



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



SCIENCE MONITOR

An annual report of external communications
activities that promote AAFC science

Volume 2 | (2010-2011)

Canada

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TABLE OF CONTENTS

INTRODUCTION	-4-
SCIENCE IN THE NEWS	-5-
ANNOUNCEMENTS	-5-
PROACTIVE MEDIA PITCHES.....	-9-
RESPONSIVE MEDIA COVERAGE	-11-
MEDIA STATISTICS	-11-
Number of Calls by Month.....	-11-
Principal Subject by Month	-12-
PROMOTING AGRI-ENVIRONMENTAL WORK IN AAFC.....	-12-
SCIENCE AT EVENTS	-14-
INTERNATIONAL YEAR OF BIODIVERSITY.....	-14-
125 YEARS OF RESEARCH AT AAFC	-15-
AGRICULTURE IN THE CITY	-16-
DOORS OPEN.....	-17-
OPEN HOUSES AND FIELD DAYS.....	-18-
OTHER SIGNIFICANT REGIONAL EVENTS FEATURING AAFC SCIENCE.....	-21-
SCIENCE ON THE WEB, IN VIDEO AND IN PRINT	-30-
SCIENCE AND INNOVATION LANE	-30-
New Content	-30-
SCIENCE VIDEOS	-30-
PUBLICATIONS	-31-
AGRICULTURAL TRADE PUBLICATIONS.....	-32-
FINAL WORDS	-32-



INTRODUCTION

Welcome to the second volume of the *Science Monitor*, an annual report on our communications activities that promote Agriculture and Agri-Food Canada (AAFC) science and innovation. Volume 1 covered the first half of 2010 and this issue continues from July 1, 2010 to June 30, 2011.

The year 2011 marks 125 years since the first five research farms were created. Today, AAFC has a national network of research centres across the country where our scientists work closely with farmers and colleagues at the provincial, national and international levels to bring the best science to the sector.

We are proud of our research which has led to new discoveries and contributes to an agricultural sector that produces healthier, safer, higher quality, more environmentally-sustainable and abundant food for Canadians. This volume also includes some information about outreach done to raise awareness of our agri-environmental work.

Read on to find out how we continue to spread the news about this important work through a variety of channels.

*The editors of the Science Monitor welcome feedback, comments or suggestions.
Send an e-mail to sciencemonitor@agr.gc.ca or call us at (613) 773-2777.*

SCIENCE IN THE NEWS

Announcements

How do we get the word out about new initiatives and investments? By introducing them at announcement events that include Ministers, other elected officials, our partners and media.

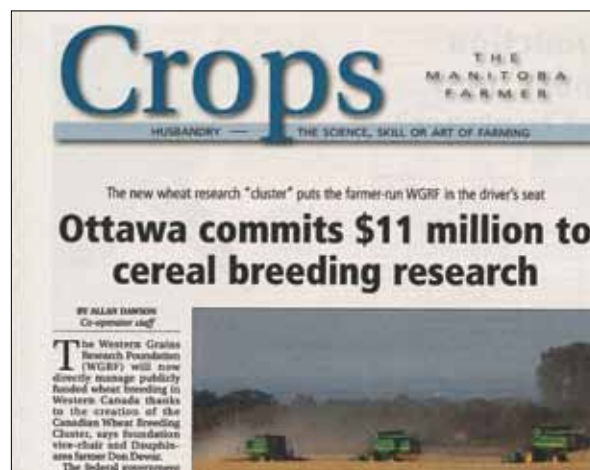
A total of 25 science-related announcements were made by Minister Gerry Ritz, or Ministers of State or their delegates at events across the country during this reporting period:

Celebrating 125 years of agricultural research at AAFC, announced June 13, 2011 in Ontario.

Hulless Oat, developed by AAFC scientists, used in a meal created by Campbell Company of Canada, to help address the growing issue of hunger, announced February 28, 2011 in Ontario.

Five Canadian Agri-Science Clusters (Clusters) announcements:

- Horticulture Clusters (Edible Horticulture and Ornamental Horticulture), \$5.1 M, announced September 1, 2010 in Nova Scotia.
- Organic Science Cluster, \$6.5 M, announced September 1, 2010 in Nova Scotia.
- Wheat-Breeding Cluster, \$8 M, announced September 15, 2010 in Saskatchewan (announced along with a Developing Innovative Agri-Products (DIAP) project \$2.8 M).
- Poultry Cluster, \$1.8 M, announced November 10, 2010 in British Columbia.
- Canada's Economic Action Plan "Beefing up the Cattle Sector", Phase II- \$2.5 M, announced March 10, 2011 in Ontario.



SCIENCE IN THE NEWS

Thirteen Developing Innovative Agri-Products (DIAP) announcements:

- Ducks Unlimited Canada, \$1.3 M, announced July 13, 2010 in Alberta.
- Mustard 21 Canada, \$4 M, announced July 16, 2010 in Saskatchewan.
- Phytodata Inc., \$1.2 M, announced August 3, 2010 in Quebec.
- La Fédération des producteurs acéricoles du Québec \$1.5 M, announced August 17, 2010 in Quebec; announced along with funding for le Centre de recherche, de développement et de transfert technologique acéricole Inc., \$90 K.
- B.C. Wine Grape Council, \$2.1 M, announced August 20, 2010 in British Columbia.
- Nutra Canada, \$227 K, announced August 31, 2010 in Quebec.
- Canadian Field Crops Research Alliance, \$4 M, announced September 13, 2010 in Ontario.
- La Coop Fédérée, \$80 K, announced September 15, 2010 in Ontario.
- Laboratoire M2 Inc., \$65 K, announced October 5, 2010 in Ontario.
- Eastern Canada Oilseed Development Alliance, \$3.2 M, announced December 17, 2010 in Prince Edward Island.
- Prairie Oat Growers Association, \$1.8 M, announced December 21, 2010 in Saskatchewan.
- LED Technology to Support Greenhouse Production, \$1.3 M, announced February 23, 2011 in Quebec.
- Research to Improve Pest Management for Potato Growers, \$700 K, announced March 17, 2011 in Quebec.



