



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada



# SCIENCE MONITOR

A semi-annual report of external communications  
activities that promote AAFC science

Volume1 | Number 1  
Summer 2010

Canada



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## INTRODUCTION

Welcome to the first edition of the *Science Monitor*, a semi-annual report on the external communications activities undertaken to promote Agriculture and Agri-Food Canada (AAFC) science.

This report strives to capture the many ways AAFC communicators are working, from coast to coast and with the help of many scientists and other research staff, to promote our department's science and research initiatives and results.

The 2010-11 External Communications Strategy for Science and Innovation encompasses a broad array of activities to be undertaken this fiscal year to promote AAFC science and research initiatives, with a focus on communicating progress and results, and ensures the science communications approach is aligned with Research Branch's Strategic Action Plan, and with Departmental and Governmental priorities.

The communications activities outlined in the Strategy are being implemented with very positive results. AAFC's research progress and results – results that contribute to a more competitive, innovative and environmentally-friendly agricultural sector, and that help improve the lives of all Canadians – are reaching producers, the agriculture industry, and Canadians.

In this first issue the *Science Monitor* will capture external communications activities that occurred between January 1 and June 30, 2010. We hope you enjoy reading it, and we look forward to bringing you the next report in early 2011.

The producers of the *Science Monitor* welcome any feedback, comments or suggestions you may have. Send an e-mail to [sciencemonitor@agr.gc.ca](mailto:sciencemonitor@agr.gc.ca) or call us at (613) 773-0251.

## SCIENCE IN THE NEWS

### Announcements

Funding announcement events provide an opportunity for the department and the Ministers or their representatives to communicate our research priorities and results, how they fit within departmental and governmental priorities, and to talk with the producers, stakeholders and the media in their own communities.

A total of 16 funding announcements were made by Minister Ritz, Minister of State Blackburn or other elected officials at 13 separate events during this reporting period:

#### 5 Canadian Agri-Science Clusters (Clusters) announcements

- Dairy Cluster, \$7.2 M, announced February 4 in ON
- Canola Cluster, \$14.5 M, announced March 2 in SK
- Beef Cluster, \$6 M, announced March 23 in ON
- Pulse Cluster, \$7 M, announced April 8 in SK
- Swine Cluster, \$9.6 M, announced May 14 in MB

#### 4 Developing Innovative Agri-Products (DIAP) announcements

- Okanagan Plant Improvement Corporation, \$2.3 M, announced January 29 in BC
- Flax Council of Canada, \$4 M, announced February 12 in SK
- Lower Mainland Horticulture Improvement Assoc. (Raspberry Industry Development Council), \$1.1 M, announced May 19 in BC
- Les fraises de l'Îles d'Orléans, \$277 K, announced June 23 in QC (news release only)

#### 5 Agri-Opportunities announcements

- Plains Industrial Hemp, \$1.4 M, announced April 6 in MB
- Mustard Capital Inc., \$655 K, announced April 7 in SK
- Corporation HET, \$500 K, announced April 16 in QC
- Island Abbey Foods Ltd., \$473 K, announced June 18 in PEI
- Doef's Greenhouses Ltd., \$2.23 M, announced June 24 in AB





## SCIENCE IN THE NEWS

### 2 joint news releases

- 1 Economic Action Plan announcement
  - Joint news release with PWGSC to announce the awarding of the contract to build the new greenhouse at the Semiarid Prairie Agriculture Research Centre (SPARC) in Swift Current, announced April 9 in SK (Note: \$5 M in funding for the SPARC upgrade under the Modernizing Federal Laboratories program was announced at an event in Swift Current on May 9, 2009.)
- 1 science stakeholder announcement
  - Joint news release with Wascana Centre Authority to announce the 3rd Annual Wheat Planting in Wascana, of AAFC-supplied "AC Navigator" durum wheat in the meridian of the Wascana Parkway, announced June 14 in SK (Regina).

### Out of the 13 events:

- Approximately 71 media representatives attended (an average of about 5 media per event) for a total of about 685 stakeholders and media
- An average of 62 people attended each event
- Each announcement event was pitched to regional, provincial and/or national media by regional or headquarters communications staff, resulting in a total of:

**51 print stories, 100 radio segments, 29 TV spots and 12 online stories of tracked media coverage alone.**

Pictures from some of the announcements are featured here, as well as quotes from regional communications staff summarizing the events.

