



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



SCIENCE MONITOR

An annual report of external communications
activities that promote AAFC science and technology

Volume 3 | (2011-2012)

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INTRODUCTION

Welcome to the third volume of the *Science Monitor*, an annual report on our communications activities that promote Agriculture and Agri-Food Canada (AAFC) science, innovation and technology transfer. This issue covers the period from July 1, 2011 to June 30, 2012.

During this period the department reached another milestone in an evolution of efforts to support and adapt to the changing needs of Canadian agricultural and agri-food, by pulling together all of our science and technology transfer capacity under the new Science and Technology Branch and by consolidating all of AAFC funding programs under the new Programs Branch.

Increased coordination of our science and technology capacity and the structure of the new branch will help us ensure that we are delivering the right science and technology solutions where they are most needed.

This change in the way we deliver science and technology is reflected in this issue of *Science Monitor*, which, for the first time, reports on communication and promotion of all AAFC science, agri-environmental, pest management and technology transfer initiatives.

The following pages show how we get the word out to Canadians about this important work and how it impacts their lives.

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) 773-0251.

SCIENCE IN THE NEWS

Announcements

New projects and initiatives are publicly announced by the Minister or other elected officials either at media events or through news releases issued by AAFC.

A total of 20 science, innovation and technology-related announcements were made by Minister Gerry Ritz, Minister of State Christian Paradis, Parliamentary Secretary Pierre Lemieux or their delegates across the country:

Four Developing Innovative Agri-Products (DIAP) announcements:

- BioAtlantech, \$1 M, announced on July 13, 2011 in New Brunswick.
- Innovative Food Systems, \$261 K, announced on August 12, 2011 in British Columbia.
- Ontario Bean Producers' Marketing Board, \$840 K, announced on September 7, 2011 in Ontario.
- Nova Agri Inc., \$197 K, announced on December 2, 2011 in Nova Scotia.

Three Agricultural Innovations Program (AIP) announcements:

- Launch of the Agricultural Innovations Program, \$50 M, announced on November 10, 2011 simultaneously in Saskatchewan and Quebec.
- Garden Prairie Puree Products, \$2.3 M, announced on April 10, 2012 in Manitoba.
- Sevia International Corporation, \$1.7 M, announced on May 25, 2012 in Ontario.

Twelve Agricultural Greenhouse Gases Program (AGGP) announcements:

- Nova Scotia Agricultural College, \$850 K, announced September 13, 2011 in Nova Scotia.
- University of Guelph, \$2.8 M, announced October 13, 2011 in Ontario.
- University of Guelph, \$999 K, announced October 13, 2011 in Ontario.
- Eastern Townships Forest Research Trust, \$925 K, announced November 17, 2011 in Quebec.



SCIENCE IN THE NEWS

- University of Manitoba, \$2.9 M, announced December 9, 2011 in Manitoba.
- McGill University, \$1.9 M, announced December 9, 2011 in Quebec.
- Upper Assiniboine River Conservation District, \$160 K, announced February 21, 2012 in Manitoba.
- South Nation River Conservation Authority, \$639 K, announced March 21, 2012 in Ontario.
- University of British Columbia, \$1.2 M, announced April 19, 2012 in British Columbia.
- British Columbia Ministry of Agriculture, \$223 K, announced April 30, 2012 in British Columbia.
- University of Alberta, \$598 K, announced May 23, 2012 in Alberta.
- University of Saskatchewan, \$950 K, announced June 5, 2012 in Saskatchewan.

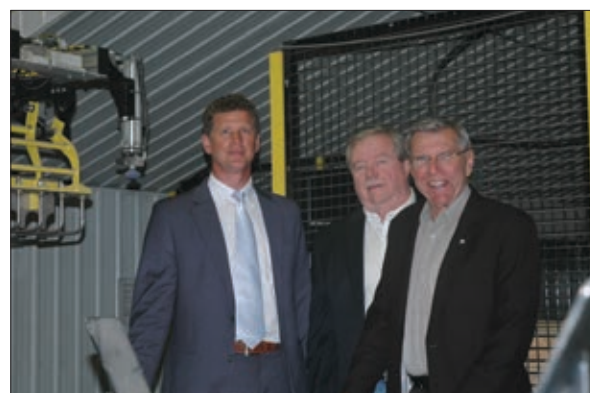
One Watershed Evaluation of Beneficial Management Practices (WEBs) announcements:

- Institut national de la recherche scientifique, \$250 K, announced June 19, 2012 in Quebec.