SCIENCE IN THE NEWS

Two Agri-Opportunities announcements:

- Nutra Canada \$1.5 M, announced August 31, 2010 in Quebec. (Note: a joint release with Sustainable Development Technology Canada, Canada Economic Development for Quebec Regions and the National Research Council Industrial Research Assistance Program).
- AgriForest Bio-Technologies Ltd., \$88 K, announced September 17, 2010 in British Columbia.

Three Economic Action Plan announcements:

- Opening of new pilot plant facility and laboratory upgrades for studies in food safety technologies at the Guelph Food Research Centre announced on November 9, 2010 in Guelph, Ontario. (Note: The original funding announcement took place on May 8, 2009 under the Modernizing Federal Laboratories Initiative).
- The completion of upgrades for greenhouse facilities of the Crops and Livestock Research Centre at the Centre's Harrington Research Field Site announced September 10, 2010 in Harrington, Prince Edward Island.
- Opening of new dairy production research facilities at the Dairy and Swine Research and Development Research Centre announced on October 21, 2010 in Sherbrooke (Lennoxville), Quebec.

Out of these events:

- A total of 102 media and 830 stakeholders attended.
- Approximately five media representatives attended per event.
- An average of 44 stakeholders attended each event.

Each announcement event was pitched to regional, provincial and/or national media by regional and headquarters communications staff, resulting in at least 80 print stories, radio and, TV segments and online stories.



SCIENCE IN THE NEWS

Regional communications staff comments on announcement events: "This event was attended by Canada's key breeders of wheat and durum, both from AAFC and the University of Saskatchewan. Being the scientific hub that Saskatoon is, many other industry officials were on site to lend their support for this cluster. There was great media turnout, as usual." Regional Communications Officer, Saskatchewan.

"Producers in attendance expressed appreciation for the federal government's support in looking for ways to make their operations more sustainable and enhance their farming practices. This support is important to the future success of the poultry industry. Our businesses and ultimately consumers will benefit from this investment aimed at helping the industry become more competitive in markets here and abroad." Regional Communications Officer, British Columbia.



SCIENCE IN THE NEWS

Proactive Media Pitches

Communicators regularly approach media with story ideas about the results of AAFC research and offer the opportunity to speak directly to the scientists doing the work. Other events are also organized so that scientists can speak with media and the public about their research results.

83 different story ideas were pitched to 274 local, regional, national and international media outlets, reporters and editors over the 12 month period, on current science activities at AAFC research centres or at their research farms. Research topics pitched include:

British Columbia/Alberta Region:

tree fruits and berries, invasive insects, green energy projects, potatoes, food crops and human nutrition, winter wheat, soil research, bees, grazing agronomy, livestock feeding, beef meat quality, vineyard management, scientific recognition and awards, research projects and funding.

Saskatchewan/Manitoba Region:

pasture management, fertilizers and composting, wheat, oats, barley breeding, genomics, cereal pathology (fusarium), beef production, novel feedstuffs, agronomy, climate change, oenology (winemaking), trace minerals in food crops, canola, flax and sunflower production, potatoes, soils testing, probiotics, edible beans, scientific recognition and awards, research projects and funding, climate change and spring flooding.

Ontario Region:

lutein and eye health, oats and cholesterol, crop management, weeds, pears, water conservation, traceability, sheep and goat sector, specialty bakery manufacturing, research projects and funding overviews.

Quebec Region:

probiotics, agronomy, lettuce, viticulture, beef production, biofuels, apples, oats, research projects, maple syrup.



SCIENCE IN THE NEWS

Atlantic region:

insect pests, greenhouse technology, wine grapes, potatoes, oats, blueberries, lingonberries, weeds, apple production, biotechnology, potato projects and networks, biopesticides, weather, manure management, shelterbelts, research centre outreach, scientific recognition and awards.

Topics that piqued media interest and resulted in coverage included microorganisms, alternatives to fossil-fuel fertilizers, potatoes research, organic vegetable research, bee research, *Phoma macrostoma* (a naturally occurring fungus) that controls dandelions, integrated pest management, berry research, grape research, recognition of AAFC scientists, purple prairie clover role in reducing *E. Coli* in cattle, AC Saltlander, top 100 food plants, flax in beef feed, probiotics, oats and cholesterol, naked oat and research centres open house events.

Three *Agribites* articles written on AAFC research that were posted online were also pitched to media.

- “Microorganisms Offer Potential Alternatives to Fossil-Fuel Fertilizers”, August 2010 – pitched to Manitoba and Ontario regional media.
- “Science Sweetens Outlook for Honey Bees”, November 2010 – pitched to 23 Alberta regional media and received considerable media attention.
- “Naked Oats are Dressing up a New Product to Help People in Need”, March 2011 – pitched to eastern and western Canada media.

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



The screenshot shows the Agriculture and Agri-Food Canada website. The main article is titled "Microorganisms Offer Potential Alternatives to Fossil-Fuel Fertilizers" and is dated August 2010. The article text discusses the challenges of synthetic fertilizers and the potential of beneficial microorganisms. It mentions Dr. George Lazarovits, a research scientist at the Southern Crop Protection and Food Research Centre in London, Ontario, who is spearheading the work. The article also mentions Dr. Sean Himmelman, a scientist at the Plant Biotechnology Institute, who is part of the National Research Council in Saskatoon. The article highlights the use of DNA technology to identify beneficial microorganisms in the soil and the potential for this technology to be used in the future. The article is categorized under "Producers" and "Agribites".

SCIENCE IN THE NEWS

Responsive Media Coverage

AAFC received and responded to 253 media calls through various channels, such as the AAFC media line, during this reporting period.

The majority of the calls were received by AAFC's regional communications staff and responded to by the researchers.