"The mood of the event was very upbeat. The Canada Pork Council was very complimentary to the government and especially to the Minister for always promoting the hog industry and for stepping up the trade promotions and opening up new markets, such as China, for hog producers. They were very pleased that the Minister had chosen Manitoba to make this historic announcement." ---

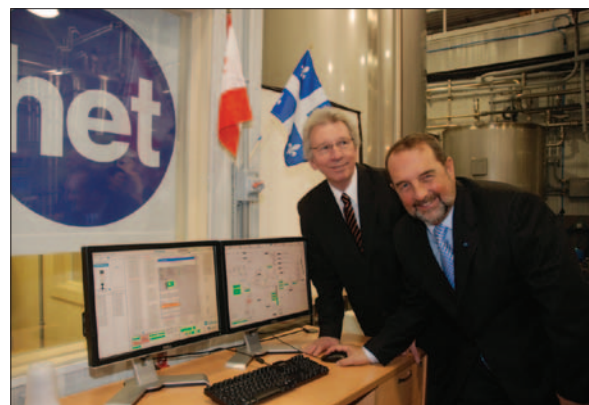
Regional Communications Officer (RCO), Manitoba



## SCIENCE IN THE NEWS

"The Lacombe event went really well and everyone involved was happy. There were approximately 50 people including industry stakeholders, local dignitaries, suppliers, provincial agencies, Farm Credit Canada and media...Media were pleased to have access for questions and plenty of photo opps." --- RCO, Alberta

"A beautiful day here, which meant we went with an outdoor event... John Rowe, who is also a great speaker, provided excellent quotable quotes and expressed very warm appreciation for the help he is getting from the federal government. About 35 people were on hand for the announcement, including *CBC TV*, the *Charlottetown Guardian* (reporter and photographer) and *Island Farmer*." --- RCO, Atlantic





## SCIENCE IN THE NEWS

### Proactive media pitches

When we're not pitching announcement events to media, regional and headquarters communications staff proactively pitch AAFC research results to media. We do this by offering media the opportunity to speak directly to our scientists and by organizing and taking part in activities where our scientists can speak with media and the public about their research results.

A total of 93 story ideas were pitched to 170 regional, national and international media outlets, reporters and editors over the six month period, on current science activities at each of the 19 AAFC research centres or at the research farms. Research topics pitched included (but are not limited to):

#### BC/AB Region:

future of cherry products, berry projects, beef grading, Summerland research centre award-winning wine research, and insect biocontrols.

#### SK/MB Region:

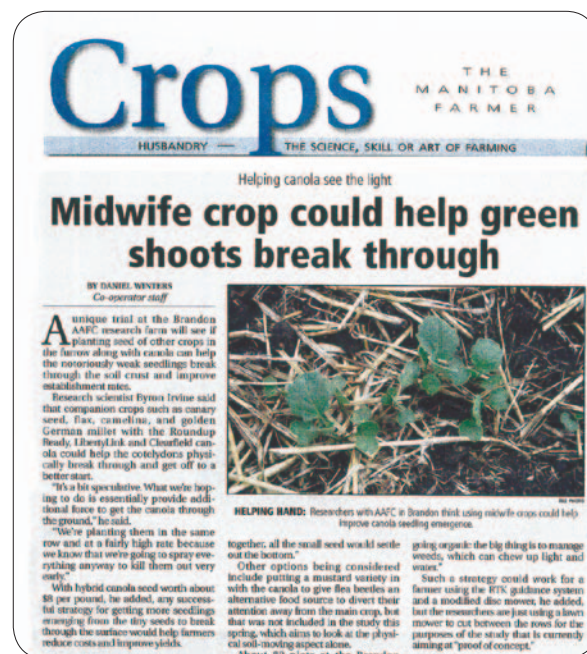
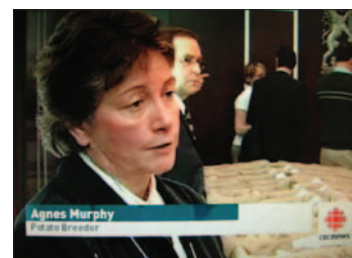
beef breeding, cattle health, distillers grains, swine health, forage management, barley, feed additives, weather, pasture management, wheat, insects, bioherbicides (impact on club root), soil science, awards given to research staff, oat rust and wheat resistance, bean, pea, and potato research.

#### ON region:

potato disease resistance, and greenhouse production.

#### QC region:

new wheat varieties, fruit preservation, biopesticides for orchard pests, swine, animal welfare, improving the health of dairy cows, kefir, maple syrup, soil degradation, farm energy, animal production, biofuel, new food conservation methods, and the environment.