These events drew over 45 media outlets and more than 630 stakeholders. Between three and four media representatives and an average of 44 stakeholders attended each event.

Announcement events were pitched to regional, provincial and national media, resulting in at least 55 print stories, radio segments, TV spots and online stories.

The Pest Management Centre (PMC) sent out 17 separate e-mail announcements, with information on new pest management tools and links to their website, to over 1000 stakeholders.



SCIENCE IN THE NEWS

Proactive media pitches

Another way we draw media attention to our research, innovation, environment and technology transfer is by actively pitching story ideas and offering interview opportunities with the scientists.

A total of 107 story ideas were pitched to at least 484 local, regional, national and international media outlets, reporters and editors over the twelve month period on a variety of topics including:

British Columbia/Alberta Region:

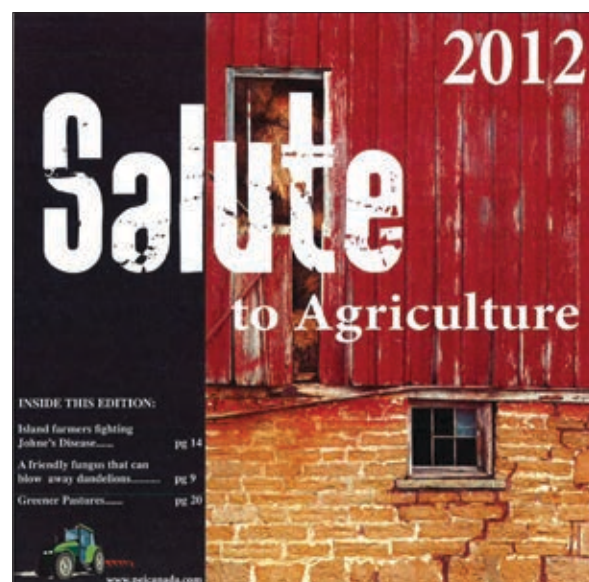
Spearmint research, research at PARC-Summerland, PARC-Agassiz research, Wheat Stem Sawfly research, research at Lethbridge Research Centre.

Saskatchewan/Manitoba Region:

The Biomass Furnace, AAFC's Indian Head Research Farm 125th anniversary celebration, Brandon Research Centre 125th anniversary celebration, SPARC greenhouse opening, Thermal Gradient Plate, mapping of canola's genetic code, prevention of clubroot spread in Saskatchewan, research on the Jerusalem artichoke (crop closely related to the sunflower), work on commercialization of Ethiopian Mustard in 2012, more effective control of broadleaf weeds in canola, Canada – China Agricultural Science and Innovation Partnerships signing ceremony, opening of new pest research lab at Morden Research Station, monitoring soil moisture by satellite, Global Research Alliance (GRA) conference.

Ontario Region:

Research at AAFC Vineland research station, research at Harrow, spearmint research, Agricultural Greenhouse Gasses Program projects, Greenhouse and Processing Crops Research Centre (GPCRC) Canadian Clonal Genebank, growing strawberries in pots, health benefits of purple vegetables, soil conservation, zone and ridge tillage, manure and phosphorus management, environmentally friendly control of Fire Blight Bacteria, benefits of environmental farm planning, applied bean genomics.



SCIENCE IN THE NEWS

Quebec Region:

Research at the Normandin Research Farm, food research, 25th anniversary celebration of research at Food Research and Development Centre (FRDC) in St. Hyacinthe, research at St. Jean sur Richelieu.