Media Statistics

Number of Calls by Month

2010

- July – 29 (Multiple requests from private radio station CJWW, Western Producer, CBC Radio)
- August – 24 (Multiple requests from CTV, CBC Radio)
- September – 37 (Multiple requests from Western Producer, Manitoba Cooperator, CBC)
- October – 18 (Multiple requests from Western Producer, CBC)
- November – 30 (Multiple requests from Western Producer, Manitoba Cooperator, K2 Communications, Grain News)
- December – 16 (Multiple requests from CBC)

2011

- January – 19 (Multiple requests from Grain News, CBC)
- February – 5 (Multiple requests from CBC)
- March – 26 (Multiple requests from various Alberta media)
- April – 13 (Multiple requests from various Nova Scotia media)
- May – 16 (Multiple requests from Western Producer)
- June – 20 (Multiple requests from CTV/CBC)

Outlets that contacted AAFC on more than one occasion

- Local radio stations – 12
- CBC/Radio-Canada – 33
- Western Producer (WP) – 14
- Manitoba Co-operator (MC) – 6
- K2 Communications – 4
- Grain News – 8



SCIENCE IN THE NEWS

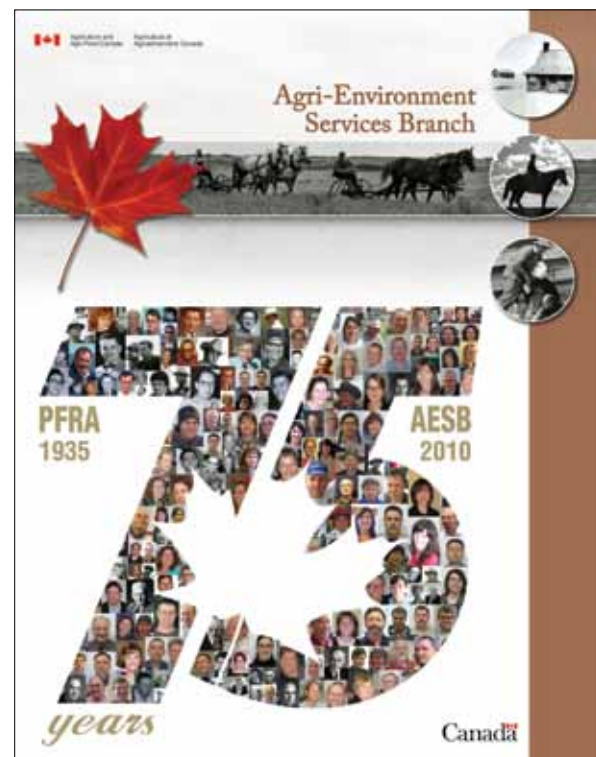
Principal Subject by Month

2010

- July – Scott Research Farm centennial event
- August – Soil micro-organisms
- September – Science Writer Award (Dr. E. Small), fusarium head blight
- October – Farm Writers Field Day, barley breeding
- November – Potato breeding, honey bee Agribite
- December – Semiarid Prairie Agricultural Research Centre science highlights

2011

- January – Various
- February – Pacific Agricultural Research Centre Summerland research activities
- March – Naked oat
- April – Future of Nappan Research Farm
- May – Flooding at Brandon Research Centre
- June – Phoma macrostoma bioherbicide



SCIENCE IN THE NEWS

Promoting Agri-Environmental Work in AAFC

The work of the Agri-Environment Services Branch (AESB) is often closely related to the work of the Research Branch scientists. Most recently in June, Agriculture Minister Gerry Ritz announced \$16 M in approved funding for the Agricultural Greenhouse Gases Program (AGGP), a program that will help Canadian farmers become more competitive and profitable through improved access to, and adoption of, beneficial management practices that help mitigate greenhouse gases.

This program represents Canada's initial contribution to the Global Research Alliance, an international network of more than 30 countries devoted to collaboration in agricultural research on greenhouse gas mitigation and beneficial management practices for farmers in Canada and around the world.

These approved projects have been pitched to more than 50 media outlets so far, resulting in numerous media inquiries and interviews and three articles. Pitching will continue as individual projects are announced during the remainder of the year.

Other stories with an environmental angle were pitched to media outlets across the country during 2011 Environment Week (June 6-10). The following topics were pitched:

- Fungus that safely kills dandelions without chemicals
- Pilot project on biomass utilization furnace
- Eco-friendly potatoes
- Thomas Brook Watershed
- Managing manure – foraging for safer practices
- Managing the cabbage maggot

Ten media outlets ran pieces on these pitches.

In March, we announced eight projects under the Watershed Evaluation of Beneficial Management Practices (WEBs). These were also pitched to various media outlets and resulted in 10 pieces being published.



SCIENCE AT EVENTS

AAFC staff at research centres and regions stage or participate in a number of exhibits and special public events to let Canadians in on the agricultural science done in labs in their communities.

International Year of Biodiversity

Throughout the second half of 2010, UN-designated International Year of Biodiversity, and early 2011 AAFC corporate and regional exhibits continued to feature biodiversity products and displays at the following events:

- Festival of Lights, Charlottetown, Prince Edward Island, July 1-4, 2010
- Calgary Stampede, Calgary, Alberta, July 8-18, 2010
- Queen City Exhibition, Regina, Saskatchewan, August 4-8, 2010
- Expo Quebec, Quebec City, Quebec, August 18-29, 2010
- Maritime Fall Fair, Halifax, Nova Scotia, October 7-11, 2010
- Royal Agricultural Winter Fair, Toronto, Ontario, November 5-14, 2010
- Jack Frost Festival, Charlottetown, Prince Edward Island, February 10-12, 2011
- Cool Science Saturday during Winterlude, Ottawa, Ontario, February 19, 2011
- BC Home and Garden Show, Vancouver, British Columbia, March 2-6, 2011
- Atlantic National Home Show, Saint John, New Brunswick, March 11-13, 2011

These events hosted more than 233,000 visitors and AAFC staff interacting personally with more than 15,000 of them.