## SCIENCE IN THE NEWS

### Atlantic region:

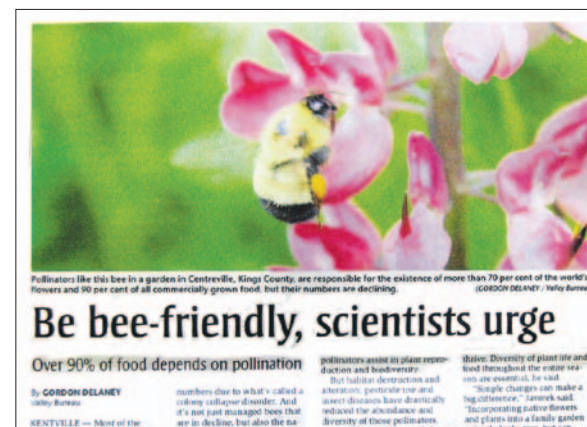
health benefits of blueberries and fiddleheads, research into the implications of global warming, potato diseases, potato breeding, introduction of a new Research Manager in Charlottetown, wireworm, profile of the research manager at the Atlantic Cool Climate Crop Research Centre, research showing major improvements to potato yields with compost (PEI soil conservation week), berry research (NL), ag meteorology benefiting grape growers, potato leaves as a natural insecticide, Potato Gene Repository expansion - new lab in Fredericton, fruit breeder receives honorary doctorate, and NB potato researcher's 11-month study of potatoes and potential benefits in Lima, Peru.

**Additional media pitches on biodiversity research were completed to 205 media across Canada in late May and early June, in advance of International Day for Biological Diversity (May 22) and Environment Week (May 30 – June 5, biodiversity theme).**

**8 full-length "Agribites" articles that were written and posted online about AAFC research were also pitched to media**

- Health benefits of blueberries (Kentville research centre, NS) was pitched to 17 regional and 5 national media, and received extensive media coverage, with primary pick-up in Atlantic Canada
- Health benefits of fiddleheads (Kentville research centre, NS) was pitched to 45 regional and 3 national media, and received extensive media coverage, with primary pick-up in Atlantic Canada
- 2 biodiversity articles on DNA analysis research and the National Collections (Ottawa research centre, ON) were pitched to 12 regional media in advance of International Day for Biological Diversity May 22 (in addition to regional pitches included above)
- 4 biodiversity articles (poplar tree research, pollination research, bee biodiversity and species at risk, various research centres and Agri-Environment Services Branch (AESB)) were pitched during Environment Week (biodiversity was the theme – regional pitches included above).

Media coverage from regional media pitches in particular was very strong, with prominent coverage in local daily newspapers and in agricultural publications.

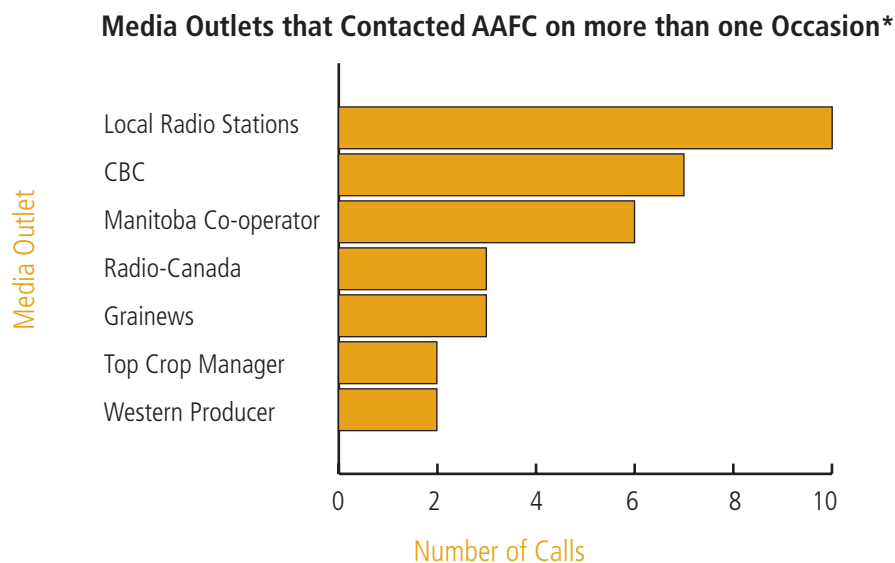
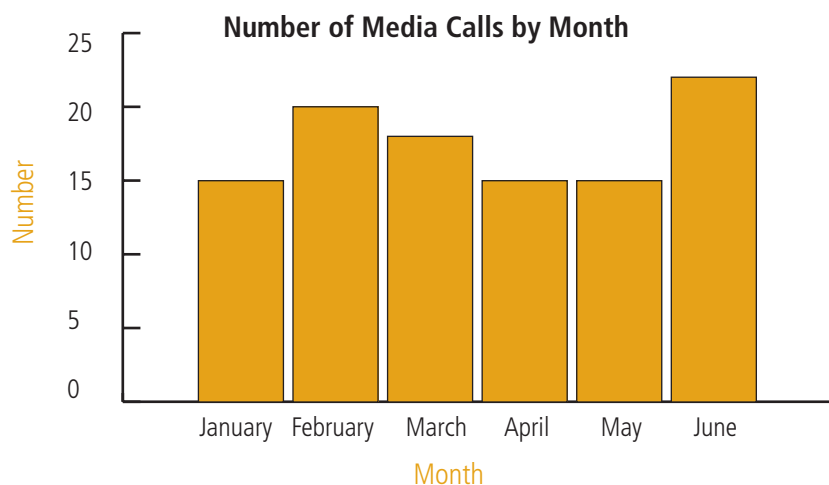
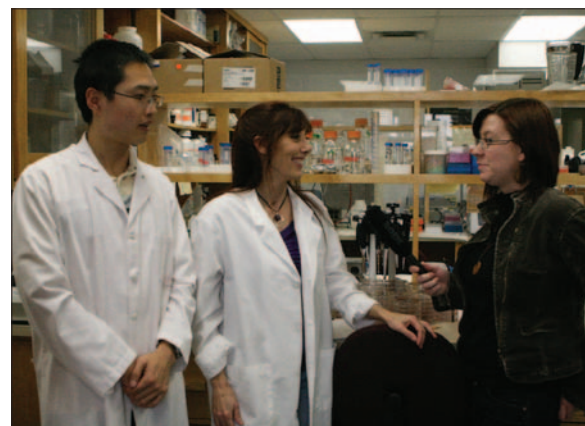