Atlantic Region:

The Atlantic Food and Horticulture Research Centre in Kentville open house, evaluation of environmental practices in the Thomas Brook Watershed, 10-year study of water quality, premium-wine making technique, manure research, cabbage maggot control, development of more environmentally friendly potato varieties, fungus as a dandelion control, shelterbelts as an erosion control in potato fields, carrot trimmer, Crops and Livestock Research Centre open house, development of hops and barley for locally produced beer, Benton Ridge research sub-station and Crops and Livestock Research Centre, Atlantic Cool Climate Crop Research Centre open house events, potential health benefits of spearmint, organic corn and soybean research, beef and lamb research.

In addition to pitching story ideas, we wrote, posted on our website and sent out to media four complete articles – “Agribites” – highlighting latest achievements.

- December 2011 - AC-Sundancer - A real gem among poplar trees
- February 2012 - AC-Autumn Gold: Hardy and Healthy
- January 2012 - Microorganisms: An Eco-Friendly, Sustainable Way to Help Crops Grow
- January 2012 - Flax: Not just for breakfast anymore

Media coverage resulting from pitches and Agribites is consistently strong, especially in regional papers and sector magazines.

Responsive media coverage

AAFC received and responded to 404 media calls through the AAFC media line related to research, innovation, environment, technology transfer and pesticides during this reporting period. This number does not include calls regarding the Budget 2012 impact on research and technology transfer.



SCIENCE IN THE NEWS

Media Statistics

Number of Calls by Month:

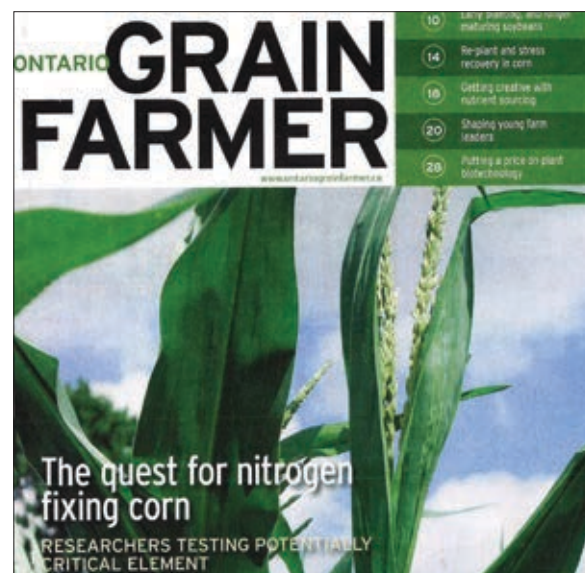
- July – 31
- August – 46
- September – 22
- October – 26
- November – 45
- December – 12
- January – 58
- February – 30
- March – 20
- April – 37
- May – 30
- June – 47

Many media outlets contacted AAFC on more than one occasion, including:

- Local radio stations – 38
- CBC / Radio Canada – 37
- Western Producer – 16
- CTV – 10
- Top Crop Manager – 7

Principal Subject by Month

- July – blueberry and wheat research, Elm Spanworm
- August – 125th anniversary of Brandon Research Centre, impact of weather on crops
- September – impact of weather on crops
- October – various
- November – cereal research
- December – AC Sundancer poplar tree
- January – glyphosate resistant weed, lack of precipitation on the Prairies
- February – AC Golden Sea Buckthorn
- March – impact of unusually warm spring in on plants and insects
- April – grape and wine research
- May – above average temperatures, weed control
- June – Agriculture Greenhouse Gases Program



SCIENCE AND TECHNOLOGY ON DISPLAY

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

Corporate Exhibits

125th Anniversary of Science in AAFC

CCB continued to celebrate 125 years of conducting federal agricultural research in Canada in the second half of 2011. The theme was highlighted at the following events that are visited by general public as well as producers and industry representatives:

- Calgary Stampede, Calgary, Alberta, July 7 – 17, 2011
- South Shore Exhibition, Bridgewater, Nova Scotia
July 26 – 31, 2011
- Saskatoon Exhibition, Saskatoon, Saskatchewan,
August 9 – 14, 2011
- Old Home Week, Charlottetown, Prince Edward Island,
August 11 – 13, 2011
- Expo Quebec, Quebec City, Quebec, August 17 – 28, 2011
- Sackville Fall Fair, Sackville, New Brunswick,
September 17 – 18, 2011
- Royal Agricultural Winter Fair, Toronto, Ontario,
November 4 – 13, 2011
- Royal Manitoba Winter Fair, Brandon, Manitoba,
March 26 – 31, 2011
- Western Canada Farm Progress Show, Regina, Saskatchewan,
June 20 – 22, 2011