Supporting promotional material included:

- interactive quiz – played at exhibit booths on a large monitor and copies handed out;
- two posters:
 - *The ABCs of Canadian Crops and Plants, and*
 - *Canada's Gene Banks and National Collections*
- videos on research – played for visitors to the exhibit booths;



SCIENCE AT EVENTS

- regionally-developed products and display materials including some very popular bug cards and tattoos for kids.
- a tabloid-style newspaper (1,500 distributed)
- promotional items with the AAFC web address (2,500 of each distributed):
 - biodegradable pen made of cornstarch
 - key chain magnifying glass with reading light

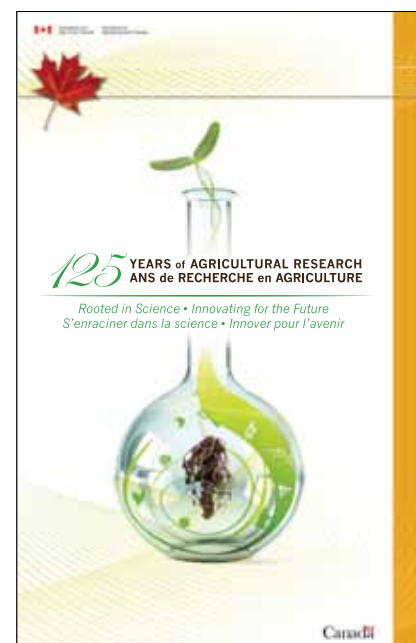
125 Years of Research at AAFC

Starting in Spring 2011, AAFC corporate and regional exhibits changed focus to highlight the 125th anniversary of agricultural research at AAFC. This important milestone was promoted at various exhibits and events across the country, including:

- Memorial University Science Symposium, St. John's, Newfoundland, April 8, 2011
- International Air Show in Bagotville, Quebec, June 11-12, 2011
- Congrès de l'Ordre des agronomes du Québec, Quebec City, Quebec, June 10, 2011

Supporting promotional materials included:

- banners featuring the look and slogan developed specifically for the 125th anniversary
- carry-all tote bag with case as exhibit give-aways
- additional regionally-developed products and display materials using national templates and messages



SCIENCE AT EVENTS

Agriculture in the City

Agriculture in the City events bring information about farming, food processing and agricultural science to urban consumers. These events are organized by joint committees led by AAFC, typically involving the provincial agriculture departments, municipal governments, regional agricultural associations and other agricultural stakeholders. Highly successful events previously have been held in Winnipeg, Manitoba and Burnaby, British Columbia.

Ontario

October 1-3, 2010, Ontario region held its first Discover Agriculture in the City event in Mississauga. This three-day event marked the start of Agriculture Week in Ontario. It featured 19 exhibits, cooking demonstrations and presentations. It showcased the many facets of Ontario agriculture and food to an appreciative crowd of more than 60,000 local residents. On the exhibit floor, every major Ontario agricultural organization was represented.

"The Discover Agriculture in the City event in Mississauga was a great success!" commented the AAFC Ontario Regional Director. "Thousands of citizens from the Greater Toronto Area learned more about the direct impact the agri-food industry has on their quality of life, from field to fork." Comments from attendees included: "We need it – to give our children a better life" and "A great introduction to the importance of farming in our country".

Manitoba

The 6th annual Discover Agriculture in the City event was held in Winnipeg March 18-20, 2011 at the historic Forks Market in the city center area. The event was a huge success, with 28 agricultural organizations taking part. Media coverage was exceptional with eight major media on hand as well as a number of community newspapers and independent journalists. Featured in this year's main stage activities were 'Ag in the Classroom,' the University of Manitoba, Commodity Groups having cooking demonstrations, Food For Health, a 'Talk to a Farmer' panel discussion, and farm implement displays.



SCIENCE AT EVENTS

Comments from both participants and the public were very positive. Attendance was estimated at over 27,000 for the three days.

The aginthecity.ca website also included access to Twitter and Facebook accounts. Traffic at these sites proved to be brisk, receiving a total of page requests of over 3.4 million in the past year and 42,700 during the event.

Another innovation was the introduction of 'Skyping' at the AAFC booth so that a scientist was available to answer questions about their work. The idea was a winner. When fully operational, AAFC will be able to put scientists and their labs into the heart of the urban populations and directly communicate science activities and successes. Quick Release (QR) codes were also used to take visitors directly to specific pages on AAFC and Aginthecity websites instead of main pages.

Doors Open

Doors Open events invite Canadians behind the scenes at various buildings in their communities. AAFC research centres often participate in these events, providing an inside view of the labs, the fields and research plots to show their communities the work they do and explain how it benefits farmers, agri-industry and Canadians.

Southern Crop Protection and Food Research Centre, London, Ontario

On September 18, 2010, during the Doors Open London community event, 460 residents visited their local AAFC research centre to learn more about what goes on in the labs there.

Exhibits highlighted advances in crop protection and environmental health. Visitors learned about the greenhouse research that is finding ways to manage insect pests with little or no reliance on chemical pesticides. Attendees viewed the details of entomology and microbiology lab operations. Staff showed samples of plant viruses and described the challenges of looking for solutions to viral infections. Visitors were able to learn more about how agriculture affects the environment. Wagon tours of the research fields were a particular favourite, with many expressing surprise as to breadth of the centre's in-town operations.



SCIENCE AT EVENTS

Eastern Cereal and Oilseed Research Centre (ECORC), Ottawa, Ontario

On June 4th and 5th, 2011, as part of Doors Open Ottawa, the Eastern Cereal and Oilseed Research Centre's K.W. Neatby Building opened up its doors to the public. This was the first of many events taking place across the country to mark 125 years of research at AAFC. Hundreds of visitors had the opportunity to learn about satellite imagery, water quality, DNA extraction, to the wonder of grains and the wild world of insects.

Open Houses and Field Days

Centenary of Scott Research Farm in Scott, Saskatchewan (July 16, 2010)

Staff transformed their traditional field day to promote the farm's accomplishments over the past 100 years. Through special demonstrations, including horse-drawn seeders and displays of modern seeding equipment used in today's research plots, visitors had a chance to take in some of the farm's long history.