## SCIENCE IN THE NEWS

### Responsive media coverage

AAFC received and responded to **108 media calls** related to research and innovation during this reporting period.

- The majority of the calls were received at AAFC's regional offices by regional communications staff.
- The majority of the calls were related to research projects being undertaken at AAFC research centres and were answered by the researchers working on those projects.



\*Note: *La terre de chez nous* contacted AAFC with only one research-related enquiry during this reporting period.



## SCIENCE ON DISPLAY

### Exhibits featuring science

AAFC science was on display at **15 regional and corporate exhibits**, with Communications and Consultations Branch (CCB) and research staff in attendance to answer visitors' questions and relay the importance of the research. AAFC's participation at exhibits represents a significant contribution to promoting AAFC programs, services and strategic priorities, as well as our research progress and results, through face-to-face interactions with producers, stakeholders and the general public in their own communities.

#### British Columbia

- Pacific Agriculture Show, Abbotsford (January)
  - Featured a cross section of research from Agassiz and Summerland research centres
- BC Innovation Summit, Vancouver (January)
  - Featured a cross section of research from Agassiz and Summerland research centres

#### Saskatchewan

- Western Canadian Crop Production Show, Saskatoon (January)
  - Featured research at the exhibit included: insects, cereals, canola, potato agronomy, distillers grains, and biodiversity research
  - 400 visitors attended the booth

#### Manitoba

- Manitoba Ag Days, Brandon (January)
  - 33<sup>rd</sup> annual event, more than 500 exhibits and 36,000 visitors; a number of media interviewed AAFC research scientists staffing the booth
  - Featured research from Brandon research centre included: canola, crop production systems, and soil management and fertility
- Manitoba Potato Production Days, Brandon (January)
  - Featured research: impact of rotation length and crop sequence on the economic and environmental viability of potato systems in Manitoba
- Royal Manitoba Winter Fair, Brandon (March-April)
  - Featured research: crop research and potential new crops
- Red River Exhibition, Winnipeg (June)
  - Featured research: biodiversity (see next section below)



## SCIENCE ON DISPLAY

### Ontario

- Southwest Ag Days – Ridgetown College, Ridgetown (January)
  - Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and University of Guelph-partnered conference event to provide scientific information to producers. Close to 2,000 producers in attendance
  - A range of AAFC science fact sheets and environmental information that was relevant for producers was distributed
- Ontario Fruit and Vegetable Convention, St.Catharines (February)
  - Featured research: greenhouse crops and potential new ones, as well as science fact sheets of interest to the sector

### Quebec

- Salon de l'agriculture de Saint-Hyacinthe (January)
  - Stand for the Quebec team from Agriculture and Agri-Food Canada; promotion of research and development at the Horticulture Research and Development Centre in Saint-Jean-sur-Richelieu
- Agriculture, food and consumer week (Semaine de l'agriculture, de l'alimentation et de la consommation – SAAC) in Quebec City (January)
  - Promotion of research at the Food Research and Development Centre (FRDC), Saint-Hyacinthe
- Pork producers' convention exhibition, Saint-Hyacinthe (April)
  - Promotion of research on pork production at the Dairy and Swine Research and Development Centre in Sherbrooke

(Note: at each of the Quebec exhibits listed above, Research Branch publications were distributed, including Cultivating an Innovative Advantage, 2009 ; Innovation Express, and fact sheets on each of the research centres)

### Prince Edward Island

- Kids' Fun Day, Charlottetown (June)
  - AAFC research and programs about biodiversity and protection of the environment were featured at the event, including CCB-produced biodiversity posters and a display of beneficial insects and pests, for an audience of 400 grade 3-5 students

### Newfoundland and Labrador

- Newfoundland Home Show, St. John's (April)
  - Featured research: biodiversity (see next section below)





## SCIENCE ON DISPLAY

### International Year of Biodiversity

In recognition of 2010 as the UN-designated International Year of Biodiversity, and in support of one of AAFC's seven research priorities ("to enhance the understanding of Canadian bioresources and protecting and conserving their genetic diversity") a specific communications strategy was developed and implemented.