The CCB support materials included:

- Check-Out Agriculture interactive display where visitors can scan grocery items to see videos about the science behind them;
- Banners featuring slogan and design of the 125th anniversary of federal agricultural research in Canada;



SCIENCE AND TECHNOLOGY ON DISPLAY

- Posters highlighting the 125th anniversary, fact sheets, carry-all tote bag with case as exhibit give-aways; and
- additional regionally-developed products and display materials such as postcards with photos of various pests.

PMC staff attended nine conferences and trade shows, displaying posters and handing out information to growers, grower/commodity groups, provincial crop specialists, minor use coordinators, integrated pest management consultants and agronomists:

- Plant Canada Conference, Halifax, Nova Scotia, July 17 – 22, 2011
- Canadian Greenhouse Conference, Niagara Falls, Ontario, October 5 – 6, 2011
- International Workshop on Integrated Pest Management, Berlin, Germany, October 17 – 19, 2011
- Biofumigation and Biopesticide Symposium, Saskatoon, Saskatchewan, October 18 – 21, 2011
- Ontario Fruit and Vegetable Convention Niagara Falls, Ontario, February 21 – 22, 2012
- Second Global Minor Use Summit, Rome, Italy, February 21 – 23, 2012
- Canadian Horticultural Council's Annual General Meeting, Ottawa, Ontario, March 13 – 16, 2012
- Canadian Biopesticide and Minor Use Pesticide Priority Setting Workshop, Gatineau, Quebec, March 19, 2012
- Seventh International IPM Symposium, Memphis, Tennessee, March 27 – 29, 2012



SCIENCE AND TECHNOLOGY ON DISPLAY

Public Events

Special public events provide Canadian across the country with an opportunity to learn about agricultural science and technology activities that are happening in their communities. In this reporting period, AAFC participated in the following communities' organized special events:

Agriculture in the City

Organized by joint committees involving the provincial agriculture departments, municipal governments, regional agricultural associations and led by AAFC, Agriculture in the City (AIRC) events provide urban consumers with an opportunity to learn about farming, food processing and agricultural science. Previous events held in Burnaby, Winnipeg and Mississauga were hit with visitors.

Atlantic

Farm Day in the City, Charlottetown, Prince Edward Island (September 23, 2011)

More than 10,000 people filled downtown Charlottetown for the 4th annual Farm Day in the City, an outdoor version of the AIRC events held in British Columbia, Manitoba and Ontario to raise public awareness of agriculture. AAFC was one of a dozen government and industry groups participating in this showcase of agriculture and food. There was great interest from visitors in the insect displays and science milestones celebrating what was then the Research Branch's 125-year history. Farmers and food entrepreneurs were busy selling fresh fruits and vegetables and other local products. A special feature was the exhibit by Island Abbey Foods, a Charlottetown producer of dehydrated honey coming off a banner year that included winning the SIAL d'Or for the world's best food product of 2010 and a hit appearance on CBC-TV's Dragon's Den. The day capped nearly a month of tourist-friendly activities organized by Tourism PEI to put the spotlight on the Island's chefs, cuisine and farming.



SCIENCE AND TECHNOLOGY ON DISPLAY

Ontario

Discover Agriculture in the City, Burlington (October 1 – 2, 2011)

More than 40,000 people visited Discover Agriculture in the City at the Burlington Mall and learned the important role food and farming plays in the province. Highlights included cooking demonstrations, planting of spring bulbs, edible wild foods, aquaponics presentation, and “So You Think You Can Farm” quiz.

The local radio station, 102.9 K-Lite FM, broadcasted on site on Saturday October 1 in the morning. A Twitter account and Facebook page were created (@ONAgintheCity) to promote the event. Tweets promoting the event included “did you know” facts (provided by AAFC) and featured presentations. It is estimated that over 4,000 people were reached using social media tools, including tweets by exhibitors and key organizing staff as well as retweets.