The Scott Research Farm supports the programs of the Saskatoon Research Centre in four major areas: cultivar evaluation, soil and crop management, weed management and minor use pesticides. Close to 500 visitors toured the site, learned about the farm's pioneering contributions to agriculture through posters and interactive demonstrations and field tours. The Minister chose this occasion to announce the \$4 M investment to develop new mustard seed varieties and create new market opportunities for the oilseed. Fourteen media covered the event.



SCIENCE AT EVENTS

75th anniversary of the Melfort Research Farm Annual Field Day, Saskatchewan (July 21, 2010)

About 150 participants toured the field plots and heard presentations by scientists and industry representatives. Ten media covered the event.

Bouctouche Research Farm Open House, Bouctouche, New Brunswick (August 12, 2010)

Some hundred members of the community came out for an open house at the Hervé J. Michaud Research Farm to take in tours of the research plots and see new growing technology, such as the “long tunnel”, a non-permanent greenhouse. The French daily L’Acadie Nouvelle covered the event, as did the Weather Channel, which featured the long-tunnel technology for a week in its news rotation.

Atlantic Cool Climate Crop Research Centre Open House and 52nd Annual Farm Field Day, St. John’s, Newfoundland (August 14, 2010)

A record 5,500 people attended this year’s 52nd annual open house at the Atlantic Cool Climate Crop Research Centre. Participants learned about the role the research has played in the expansion of agriculture in the province. The overwhelming sentiment from those interviewed was that these types of showcases are important and that parents want their children to know more about where their food comes from. Reporters from The Telegram (St. John’s), CBC TV, NTV and VOCM-Radio attended the event and some did extensive pre-event coverage. Articles and photos appeared in Atlantic Farm Focus and the Newfoundland and Labrador Federation of Agriculture’s newsletter, Agriview.

Dairy and Swine Research and Development Centre (DSRDC) in Sherbrooke (Lennoxville), Quebec (October 22-23, 2010)

During National Science and Technology Week, nearly 1,500 residents of the Eastern Townships came out to the DSRDC open house to discover the latest developments in dairy production research, swine research and environmental protection. Visitors included 200 students from local high schools and a specialized agriculture school.



SCIENCE AT EVENTS

The open house for the public followed the official opening of the new dairy production research complex, held the previous day. The facility was built with a \$12 M investment through the Modernizing Federal Laboratories Initiative. The Minister of State for Agriculture officiated at the opening.

Over the two days, staff at the centre introduced the community to the impressive new structure and its equipment. Thirty scientists, research assistants and animal care staff explained their research which includes animal nutrition, physiology, immunology and molecular biology as well as lessening the environmental impact of dairy production and improving the quality of the final product. Visitors shared their positive reactions, including "Very interesting; there are many fields of research that we would really like to work in" "I could have spent a whole day here" and "Thank you for this wonderful opportunity to become more familiar with scientific activities taking place in the region. Keep up the good work"

Fourteen print media, four radio stations and four television channels covered the open house. An interview with the centre research director was broadcast on TVA's La vie en Estrie television program.

Atlantic Food and Horticulture Research Centre Centennial Open House, Kentville, Nova Scotia (June 11-12, 2011)

More than 1,000 people visited a weekend showcase of agricultural research that marked the 100th anniversary of the Atlantic Food and Horticulture Research Centre.

During the open house on Saturday, more than 500 people toured labs and took guided tractor-pulled wagon tours through the orchards and field trial plots.

On Rhododendron Sunday, cameras were out as the public walked through the research centre's gardens of rhododendrons and azaleas, the largest collection of the flowering shrubs in Atlantic Canada and the product of a nearly 40-year ornamental research program at the centre.



SCIENCE AT EVENTS

Interesting and easy to follow presentations – given by scientists in the labs and by guides on the tour – showed the historic contribution of the centre and the department in the development of agriculture as well as the considerable potential science still has for the industry and for Canadians.

Other Significant Regional Events Featuring AAFC Science

AAFC science was on display at 33 other regional and corporate exhibits, where staff, from Communications and Consultations Branch and Research Branch, were available to answer visitor questions about agricultural research. These exhibits are significant investments in helping Canadians understand the importance of agricultural research to their health and food choices and to the environment. Publications on the priorities of Research Branch and on individual research projects were distributed at these events.

British Columbia

Pacific Agriculture Show, Abbotsford (January 27-29, 2011)

This is the largest agriculture event in British Columbia, drawing over 250 exhibitors and 7,500 farmers. AAFC's exhibit featured a cross-section of research programs at the Agassiz and Summerland research locations. Several AAFC researchers also presented their latest findings or served as panellists as part of the ever popular Horticulture Growers Short Course.

Alberta

Ag Expo and North American Seed Fair, Lethbridge (March 2-4, 2011)

This annual event had 350 exhibitors from across Canada and enjoyed its highest attendance since 2006 at 22,000 visitors. The Lethbridge Research Centre exhibit showcased its research on triticale and its development as a crop platform for bio-industrial purposes. The AAFC research team provided information on their work that will help bring new market opportunities for farmers and industry in increasing triticale competitiveness as a feedstock for the production of bio-materials and fuel. Five southern Alberta media (TV, radio, newspaper) and freelance journalists interviewed exhibitors.



SCIENCE AT EVENTS

Saskatchewan

Canadian Western Agribition, Regina (November 22-27, 2010)

The Canadian Western Agribition is an annual event. This year's theme was 'Grasslands! Your Forage and Ranching Experience'. Scientists from the AAFC Semiarid Prairie Agricultural Research Centre (SPARC) worked alongside representatives from the Saskatchewan Forage Council and the Saskatchewan Ministry of Agriculture to share information about their research on developing sustainable forage and grazing systems in support of Canada's cattle industry. Visitors numbered over 125,000 during the six days of the show.