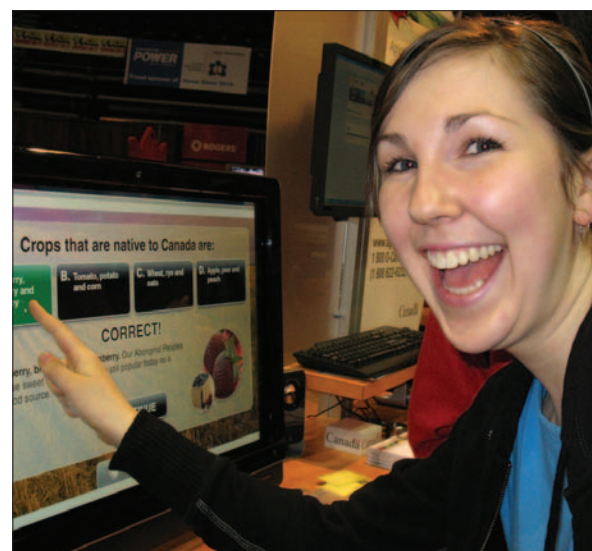
As part of the strategy, CCB developed a number of communications products to help illustrate to Canadians how AAFC research and programs support and contribute to agricultural biodiversity.

AAFC's corporate, rural and regional exhibits are featuring and distributing the biodiversity products this year, and regional exhibits have added to them with their own biodiversity displays and products.

As seen in these photos and on page 18, products include:

- An interactive biodiversity quiz featured on a large touch-screen
- Biodiversity posters, one explaining the ABCs of crops and plants that are grown in Canada, and one featuring Canada's gene banks and national collections
- Videos on research conducted at AAFC are also played for visitors at exhibits
- Regional products and displays include bug cards and tattoos, explaining that some bugs are pests but others are beneficial and can be helpful in eliminating pest bugs (for biocontrol)
- Insect displays are a big hit with kids, as are the engaging CCB and research staff who work at the booths!

Note: Additional biodiversity products were rolled out in July and August and will be featured in the next edition of the Science Monitor.



## SCIENCE AT EVENTS

AAFC science is on display at corporate and regional exhibits across the country all year long, to communicate to producers, the agriculture sector, and Canadians about how AAFC science has and continues to make a difference in their lives. In addition to exhibits however, each region will often organize or choose to take part in events that allow them to reach an even broader Canadian - or even international - audience. The following is a list of special events AAFC science was featured at, and the research that was highlighted at each.

### 2010 Vancouver Winter Olympics, February 12-23

As part of the federal government campaign leading up to and during the Olympics this past winter, nine agriculture related success stories were written and posted to the Government of Canada's [canada2010.gc.ca](http://canada2010.gc.ca) website, which was promoted to media.

19 success stories are posted on the site in total, and of the 8 related to agriculture, **6 success stories** are about research conducted at AAFC:

Note: names of the research scientists featured in the articles appear in parentheses after the title, followed by the AAFC research centre they work out of.

- "Quest for Low GI Potato, Canadian Researchers Developing Diabetes-Friendly Spud", Dr. Benoit Bizimungu, Fredericton, NB research centre (Agricultural BioProducts Innovation Program (ABIP) project)
- "Canada's Agriculture Department Teams with European Space Agency, Radar Satellite Technology Potential New Tool for Farmers", Dr. Guy Lafond, Indian Head, SK research centre
- "Science Making Award-winning Canadian Wines Even Better", Dr. Pat Bowen, Summerland, BC research centre
- "After Thousands of Years, a Better Way, Canadian Research Discovery Opening New Market Possibilities for Fermented Vegetables", Dr. Tony Savard, Saint-Hyacinthe, QC research centre





## SCIENCE AT EVENTS

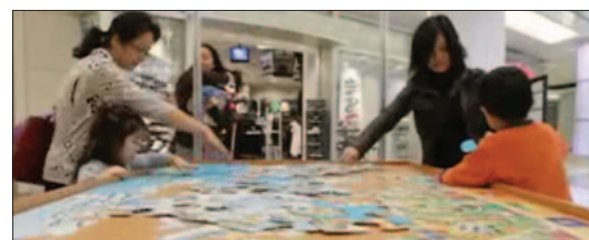
- “Canadian Researchers Building Better Barley”, Dr. Nancy Ames, Winnipeg, MB research centre
- “Canadian Scientists Develop Non-Toxic Alternative, Biological Insecticide Working for North American Fruit Growers”, Dr. Charles Vincent, St-Jean-sur-Richelieu, QC research centre

### Agriculture in the City

Another important vehicle used to reach Canadians about the research we do is through special events such as Agriculture in the City (“Ag in the City” or AITC). AITC events strive to increase the awareness of urban consumers about agriculture: where their food comes from, how it’s produced, and the science behind it! AITC events are organized by joint committees led by AAFC, typically involving the provincial ag department, municipal government, regional ag associations, ag producer associations, and other agricultural stakeholders.