Manitoba

Discover Agriculture in the City, Winnipeg (March 16 – 18, 2012)

The 7th Agriculture in the City event, put on by 30 agricultural organizations and visited by 44,000 people, was a huge success by all accounts. The opening event featured a debate on agriculture between two urban Winnipeg high schools, organized and mediated by Agriculture in the Classroom Manitoba. Other main stage activities included University of Manitoba Food Fight at the Forks, Ag on the MOOve – Red River Ex, “So You Think You Can Farm” quiz, cooking demonstrations, “Food For Health” discussions, “Talk to a Farmer” panels, “Discover Prairie Fruit in the City”, and “Think Tank on Big Ideas in Agricultural Awareness” – a one day session that allowed the industry, universities and governments to meet and discuss new ideas in promoting and raising awareness of agriculture in urban centres.

Media included CTV, CBC TV, City TV, Global TV, Winnipeg Free Press, La Liberté, Western Producer, Manitoba Co-operator, CJOB, Hot 103 FM, Golden West Radio, Community newspapers and independent journalists.



SCIENCE AND TECHNOLOGY ON DISPLAY

More content, updated and redesigned look of the aginthecity.ca website – adding access to the AITC Twitter and Facebook accounts – helped bring total page requests to over four million since it was created two year ago.

Saskatchewan

Agriculture in the City, Saskatoon (September 11 – 12, 2011)

Saskatchewan's first Discover Agriculture in the City event was held at the Saskatoon Farmers' Market. The first day was open to the public and the second day was devoted to students who were brought to the market from schools around Saskatoon. The event brought a few hundred visitors to see 15 exhibitors, a goat rodeo, and two chef demonstrations. Visitors also bid on sweet and savory pies after the pie judging contest, raising \$780 for the Youth Development Corporation Urban 4H program.

Doors Open

Every year, Doors Open events invite Canadians to discover first-hand their communities' hidden heritage treasures, some of which have never been open to the public. AAFC research centres that participate are provide visitors with an opportunity to see first-hand the research being conducted in the labs, the fields and research plots, to talk to scientists and technicians and better understand how the results of that research benefits their communities, farmers and Canadians.

Open House on Quebec Farms (September 11, 2011)

More than 126,000 people participated in the Open House on Quebec Farms activities this year, bringing the number of people who have taken part in the event since its launch in 2003 to 1.1 million.

Many farms took part once again in the Open House, which was in its ninth year. The event showcased Quebec's main sectors across the province, including dairy, cattle and goat production, beekeeping operations, and maple syrup production.



SCIENCE AND TECHNOLOGY ON DISPLAY

In addition to AAFC, this year's event was supported by a number of local businesses, the Quebec Department of Agriculture, Fisheries and Food (MAPAQ), and the Faculty of Agriculture and Food Sciences of Université Laval.

10th Annual Open Farm Day - Atlantic provinces (September 18, 2011)

More than 130 farms in Prince Edward Island, Nova Scotia, New Brunswick and Newfoundland and Labrador participated in the 10th Open Farm Day. More than 30,000 people visited farms to see where their local food is produced. AAFC supported the event, providing information on farming and AAFC programs.

Open Houses and Field Days

Indian Head Research Farm 125th Anniversary Celebration, Indian Head, Saskatchewan (July 19, 2011)

The Indian Head Research Farm celebrated the 125th anniversary of AAFC's agricultural research as one of the original five farms established in 1886. This event coincided with the annual field day hosted by the Indian Head Agricultural Research Foundation, a partner organization to AAFC. Around 300 guests were on hand to learn about the farm's history, its present research and what lies ahead. Some of the attractions included a wagon tour of field research plots on the 535-hectare farm and a historical display of wheat featuring 65 types developed over the past century. Visitors also enjoyed an exhibit of specially designed plot equipment used throughout the years, some of which are the only remaining pieces in Canada. To much applause, AAFC staff unveiled a commemorative sign for the milestone. CBC Radio and TV in Regina covered the event, as did local area newspapers.

