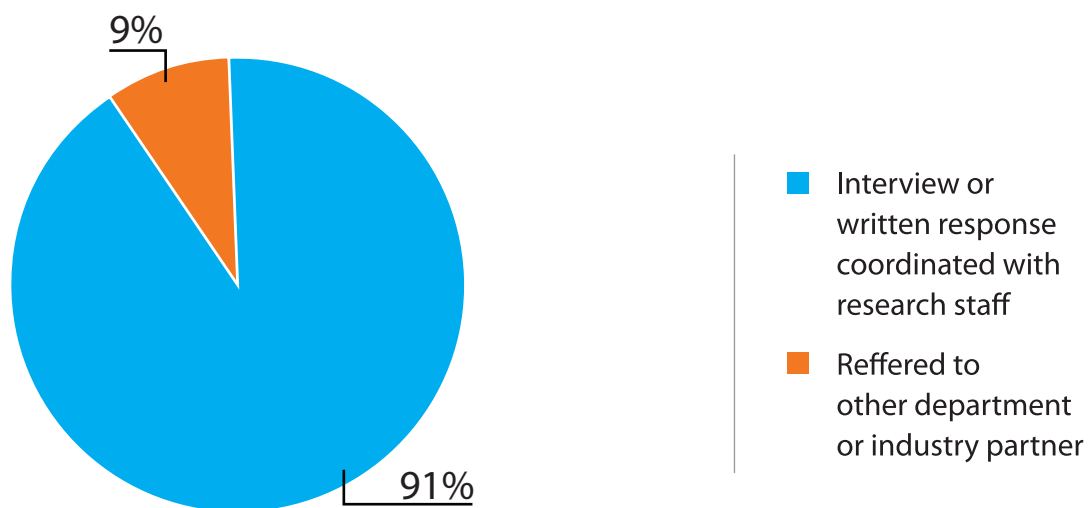
AAFC delivered 5 new science videos this quarter:

- [A Bioreactor Adapted to the Canadian Climate](#)
- [Custom Hog Feeding](#)
- [Cultivating Excellence: London Greenhouse](#)
- [Mustard - Check out Agriculture](#)
- [Oats - Check out Agriculture](#)

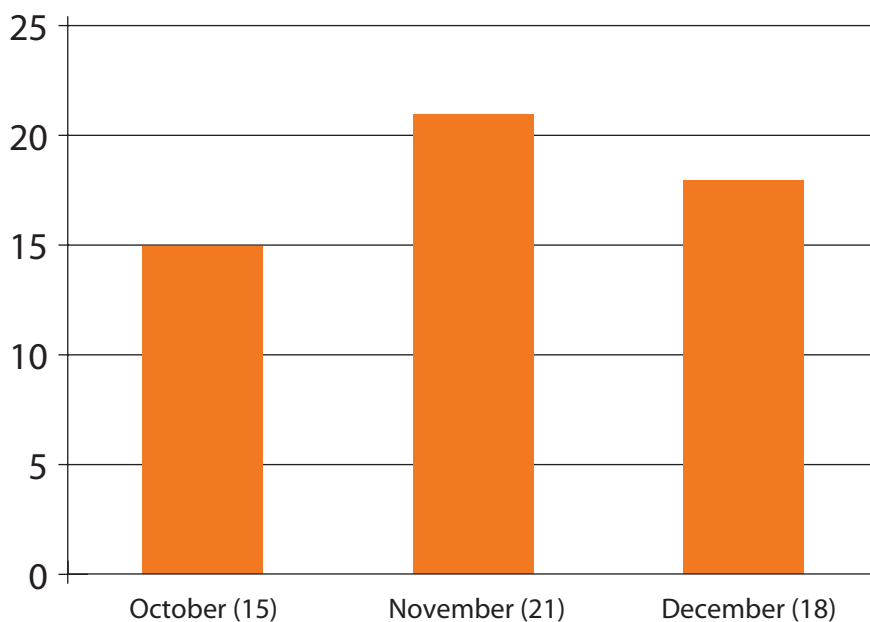
STATISTICS ON MEDIA ACTIVITY

AAFC received and responded to 54 media calls through the AAFC media line related to research, innovation, environment, technology transfer, and pesticides during this reporting period. Sixty-one per cent of calls were referred directly to researchers working on projects, with an additional 30% answered with a written response coordinated with research staff. The remaining 9% of calls were not related to AAFC research and were referred to other departments or industry partners.

Media Call Responses



Number of Science-related Calls by Month



PUBLICATIONS

AAFC science is also being promoted through a variety of written products which go to specific stakeholder groups. These products allow us to effectively target our messaging.