This year **Winnipeg** held their fourth AITC event at The Forks Market, March 19-21. 25,000 people attended over the three days, visiting over 20 Manitoba ag-industry booths. The highlight of this year’s event was breaking the Guinness Book of World Records for the biggest bowl of porridge, at 327.5 kgs! (See photo on page 12). The event was a huge success and garnered substantial media coverage. Over 100,000 hits were tracked on the [aginthecity.ca](http://aginthecity.ca) committee website from all over the world. Not only was the event a success in raising awareness about agriculture and in making it fun for all who took part, it drew attention towards healthy eating, Manitoba’s oat industry, and the important oat research that’s contributed to improving the health and well-being of Canadians, happening at research centres right in Manitoba.

**Burnaby** held their second annual AITC event April 23-25. Nearly 120,000 people were exposed to the event held at the Metropolis at Metrotown mall over three days. The theme for this year’s event was innovation, environmental sustainability, and food safety, with a primary emphasis on innovation. Research from AAFC’s research



## SCIENCE AT EVENTS

centres in Summerland and Agassiz was featured, with a special emphasis on biocontrols and other plant-themed topics. Insect cages demonstrating the effects of pests and beneficial insects were part of a greenhouse display which attracted a lot of visitors. Along the biodiversity theme, 1,200 AAFC “beneficial” and “pest” bug cards and 3,050 bug tattoos were distributed during the event. Eight media attended the opening event including *Country Life in BC*, *Fairchild TV*, *Media Q*, *CBC TV*, *Ming Pao Daily* and *World Journal Daily News*, and *West Coast Farmer*. Additional coverage of the AITC was provided by *Burnaby Now* and the *Burnaby News Leader*. Led by AAFC, 54 partners were involved in organizing the AITC, including 20 exhibitors for the 17 exhibit areas, 3 chef organisations, 11 presenters and 6 sponsoring associations/ businesses for the chef demonstrations. 56 volunteers gave their time to help staff booths and make the event a success.

### Doors Open

Doors Open events allow the public the opportunity to see what goes on inside an AAFC research centre, to explore the fields and research plots where plants and crops are grown and science experiments happen, and to learn more about how the work AAFC scientists are doing is relevant to them in their everyday lives. It's often a chance for families to have fun at the centre or farm - to enjoy a wagon ride, face painting for the kids, or even enjoy a BBQ lunch!

### The Lethbridge Research Centre Open House in Alberta took place on June 16

The wet weather was credited for the great visitor turnout at the event (approximately 450 community, academic, industry and media visitors). It was too wet for farmers to be out in their fields and too wet for the urban farmers to be in their gardens! Visitors were encouraged to explore how local agricultural activities contribute to biodiversity. Tours of the greenhouse as well as bus tours of the outside facilities and fields were oversubscribed. A highlight of the event was the opportunity for visitors to tour the inside of a livestock transport trailer. Dr. Karen Schwartzkopf-Genswein and her team provided information about their work on animal welfare as it pertains to transporting livestock. The *Lethbridge Herald* and the *Western Producer* featured stories about the open house, displays and an interview with Dr. Karen Schwartzkopf-Genswein and her livestock transport study.





## SCIENCE AT EVENTS

### Other regional events that featured AAFC science

Below are **15 additional events** where AAFC regional communications and research staff made time to highlight AAFC science and research results to Canadians:

#### Saskatchewan

- Innovating for the Future – Linking Science and Technology to the Prosperity of South West Saskatchewan, Swift Current (March 4)
  - Event co-hosted by AAFC's Semiarid Prairie Research Centre (SPARC) in Swift Current, and Enterprise Saskatchewan's South West Enterprise Region (SWER) (one of the Province's economic development regions)
  - This one-day workshop was tailored to strengthen the linkages between innovative research and development and technology transfer and marketing. The focus was on the agriculture and agri-food sector and how that sector can promote regional competitiveness and sustainability
  - Featured AAFC research: Soil bioresources, carbon trading, bioeconomy, wheat breeding

#### Ontario

- Bioplastics and Green Composites 2010, Guelph (March 31-April 1)
  - Conference and trade show where AAFC had an exhibit