Benton Ridge Open House, Woodstock, New Brunswick (July 20, 2011)

About 100 people took in the open house at the Benton Ridge Research Station on Wednesday, July 20th. Visitors toured potato research plots and got a chance to speak to scientists about the potato breeding program.



SCIENCE AND TECHNOLOGY ON DISPLAY

The open house included a machinery display and a wagon ride tour of potato variety trials. Corporate display at the event included information on the 125th anniversary.

Lethbridge Research Centre Open House & Field Day, Lethbridge, Alberta (July 20, 2011)

Over 500 visitors enjoyed a day filled with activities showcasing agricultural research including more than 20 displays, guided tours of greenhouses, field plots and livestock facilities. Live insect display featured praying mantis, Madagascar hissing cockroaches and nature's recyclers, the dung beetles. Display of historic field notebooks dating to the early 1900s and photographs showcased agriculture development in western Canada.

Visitors were also able to see demonstrations at the Lethbridge Irrigation Development Centre, "Spud" display of the modern potato breeding techniques, new potato varieties and how they are tested for diseases, and get a tour of a livestock transport trailer.

Pacific Agri-Food Research Centre Open House, Agassiz, British Columbia (July 23, 2011)

The Research Centre, one of the Department's original five, hosted an open house, in conjunction with the Agassiz Slow Food Cycle Tour, to celebrate the 125th anniversary of agricultural research in Canada. Over 1,000 visitors enjoyed meeting the Centre's employees and having the opportunity to explore the links between science and farming. Berry sampling was popular, as were the arboretum, the field tour, and the historical display.

Pacific Agri-Food Research Centre Open House, Summerland, British Columbia (September 24, 2011)

The Research Centre opened its doors to the public as part of countrywide events to celebrate 125 years of Canadian agricultural research. Hundreds of visitors enjoyed guided tours of the labs and field plots and speaking with science experts about the research they do to improve crop health, production and food safety. Popular with the crowd were the displays of the Canadian Plant Virus Collection, the Centre's history and development, apple research orchard, small-lot research winery and ornamental gardens.



SCIENCE AND TECHNOLOGY ON DISPLAY

Lacombe Research Centre Field Day, Lacombe, Alberta (July 28, 2011)

The Lacombe Research Centre hosted its annual Field Day with Alberta Agriculture and Rural Development. This is a one-day learning event for farmers, industry (seed, chemical, agronomic), researchers, extension staff and agriculture media. Each year the day's presentations from the Lacombe research team focuses on seed research and production.

75th anniversary of the Normandin Research Farm, Quebec (August 2 and 4, 2011)

Two activities were organized to celebrate the 75th anniversary of the Normandin Research Farm and highlight its involvement in agricultural research and innovation.

The official activities were held on August 2 and were attended by local MP and Transport Minister Denis Lebel, the two directors of the Soils and Crops Research and Development Centre, the Mayor of Normandin, and some 50 current and past employees of the Research Farm. The Science Director highlighted the importance of having a research farm in a northern area in light of climate change. The event was covered by about 10 media outlets (TV, radio, newspapers, magazines).

At the open house on August 4, more than 350 visitors toured the Research Farm's facilities, buildings, labs and fields. Many were amazed by the quality and regional significance of the scientific research that has been conducted at the farm over the past 75 years.

Crops and Livestock Research Centre Open House, Charlottetown, PEI (August 6, 2011)

During this Saturday open house, double decker buses ferried people between the Crops and Livestock Research Centre and the Harrington Research Farm, north of Charlottetown. More than 500 people viewed the science displays and posters and toured field research plots in tractor- or horse-pulled wagons. The event helped mark the 125th anniversary of agricultural research in Canada.



SCIENCE AND TECHNOLOGY ON DISPLAY

Staff showcased some of the research such as a study into new health benefits in crops like flax and rosehips. As well, there were exhibits on market development and agri-environmental practices and from partners that included the Institute for Nutrisciences and Health, the provincial government and five commodity groups. Visitors shared positive reactions, saying "We have been here other years and it was great for the kids. There are lots of fun things to do and see and it is very educational." and "This is a wonderful event for the public to learn about the research taking place on what we consume."