Innovation Express

Innovation Express is a quarterly newsletter meant for partners and stakeholders, produced by the Science and Technology Branch (STB) with support from Public Affairs Branch (PAB). Articles provide information on new and emerging science and technologies, programs and collaborative research, and business opportunities for the Canadian agri-food sector. This quarter's edition:

2014: Volume 5, Issue 3 – Canadian Agri-Science Clusters Initiative

This edition highlights some of the scientific achievements made by AAFC scientists under the animal-related Canadian Agri-Science Clusters Initiative - funded through the Growing Canadian Agri-Innovations Program under the first *Growing Forward* Agreement. The first round of Science Clusters resulted in several notable successes and provided a solid foundation for the second phase.

FINAL WORDS

We hope you enjoyed this report on the communications efforts made to promote AAFC's science and innovation work. In the next issue, you'll see the first communications activities for the International Year of Soils 2015 which highlight the departments important soils research.

This report has been produced by AAFC Public Affairs Branch, in consultation with AAFC Science and Technology Branch. Special thanks to all of our scientists and staff whose work makes it possible for us to tell the great story of agricultural science and innovation in Canada.



In the next issue, you'll see the first communications activities for the International Year of Soils 2015 which highlight the departments important soils research.

ANNEX

List of Announcement Events

15 *Growing Forward 2 (GF2) Agricultural Innovation Program (AIP) Announcements:*

- Nova Agri Inc., \$182,739 announced on October 10, 2014 in Nova Scotia
- Macaloney Brewers and Distillers, \$2.37M announced on October 15, 2014 in British Columbia
- Flax Council of Canada, \$3M announced on October 16, 2014 in Manitoba
- Western Grains Research Foundation, \$2.16M announced October 17, 2014 in Saskatchewan
- Parkland Industrial Hemp Growers, \$198K announced on October 31, 2014 in Manitoba
- Martin's Family Fruit Farm, \$713K announced on November 1, 2014 in Ontario
- Productions en Régie Intégrée du Sud de Montréal, \$411,627 announced on November 6, 2014 in Quebec
- Ontario Tender Fruit Producer' Marketing Board, \$410,545 announced on November 10, 2014 in Ontario
- U-Be-Livin-Smart, \$990K announced on November 12, 2014 in Ontario
- Centre d'expertise en production ovine du Québec, \$306,500 announced on November 21, 2014 in Quebec
- Riverside Natural Foods Ltd., \$782K announced on December 15, 2014 in Ontario
- Zpirit Foods, \$67K announced on December 17, 2014 in Ontario
- Pan-Provincial Vaccine Enterprise, \$1.16M announced on December 17, 2014 in Saskatchewan
- Saskatchewan Pork Development Board, \$260K announced on December 18, 2014 in Saskatchewan
- Ontario Tomato Research Institute, \$214,682 announced on December 22, 2014 in Ontario

1 *GF2 AIP Research Cluster Announcements:*

- Canadian Ornamental Horticulture Alliance, \$2.3M announced on November 13, 2014 in Alberta

5 *GF2 Federal-Provincial Cost-shared Announcements:*

- Dairy Farmers of Manitoba, \$525K announced on October 2, 2014 in Manitoba
- Peak of the Market, \$4M announced on October 24, 2014 in Manitoba
- Nova Scotia Cattle Producers, \$130K announced on November 22, 2014 in Nova Scotia
- Horizon Lab Ltd., \$397K announced on December 15, 2014 in Manitoba
- Sheep Producers Association of Nova Scotia, \$29,700 announced on December 22, 2014 in Nova Scotia

List of News Releases

7 *GF2 Federal-Provincial Cost-shared Announcements:*

- Agricultural Research Symposium - Our Food Our Future: Research that Feeds Newfoundland and Labrador, \$30,365 issued on November 4, 2014 in Newfoundland and Labrador
- TM Therapeutics (\$175K), St. Boniface Research Foundation and the Canadian Centre for Agri-Food Research in Health Medicine (\$136K), and ManCan Genetics (\$30K), issued on November 17, 2014 in Manitoba
- Pure Holsteins Ltd., \$345K issued on November 20, 2014 in Ontario
- Maple Leaf Foods, \$790K issued on December 5, 2014 in Manitoba
- University of Manitoba, \$670K issued on December 10, 2014 in Manitoba
- BC Agricultural Research and Development Corporation (\$1.7M), Investment Agriculture Foundation of B.C. (\$855K), and Various Other Proponents (\$4.3M) issued on December 12, 2014 in British Columbia
- Various Proponents, \$2.5M issued on December 22, 2014 in British Columbia

1 *Other News Release:*

- Celebrating 100 years of research at Summerland Agriculture Centre, issued on November 13, 2014 in Quebec