Western Canadian Crop Production Show, Saskatoon (January 10-13, 2011)

An exhibit from the Saskatoon Research Centre at this 28th Annual Show helped kick-off the 125th anniversary of research at AAFC celebrations in the province. This turned out to be a record-breaking year with over 978 trade show booths and 17,233 visitors. Over 300 visitors stopped to network and talk with AAFC researchers and explore the specific exhibit themes of work against blackleg disease of canola; mustard breeding; development of biobeds; new oilseed crops; the Cellulosic Biofuels Network and National Biopesticide Strategy; the Clubroot Risk Mitigation Initiative; Plant and Animal Gene Resources of Canada and the Canadian Animal Genetic Resources Program. There was extensive Saskatchewan media coverage. (CTV, CBC/Radio Canada, Saskatchewan dailies, Western Producer).



SCIENCE AT EVENTS

Manitoba

Manitoba Ag Days, Brandon (January 18-20, 2011)

AAFC exhibit included feature panels and research summaries from the Brandon Research Centre. Topics covered included an on-farm assay for screening canola seed vigour; beef cattle production research in the areas of dried distillers grains and solubles; flax feeding for omega-3 beef; time of calving interaction with steer finishing systems and waxy barley for swath grazing.

Ontario

Outdoor Farm Show, Woodstock (September 14-16, 2010)

Approximately 44,000 people attended this agricultural show, which featured over 700 exhibitors. The AAFC exhibit was staffed by various experts and featured a groundwater model and information on environmental programs.

Celebrating Vineland, Vineland Research and Innovation Centre, Vineland (September 21, 2010)

This event attracted over 200 stakeholders who enjoyed food prepared by local chefs and local wines. AAFC contributed to the celebration event with exhibits, information and lab demonstrations on agricultural science.

Guelph Food Safety Seminar Series Symposium, Guelph (October 19, 2010)

Over 100 scientists attended this event that included Guelph Food Research Centre scientists who provided information on the department's science and innovation programs.

Guelph-Wellington-Dufferin Career Education Council Career Fair, Guelph (November 24, 2010)

Over 350 students and parents attended this career fair held at a local high school. The AAFC booth featured information about careers in agriculture-related science.



SCIENCE AT EVENTS

Western Fair Farm Show, London (March 9-11, 2011)

In 2011, AAFC Ontario Regional Office continued its tradition of having a booth at this event. New this year was the participation of research staff from the London Research Centre. They were featured in an 'Ask the Expert' segment where they could speak with the public and answer questions and concerns on everything from biotechnology to plants and insects. This was the Show's 73rd anniversary and it has grown to be one of the biggest agricultural events in the region, rivalling the International Farm Show in Toronto for popularity. "Overall, it went well," said researcher Dr. Ian Scott. "And people responded positively to the interaction. It was good for putting a face to the department."



Ottawa Valley Farm Show, Ottawa (March 15-17, 2011)

The Eastern Cereal and Oilseed Research Centre (ECORC), Ottawa, continued its practice of past years in communicating selected aspects of its agricultural science activities as an exhibitor at this trade show. ECORC focussed on two important programs, namely tile drainage and oat breeding. The booth was staffed by knowledgeable ECORC management, research and technical personnel, with assistance from Communications and Consultations Branch. A selection of take-away information and corporate promotional items were used to support this outreach activity.

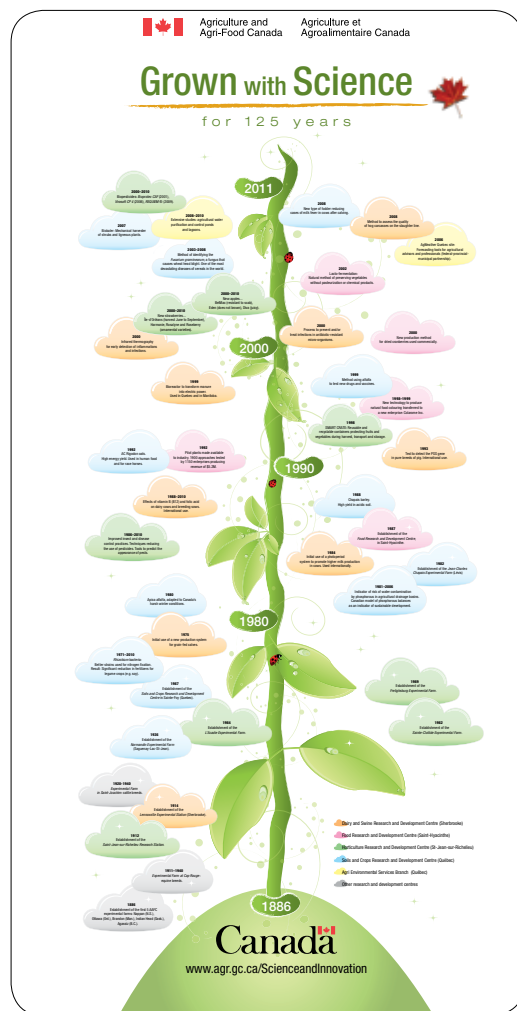
Quebec

Expo-Québec, Quebec City (August 18-29, 2010)

Expo-Québec has been a provincial agricultural event for the past 99 years. Nearly 400,000 people attended the event, with 48,000 visiting the area where AAFC was located. AAFC handed out its brochure *Agriculture and Agri-Food Canada and its Portfolio Partners in Quebec* and two information leaflets on innovative products produced by the Food Research and Development Centre in St. Hyacinthe (*Value Added Soy Protein* and *Clear and Stable Apple Juice*).

Salon de l'agriculture, St. Hyacinthe (January 11-13, 2011)

At the trade show the timeline display showcased some of the most outstanding innovations achieved by the four Quebec AAFC research



SCIENCE AT EVENTS

centres and the 125th anniversary banner was unveiled. Significant number of copies of the *Agriculture and Agri-Food Canada and its Portfolio Partners in Quebec* brochure, *Innovation-Express* and the *Biodiversity News* were distributed.

Semaine de l'agriculture, de l'alimentation et de la consommation, Quebec City (January 14–16, 2011)

This was the formal launch of Quebec activities marking the 125th anniversary of AAFC research. The Minister of State's (Agriculture) speech at the opening of the trade show highlighted the anniversary. The show attracts nearly 14,000 visitors every year, and over 1,000 visitors stopped by the AAFC booth to take in the presentations and demonstrations of our scientists. Media coverage comprised fourteen articles and interviews.