Brandon Research Centre 125th Anniversary Open House, Brandon, Manitoba (August 11, 2011)

Close to 400 visitors turned out for Research Centre's open house celebration of its 125th anniversary, as one of the five original experimental farms established in 1886. Residents of the City of Brandon and WestMan area, together with producers and stakeholders of the Centre, had an opportunity to view exhibits of geographic information system applications in agriculture and research into soil and crop management, barley breeding and beef production systems. Great crowd pleasers were the guided tours, science displays, a comparison of modern plot combine techniques and old-time threshing, a cattle handling demonstration and wagon rides through the grounds. Local dignitaries unveiled a commemorative bench marking the Centre's history and promising future. There was extensive media coverage by CTV-Winnipeg, CBC-Winnipeg, Radio-Canada-Winnipeg, CBWFT-TV Manitoba, Western Producer, Manitoba Co-operator, Brandon Sun, Westman Journal, CJOB-AM Brandon, CKLQ-AM Brandon, CKSB-AM Saint-Boniface, CJGX-AM Yorkton and Golden West Radio Manitoba.

Atlantic Cool Climate Crop Research Centre Open House and 53rd Annual Farm Field Day, St. John's, Newfoundland and Labrador (August 13, 2011)

The 53rd annual open house at the Research Centre drew close to 6,000 people, breaking last year's previous best attendance record by 500. This popular event featured interactive displays by AAFC and other federal departments alongside exhibits by university, provincial government and agricultural industry groups. Visitors enjoyed learning about the science of agriculture through guided tours of field research



SCIENCE AND TECHNOLOGY ON DISPLAY

plots on nutrient management, water drainage and entomology. For AAFC participants, the day was embraced as an opportunity to talk to the public about their research activities and to raise awareness of the agricultural industry. Reporters from NTV, CBC Radio, the St. John's Telegram, VOCM Radio, KIXX FM, Hits FM and K-Rock attended the event and some provided extensive coverage in advance.

Senator Hervé J. Michaud Research Farm Open House, Bouctouche, New Brunswick (August 18, 2011)

Ideal weather saw about 150 people turn out for an open house at the Research Farm. Visitors were impressed with the scope of the projects, ranging from crop disease prevention and variety trials to research on crops grown inside temporary in-field greenhouses called long tunnels. Staff answered lots of questions about the use of mulches as a barrier for insects and special mineral oils as a way of preventing the spread of disease on potato leaves. A corporate display shared information about the 125th anniversary of agricultural research and other science, agricultural awareness and beginning farmer initiatives. The radio and television services of CBC and Radio-Canada in Moncton covered the event, as did the Weather Channel, which featured scientist interviews in both its French and English news broadcast.

Vineland Research Station Centenary Open House, Vineland, Ontario (September 10, 2011)

The Research Station's Centenary Open House was met with great enthusiasm by the public, alumni, stakeholders, research collaborators and media. AAFC scientists explained their research on integrated pest management and development of tree fruits, grapes and vegetables. More than 1,000 people participated in the ceremonies and lab and field tours. They came from all over eastern and southern Ontario as well as Australia, Switzerland, the West Indies and the Netherlands. Mr. Dean Allison, local Member of Parliament, unveiled a commemorative centenary plaque. Participants acknowledged the importance of the innovative work being done at Vineland and what it means to the Niagara region and the horticulture industry. Many expressed their appreciation for the open house, saying "I have wanted to visit for years! It is great to have the opportunity to hear and see what you do." and "Keep doing the good work for another 100 years."



SCIENCE AND TECHNOLOGY ON DISPLAY

Greenhouse and Processing Crops Research Centre Open House - Harrow, Ontario (18 September 2011)

The Research Centre opened its doors to the participants of the Essex County Farm Hiker Tour. Under blue skies and sunshine, some 600 visitors got the rare opportunity to take a peek inside the centre, chat with researchers and learn how the centre is helping Canadian agriculture be more competitive, innovative and environmentally sustainable. Visitors were also treated to wagon field tours, interactive research displays and demonstrations, farm equipment exhibition, and tours of the power plant and greenhouse. The local 4H club was on site selling delicious BBQ and treats.