#### Quebec

- Annual convention of the agronomists' professional association, the Ordre des agronomes du Québec, Saint-Hyacinthe (June)
  - Promotion of research at the Soils and Crops Research and Development Centre in Quebec City; roll-up banner on the areas of expertise of the Quebec City research centre; handouts on the experimental farm in Normandin
- 24 hours of science in Quebec, Saint-Hyacinthe (May 7-8)
  - FRDC, Saint-Hyacinthe, and Canadian Food Inspection Agency
  - The FRDC organized an activity on "good" and "bad" bacteria at this annual event sponsored by *Science pour tous*



## SCIENCE AT EVENTS

- Information and interactive applications enabling the general public to identify various bacteria and learn about FRDC research on food safety and functional foods
- 60 people travelled to attend this activity
- Festival Eurêka, Montreal (June 11-13)
  - AAFC's 4 research centres in Quebec, AESB and the CFIA
  - AAFC and CFIA took turns organizing group activities at this annual science event organized by Montreal elected representatives (Centre régional des élus – CRÉ) and the Montreal science centre
  - One day especially for students, and two more for the general public
  - 60,000 people visit the event every year
  - Main themes: allergies, ragweed and horticultural research; cows, and research on dairy production, good and bad bacteria and research on food safety and functional foods; improved plant genetics; water, agriculture and the environment

### New Brunswick

- Agricultural Alliance of NB annual meeting, Fredericton (January 21-22)
  - AAFC exhibit with innovation program brochures
- Annual release of Potato Research Centre potato selections, Fredericton (February 17)
  - AAFC exhibit and Bio-Potato Network exhibit

### Nova Scotia

- Hort Nova Scotia, Wolfville (January 25-26)
  - AAFC exhibit with Atlantic Food and Horticulture Research Centre apple research display and innovation program brochures
- Nova Scotia Fruit Growers (January 27)
  - AAFC exhibit with Atlantic Food and Horticulture Research Centre apple research display and innovation program brochures
- Agri-Innovations Symposium, Truro (March 23)
  - AAFC exhibit promoting science and innovation programs





## SCIENCE AT EVENTS

### Prince Edward Island

- PEI Federation of Agriculture (January 30)
  - AAFC exhibit with innovation program brochures
- International Potato Expo, Charlottetown (February 26-27)
  - Display of potatoes developed through AAFC research
- University of PEI Job Fair, Charlottetown (March 10)
  - Research Branch staff promoted FSWEF and student employment opportunities at research centre
- PEI BioAlliance Breakfast, Charlottetown (March 23)
  - AAFC exhibit with science innovation program brochures

### Newfoundland and Labrador

- NL Federation of Agriculture annual meeting, Gander (March 30-31)
  - AAFC exhibit and science innovation program materials along with Growing Forward and other corporate program information; research updates part of agenda



## SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

### Improved web design, features and new content

AAFC's science and innovation web pages are an important tool in communicating to the public, to producers and to stakeholders about the research results that make a difference in the lives of producers, the science community, and of Canadians.

Improvements have been made to the site to make it easier to navigate and to add additional information of interest to the audiences mentioned above:

- Science and innovation home page has been redesigned and strengthened with new science content, for example more information has been added on AAFC's National Collections, on biodiversity (reflecting the emphasis on 2010 as International Year of Biodiversity), on Research Branch's consultation meetings, and on our science priorities.
- New content has been added to the Awards page (i.e. information on all ten recipients of the Order of Canada, recipients of the Order of Quebec, 2010 Gold Harvest Awards, and the 2010 AAFC Research Branch Science Achievement Awards).
- A new publications page has been added to list all science publications (technical or non-technical) resulting from AAFC science activities.
- Science abstracts are now available online for all peer-reviewed research papers. Over 30,000 entries are viewable, and there are more being added.
- A list of all science-related news releases are also now included on the Science and Innovation home page.

### Science videos

The well-known saying that a picture is worth a thousand words can be very true when it comes to explaining science. By producing bilingual videos to explain the research being conducted at AAFC, in colour pictures and with easy to understand explanations from our scientists, we're able to reach a broader audience and increase understanding of the importance of this work. Three science videos were produced during this reporting period:





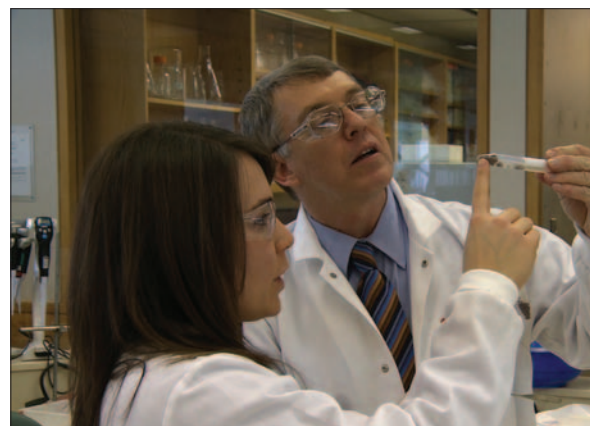
## SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