List of Regional Media Outreach

British Columbia (1):

- Sterile Insect Release Program with Dr. Gary Judd (October 2014)

Alberta and Territories Region (1):

- [A Gut Reaction: Yeast-eating bacteria provide key to human and animal intestinal health](#), November 2014 *[also a Feature Article for AAFC website]*

Saskatchewan Region (4):

- [Sainfoin: A light is shone on an old forage plant](#), November 19, 2014 *[also a Feature Article for AAFC website]*
- [Seabuckthorn – Healthy Opportunity](#), November 2014 *[also a Feature Article for AAFC website]*
- [Natural Resistance to Spots and Rots](#), November 2014 *[also a Feature Article for AAFC website]*
- [Bringing Agriculture and Agri-Food Canada’s Research Results to the Farm](#), November 2014 *[also a Feature Article for AAFC website]*.

Ontario Region (3):

- Sausage food safety, October 2014
- [Wheat Breeding and Molecular Genetics: A Needle in a Haystack](#), November 2014 *[also a Feature Article for AAFC website]*
- [Greenhouse Lighting: Bright Lights, Big Produce](#), December 4, 2014 *[also a Feature Article for AAFC website]*

Quebec Region (3):

- New AAFC video now online! Custom Hog Feeding, October 21, 2014
- Highlighting AAFC website, Flickr and Twitter accounts to media, October 28, 2014
- [Comprehensive Study Uses Wind Tunnels to Provide Farmers with Innovative Nitrogen Management Options](#), November 27, 2014 *[also a Feature Article for AAFC website]*

Atlantic Region (6):

- GF2-funded Agrifoods and Garden Show in Torbray, Newfoundland, October 1, 2014
- GF2 AgrilInnovation Program funding announcement event, Centreville, NS, October 14, 2014
- AgWeather Atlantic website, October 24, 2014
- GF2-funded self-propelled mini-potato harvester allows agronomists to do customized potato research, October 24, 2014
- Potato Research Centre Stakeholder Day, November 2014
- Presentation on tillage research by AAFC’s Roger Henry at the ACORN AGM, November 2014

List of National Media Outreach

11th National Biotechnology Week activities (September 26-October 3, 2014)

- 4 AAFC website Feature Articles promoted to media and via AAFC Twitter accounts using #NBW2014:
 - [DNA Barcoding: Science Helping Farmers Identify Friend from Foe](#);
 - [Limiting Contamination from Pesticide Spills, Splashes and Rinses](#);
 - [Green Solutions Send Orchard Pests Packing](#);
 - [Canadian Scientists Contribute to International Effort to Sequence the Canola Genome](#)
- Participated in a “Tweet-up” event on September 29, 2014 on food safety and regulations using #FoodMyths

World Food Day activities (October 16, 2014)

- 1 AAFC website Feature Article promoted to media and via AAFC Twitter accounts using #WFD2014:
 - [It is a proven fact that vitamin B12 is better absorbed from cow's milk](#)

National Science & Technology Week activities (October 16-27, 2014)

- 8 AAFC website Feature Articles promoted to media and via AAFC Twitter accounts using #NSTW2014:
 - [Soil "Fingerprinting": Opening Doors to Improved Soil Monitoring](#)
 - [Safer Meat for Canadians](#)
 - [If Plants Could Talk](#)
 - [Doing Something About the Weather](#)
 - [Deodorizing pig manure with a slurry bioreactor!](#)
 - [If you eat grain-fed veal, thank the Dairy and Swine Research and Development Centre!](#)
 - [It is a proven fact that vitamin B12 is better absorbed from cow's milk](#)
 - [Switching cows to a different feed can reduce greenhouse gas emissions](#)
- Links to other government-wide events via social media in an effort to recognize the everyday influences of science and technology in Canada

Canadian Diabetes and Crohn's/Colitis Awareness Month (November, 2014)

- 1 AAFC website Feature Article promoted to media and via AAFC Twitter accounts:
 - [Brave the Cold Weather with Oats!](#)

World Diabetes Day (November 14, 2014)

- 1 AAFC website Feature Article promoted to media and via AAFC Twitter accounts using #WDD2014:
 - [A Low Glycemic Potato Expands the Menu for Diabetics](#)

Canadian Forage and Grassland Conference (November 18, 2014)

- 4 AAFC website Feature Article promoted to media and via AAFC Twitter accounts:
 - [Sweet Twist on Silage Making Pays Off](#)
 - [Wood Chip vs. Barley Straw Livestock Bedding: Agriculture and Agri-Food Canada Researchers Share Findings from Thirteen-year Study](#)
 - [Grazing Response Index: How Healthy Are your Grazing Lands?](#)
 - [Sainfoin – A New Light is Shone on an Old Forage Plant](#)