24 heures de science, Mont-Saint-Hilaire (May 6–7, 2011)

In addition to the 125th anniversary display, three other tables were used for scientific demonstrations by researchers from Quebec's Food Research and Development Centre and the Horticulture Research and Development Centre.

Eureka! Festival, Montreal (June 17- 19, 2011)

This festival, dedicated to the popularization of science, attracted 60,000 visitors. This year, over 5,000 elementary and secondary school students registered for the program.

Atlantic Region

Open Farm Day, throughout Maritimes (September 19, 2010)

More than 25,000 people visited 116 participating farms across the region in the ninth annual Open Farm Day in the Maritimes. The event raises public awareness about agriculture by inviting people to see first-hand what happens on farms. Participating farms were given copies of AAFC materials, including the science-themed publications *Careers in Agriculture* and *Where's Agriculture?*



SCIENCE AT EVENTS

New Brunswick

Science and Technology Week East Showcase, Fredericton (October 20, 2010)

The Potato Research Centre joined the Science East Museum and 16 other government departments in showcasing science to junior high school-aged youth as part of Science and Technology Week. Five schools participated. The AAFC regional communication staff briefed the teachers on AAFC website science resources. Also featured were coloured potatoes from the local AAFC research centre's breeding program and information on why scientists are interested in their health benefits.



Potatoes New Brunswick Annual Meeting, Grand Falls (February 10, 2011)

AAFC participated with a research exhibit and display of newest release of potatoes selections from the Potato Research Centre. An on-site chef prepared dishes from those potatoes.



Release of potato selections at the Potato Research Centre, Fredericton (February 16, 2011)

Potato growers and processors were on hand to inspect the 14 new potato varieties and learn about their characteristics and what they have to offer the industry. This year small potatoes were part of the display as there is a growing interest from homemakers and chefs for smaller sized varieties. The event also drew media with local daily newspapers and CBC TV doing reports.

Nova Scotia

Maritime Fall Fair, Halifax (October 7-12, 2010)

Biodiversity was the theme at 2010 Canada Pavilion at the Maritime Fall Fair in Halifax, which, with more than 50,000 visitors, is the largest fair in the region. Kids liked looking at bugs through a microscope and at a collection of bees that can be used to pollinate a blueberry field. Visitors could also view the collection of moths and butterflies found in Nova Scotia and take the biodiversity quiz. The biodegradable pen promotional item was particularly relevant here in connection to the work of the AAFC-funded BioPotato Network, which



SCIENCE AT EVENTS

is developing varieties of potato that could be used for biodegradable plastics and industrial food uses.

Meeting of the Nova Scotia Federation of Agriculture, Truro (November 25-26, 2010)

AAFC was one of a dozen government and industry exhibits at the 115th annual meeting. Give-aways included *Biodiversity News*, biodegradable pens, information on innovation programming and copies of *Innovation Express* and Atlantic Food and Horticulture Research Centre fact sheet.

The AAFC corporate exhibit also featured a research theme and innovation program materials at the:

- **Annual Meeting of Horticulture Nova Scotia, Wolfville (January 24-25, 2011);**
- **Annual Meeting of Nova Scotia Tree Fruit Growers' Association, Wolfville (January 26-27, 2011); and**
- **Nova Scotia Agri-Innovations Symposium, Truro (March 23, 2011)**

Prince Edward Island

Summer Fest, Charlottetown (June 30-July 4, 2010)

The theme of biodiversity resonated well with the public at the AAFC corporate exhibit within the Canada Pavilion exhibit at Summer Fest. The exhibit featured the new touch screen biodiversity quiz and a collection of insects from the Crops and Livestock Research Centre in Charlottetown. The collection provided an opening to talk about AAFC research related to biodiversity, such as local work being done to protect and expand bee habitats and to discover more effective ways to help farmers control pests. More than 1,000 people stopped by the exhibit on Canada Day alone including a considerable number of international visitors.

Farm Day in the City, Charlottetown (September 26, 2010)

The third annual Farm Day in the City drew an estimated 8,000 people to the Charlottetown downtown core where several blocks were turned into an outdoor showcase of agriculture. AAFC joined the



SCIENCE AT EVENTS

provincial department of agriculture and half a dozen farm groups in exhibiting different aspects of agriculture with displays tailored to the general public. The streets were also filled with farmers and agri-businesses selling their products. Farm Day in the City was organized by Tourism PEI and is now the signature event in the month-long celebration in the province of food and cuisine called Fall Flavours. The theme of the AAFC exhibit was biodiversity.

University of Prince Edward Island Job Fair, Charlottetown (November 24, 2010)

The Crops and Livestock Research Centre was among more than a dozen government and industry exhibits at this job fair for students at the university. An article and photo on AAFC's involvement appeared in *The Employment Journey*, a monthly paper distributed in the province.

PEI Potato Board annual meeting, Charlottetown (December 3, 2010)

About 100 representatives from all sectors of the potato industry attended this meeting where AAFC was one of six exhibitors. Give-aways included the *Biodiversity News*, biodegradable pens, information on innovation programming and copies of *Innovation Express* and Atlantic Food and Horticulture Research Centre fact sheet.

PEI Soil and Crop Association annual meeting, Charlottetown (February 23, 2011)

AAFC corporate exhibit showcased research and Growing Forward information.

VetHealth Global 2011 — The International Animal Health & Nutrition Business Conference, Charlottetown (June 14-17, 2011)

This conference offered opportunities for the Atlantic Canada agriculture and agri-food sector to take advantage of the growing bio-economy. It was an excellent forum to showcase the region's bioscience capabilities with a focus on agriculture, bio-resources and bioactives. AAFC took the opportunity to network with partners and build relationships with local businesses in the bioscience sector. On display were the 125th anniversary banner and a number of corporate science innovation publications



SCIENCE AT EVENTS

Newfoundland

Agrifoods and Garden Show, Torbay (September 17-19, 2010)

AAFC was one of more than 20 exhibitors at this 11th annual event. The display featured insect displays from the Atlantic Cool Climate Crop Research Centre, the *Biodiversity News*, and biodegradable pens.