- “Probiotics powering the foods of the future” – 3 minute video on the latest research and new potential products on the market that contribute to the health of Canadians, **viewed 1125 times between April when it was posted and June**
- “The secret life of plants” – 3 minute video on AAFC’s national vascular plant herbarium, the largest plant collection in Canada and about twenty per cent of the known plant species in the world, **viewed 497 times between April when it was posted and June; and**
- “Hot potatoes” – 3 minute video on new varieties of potatoes being developed by AAFC scientists and what makes potatoes “just about the perfect food” (newly posted; number of views will be included in the next report)

Each video has been featured on AAFC’s home page, and are prominent on the Science and Innovation home page. Two of the videos were also posted to the home page of the interdepartmental Science and Technology website for the public, [science.gc.ca](http://science.gc.ca).

In addition, two of the videos were featured on the Clerk of the Privy Council’s website with profiles on the scientists featured in the videos, to profile the work public servants do on behalf of Canadians.

**Note: more science videos are being produced and will be featured in the next edition of the *Science Monitor*.**



## SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

### Publications

Publications are another important tool in helping AAFC highlight our scientific achievements and provide information about our research to producers, the agriculture industry and Canadians.

- Research Branch, in association with the Communications and Consultations Branch (CCB), produces *Innovation Express*, a quarterly external newsletter that provides information on new and emerging science and technologies, programs and collaborative research and business opportunities for the Canadian agri-food sector. The Vol 2 No 1 issue of *Innovation Express* was completed in June and distributed to an extensive mailing list of external industry stakeholders, and to AAFC's research centres and regional offices. It was also distributed through AAFC regional exhibits and the Government of Canada Rural Exhibits Program coordinated and run by AAFC.
- Research Branch and CCB also worked together to produce *The Way Forward: Summary of Agriculture and Agri-Food Canada's Science and Innovation Strategic Action Plan 2010*. This publication was written and posted online during this reporting period, and approximately 70 print copies were distributed to external stakeholders at two Research Branch Regional Research User Meeting events in April and May.

Note: Further distribution of *The Way Forward* is planned for September 2010; details will be included in the next edition of the *Science Monitor*.

### Agricultural trade publications

AAFC has a number of agreements in place with agricultural trade publications to provide them with articles or topics of interest to their readers on a regular basis. These agreements continue to be built upon and expanded, and contribute to our objective of communicating research results to the agriculture industry and producers.



## SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

9 articles written by AAFC about our research were featured in this reporting period:

Note: names of the research scientists featured in the articles appear in parentheses after the title, followed by the AAFC research centre they work out of, and the issue date of the magazine the article appeared in.

### 3 articles were published in *Canadian Meat Business* magazine

- "Reducing methane emissions from livestock" (Karen Beauchemin, Lethbridge, Jan/Feb 2010)
- "Virtually United – new online centre to create community for Canadian poultry professionals concerned with animal welfare" (Stephanie Torrey, Guelph, March/April 2010)
- "Beefing up Collaboration (AAFC Funds Beef Cluster)" (May/June 2010)

### 1 article was published in *Food Safety and Quality Management* magazine

- "Omega-3 dairy" (Helene Petit, Lennoxville, Michel Britten, Saint-Hyacinthe, Winter 2010)

### 5 articles were published in *Food in Canada* magazine

- "Spa treatment adds zest and shelf life to fruits and vegetables" (Research Chefs issue, Bob Stark and Katherine Sanford, Kentville, January 2010)
- "Government of Canada Promotes Canada's Safe, Top Quality Foods at the 2010 Olympic and Paralympic Winter Games" (included news release in March 2010 issue and on-line)
- "Government of Canada Invests in Research and Innovation for Oil Seed Producers" (included news release in April 2010 issue)
- "UV Light Shines on Cheaper Food Safety" (Tatiana Koutchma, Guelph, May 2010)
- "State-of-the-art facility offers competitive edge in food safety" (Tatiana Koutchma, Guelph, June 2010)





## SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

### Other print publications

A new brochure was also developed and distributed during this period: AAFC's Quebec regional office developed a brochure of all the federal agriculture and agri-food services and programs. The new brochure features 12 pages on AAFC's four research centres in Quebec, and lists the 15 other AAFC research centres across Canada.

## FINAL WORDS

A dedicated team of communicators working closely with research staff have brought AAFC's science successes to the forefront through the many activities listed above. In addition to these external communications activities, internal communications and engagement activities have also been undertaken by research staff during this six month period, with the help of CCB.

This report has been produced by CCB, in consultation with Research Branch. Our thanks to all those who contributed their time and effort to making this as close a representation as possible of all the work you do to communicate AAFC science.