World Soil Day activities (December 4, 2014)

- 1 AAFC website Feature Article promoted to media and via AAFC Twitter accounts using #IYS2015:
 - [Soil Activity in Winter: Soil doesn't sleep under its blanket of snow](#)

List of Homepage Carousel Features

- [It is a proven fact that vitamin B12 is better absorbed from cow's milk](#)
- [Sainfoin – A New Light is Shone on an Old Forage Plant](#)
- [A Low Glycemic Potato Expands the Menu for Diabetics](#)
- [Natural Resistance to Spots and Rots](#)
- [Check out Mustard! video](#)

List of Corporate Exhibits

- The Agri-Foods and Garden Show, Torbay, Newfoundland (October 3-5, 2014)
- The Royal Agricultural Winter Fair, Toronto, Ontario, (November 1-10, 2014)

List of Public Events

Open Houses, Open Farm Days, and Field Days

These events focus on farms and farming operations with local private farm operations offering to host the public. Visitors enjoy the opportunity to visit farms, meet farmers, explore farm operations, watch demonstrations, learn more about farm products, and ask questions about farm life.

AAFC participated in 3 events:

British Columbia Region

Pacific Agri-Food Research Centre (PARC) - Summerland Open House, (October 4, 2014)

The Research Centre hosted an open house to highlight its 100th anniversary. Approximately 800 visitors enjoyed meeting the Centre's employees and having the opportunity to explore the links between science and farming. The guided field tour proved to be popular with visitors of all ages. Media coverage of the event included articles in BC Fruit Grower, Penticton News and Kelowna Now.

Quebec Region

Dairy and Swine Research and Development Centre Open House, Sherbrooke, Quebec (October 2-4, 2014)

A total of 4,000 visitors attended the event, which highlighted the Centre's 100th anniversary. AAFC scientific staff manned kiosks where they answered questions on their research. Visitors also enjoyed videos on scientific innovations, interactions with piglets, pigs, and cows, a horse plowing demonstration, and a bus tour of the fields. The event was covered in 10 newspaper articles and received a special 12-page spread in The Producer Plus. Associated Tweets from the department's Twitter account became the most re-Tweeted French content to date and increased the total number of French subscribers.

Atlantic Region

Potato Research Centre Stakeholder Day, Fredericton, New Brunswick (November 26, 2014)

Stakeholder Day was co-hosted by the research centre and BioNB. Forty-two scientific community members from across the Maritimes participated in activities which included five lab tours, presentations on STB's Coastal Ecozone model and current research at the Potato Research Centre, overviews of federal and provincial programs available to entrepreneurs and innovators and a panel discussion on what can be done to encourage more bioscience innovation in the province. Reaction was extremely positive, with many expressing surprise at the scope of the research taking place at the centre and the sophistication of the equipment being used. The event had media coverage in the Fredericton Daily Gleaner, Telegraphy Journal, The Bugle Observer, The Sussex Record, Radio Canada, SpudSmart online, Spudsmart Magazine, and Atlantic Farm Focus.

Other Significant Regional Events Featuring AAFC Science and Technology

Each year AAFC participates in a number of regional events to raise awareness of the importance of agricultural science and technology and its impact in the everyday lives of Canadians.

From July 1, 2014 to September 30, 2014, AAFC participated in 8 such events:

Saskatchewan Region

- Canadian Western Agribition, Regina, Saskatchewan (November 24-29, 2014)

Ontario Region

- Seniors tour at London Research Centre, London (October 15, 2014)
- Guelph Food Safety Seminar Series, Guelph (October 22, 2014)
- Food Safety Symposium, Guelph, Ontario (October 23, 2014)

Quebec Region

- Journée Grandes Cultures et Journées horticoles, Saint-Rémi, Québec (December 2-4, 2014)

Atlantic Region

- 15th Annual Atlantic Canada Organic Regional Network (ACORN) Conference and Tradeshow, Moncton, New Brunswick (November 12-14, 2014)
- PEI Potato Board AGM, Charlottetown, PEI (November 21, 2014)
- Nova Scotia Federation of Agriculture Annual General Meeting and Trade Show, Truro, Nova Scotia (November 27-28, 2014)

List of Pest Management Centre Activities

Exhibits

- Biopesticide Industry Alliance Fall Semi-Annual Meeting on “Sustainable Sustainability”

Publications

- Factsheet: A web-based cover crop decision tool for growers in Eastern Canada
- PMC Project Statuses for October
- PMC Project Statuses for December
- Web Updates highlighting the latest information on the PMC portion of the AAFC website