Meeting of the Newfoundland Labrador Federation of Agriculture, Gander (March 18, 2011)

AAFC participated in the event with the corporate exhibit and Growing Forward banner. Give-aways included research centre fact sheets, small fruits fact sheets, notepads and biodegradable pens.

Newfoundland and Labrador Home Show, St. John's (May 6-8, 2011)

AAFC joined other federal Departments as part of the Canada Pavilion. Along with the departmental corporate program, AAFC science showcased the small berry research program of the Atlantic Cool Climate Crop Research Centre. The display included fact sheets and a selection of plants (cranberry, partridgeberry, blueberry). There was considerable public interest with many questions regarding the ongoing research activities and small berry operations. Staff from the Atlantic Cool Climate Crop Research Centre helped staff the display, highlight the ongoing research activities, raise awareness of agriculture and provide information on pest management research.



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Science and Innovation Lane

2009-2010: 296,570 visits

2010-2011: 328,250 visits

11% increase in number of visits

New Content

The "Science and Innovation Lane" has been supplemented with new content. New material online includes:

- bilingual scientific abstracts for over 800 additional peer-reviewed research papers, bringing the year-end total to 3,877 and now allowing users to search scientific results from as far back as 2007;
- more information on biodiversity, including the addition of the interactive quiz to the website;
- descriptions of the technical expertise and interest profiles of research staff;
- information on all 17 AAFC scientists honoured with the Order of Canada for their work on agricultural science;
- a list of all publications (technical or non-technical) on AAFC science;
- a listing of all science-related news releases and ministerial announcements for 2010-2011;
- notices on Research Branch's consultation meetings; and
- information about the 125th anniversary of research at AAFC.

Science Videos

Ten videos were added to our science collection during this reporting period:

- **Scott Research Farm Centennial 1910 - 2010**
This video uses a blend of old and new images to celebrate the achievements of the Scott Research Farm over the last 100 years. The video was viewed 528 times over the reporting period.
- **Check Out Agriculture**
This set of nine videos featuring apples, beef, blueberries, grains, canola, pulses, yogurt (probiotics), tomatoes and potatoes focus on the role agricultural science plays in putting those items on grocery shelves.



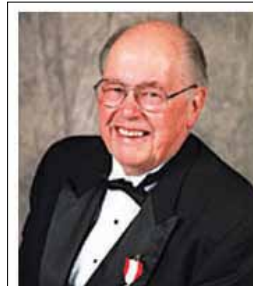
Source: MCpl Dany Veillette, Rideau Hall



Source: MCpl Dany Veillette, Rideau Hall



Source: MCpl Paz Quillé, Rideau Hall



Source: AAFRC Research Branch Archives, Ottawa



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Videos produced during the last reporting period have been getting a lot of views by being featured on websites for AAFC, for its Science and Innovation Lane and for the interdepartmental science site science.gc.ca:

- *The Secret Life of Plants* – featuring the AAFC national vascular plant herbarium, the largest plant collection in Canada was viewed 867 times over the reporting period.
- *Hot Potatoes* – featuring new varieties of potatoes was viewed 933 times over the reporting period.
- *Hairy Canola Meets the Crucifer Flea Beetle* was posted on YouTube in October 2010. The video features the Saskatoon Research Centre's research in developing a hairy canola that will naturally deter flea beetles from feeding on canola seedlings.

Publications

On paper or online, we still depend on the written word to tell the stories of our agricultural research.

- *Innovation Express* is a quarterly newsletter meant for partners and stakeholders. Articles provide information on new and emerging science and technologies, programs and collaborative research and business opportunities for the Canadian agri-food sector. The Volume 2 Number 2 issue was completed in Fall 2010 and distributed to an extensive mailing list of industry stakeholders, as well as internally to AAFC 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. During this reporting period two issues were published, one on biodiversity and one on technologies and intellectual properties developed, evaluated or supported by AAFC scientists.
- *Kentville's Century of Science* is a 24-page tabloid looking at the current research and history of the Atlantic Food and Horticulture Research Centre in its centennial year.
- *Rooted in Science – Innovating for the Future* is a poster featuring successes over 125 years of AAFC research for display at research centres and AAFC office buildings, public libraries, museums, science centres, schools, etc.
- Set of 12 full colour postcards featuring various research areas.



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Agricultural Trade Publications

AAFC has agreements in place with trade publications to supply regular pre-written articles. Nine articles about our research were featured in this reporting period:

Six articles were published in *Canadian Meat Business* magazine

- "Reducing, Reusing, Recycling Manure" (July/August 2010).
- "Early Versus Late Calving" (September/October 2010).
- "One step closer: Identification of novel genes can help scientists combat a costly poultry disease" (September/October 2010).
- "Developing Omega-3 Beef" (Lethbridge, January/February 2011).
- "Building Bubbles to Manage Microbes" (Guelph, January/February 2011).
- "AAFC scientist awarded: Canadian researcher Dr Karen Beauchemin receives international accolades for research to reduce greenhouse gas emissions from livestock" (Lethbridge, May/June 2011).

One article was published in *Canadian Poultry* magazine

- "Novel Genes Combat Costly Poultry Disease" (Guelph, web posted August 2010 followed by full feature by a staff reporter in a later issue).

One article was published in *Canadian Chemical News*

- "Cash Crop - the rags to riches story of the Canadian canola industry continues as clever engineering creates new opportunities in the biofuels business" (Saskatoon, September 2010).

One article was published in *Food in Canada* magazine

- "Herbs that Heal, Interactions that Hinder" (Guelph, September 2010).

Final Words

AAFC continues to promote the work of its scientists through many different channels. In the next issue, watch for further information on the 125th anniversary of agricultural research in Canada, as communication to mark this milestone continues.

This report has been produced by Communications and Consultations Branch, in consultation with Research Branch. Our thanks to our scientists who so generously share their knowledge, time and passion with Canadians, and to everyone who contributed to the outreach and events in this report.