Atlantic Food and Horticulture Research Centre Open House, Kentville, Nova Scotia (September 18, 2011)

What a great birthday party! More than 1,000 people came out for a weekend showcase of agricultural research that marked the 100th anniversary of the Research Centre. On Saturday, more than 500 people toured labs and took guided tractor-pulled wagon tours through the orchards and field trial plots. The following day, 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.

Presentations by scientists in the labs and by guides on the tour tied in both the centennial of the research centre and 125th anniversary of federal agricultural research in Canada. The provided sense of the historic contribution of the centre and the department in the development of agriculture and with some understanding of the considerable potential science still has for the industry and for Canadians. Many visitors commented that the open house was an eye-opener.



SCIENCE AND TECHNOLOGY ON DISPLAY

Guelph Food Research Centre Open House, Guelph, Ontario (October 19, 2011)

The Research Centre open house attracted about 50 visitors, including students and scientists from the University of Guelph, industry representatives, Ontario Ministry of Agriculture, Food and Rural Affairs staff, representatives from agricultural organizations, and farm media. Many visitors took part in the guided tours of the centre and enjoyed healthy refreshments featuring functional foods, being researched at the Centre, such as soy muffins, fruits and vegetables, and oat rice.



Greenhouse Official Opening and 125th Centennial Events, Semiarid Prairie Agricultural Research Centre (SPARC), Swift Current, Saskatchewan (October 20, 2011)

On October 20, the Research Centre opened the doors of its new greenhouse. The event drew a crowd of about 120 people. The formal program included speeches from AAFC officials and local representatives. The official ribbon cutting concluded the formal program and was followed by guided tours of the greenhouse.

Scientists and staff provided information on what went into the making of the new greenhouse and a different scientist for each "cell" of the new greenhouse gave an overview of their work and how the new greenhouse benefited them. The day concluded with coffee and snacks in the conference centre, which highlighted more of the research done at SPARC and provided a good opportunity for scientists, staff, visitors and dignitaries to mingle.



Potato Accelerated Release Open House, Potato Research Centre, Fredericton, NB (February 15, 2012)

The foyer of the Potato Research Centre in Fredericton was full of potatoes and visitors on February 16 for the annual release of promising new potato selections. Fourteen potential potato varieties were unveiled for representatives from the potato industry to check out and try. Developing new varieties for potato growers and processors to meet the demands of Canadian consumers is part of the mandate for Agriculture and Agri-Food Canada scientists in Fredericton. All the potatoes are the product of at least six years of selection at Benton (NB) and Vauxhall research facilities (AB), and field testing in major production areas for agronomic and quality performance, disease and pest resistance.

SCIENCE AND TECHNOLOGY ON DISPLAY

25th anniversary of the Food Research and Development Centre, Saint-Hyacinthe, Quebec (May 11 – 12, 2012)

An open house was held to celebrate the 25th anniversary of the FRDC. The research scientists and their teams hosted school groups on Friday, May 11, and the general public on Saturday, May 12. There were about 15 booths and a dozen mini-lectures on food for the approximately 750 people who attended the event. The visitors were fascinated by what they learned, and many asked if an open house could be offered again next year. The open house was held as part of the seventh edition of 24 Hours of Science, an annual science outreach event for the general public that takes place in various cities across Quebec.

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 everyday lives of Canadians. From July 1, 2011 to June 30, 2012, AAFC participated in 32 such events:

British Columbia/Alberta Region

- Dairy Divas, PARC-Agassiz – exploring career paths in dairy research, Agassiz, British Columbia (July 26 – 29, 2011)
- International Federation of agricultural Journalists (IFAJ) Pre-Conference Tour, including PARC – Summerland, Summerland, British Columbia (September 9, 2011)
- Day at the Farm, Delta, British Columbia (September 10, 2011)
- Agassiz Fall Fair, Agassiz, British Columbia, (September 16-17, 2011)
- Brighthouse Science Bash - 5th annual National Science & Technology week, Richmond, British Columbia (October 21, 2011)
- Alex Johnston Lecture (Lethbridge Historical Society in partnership with the University of Lethbridge), Lethbridge, Alberta (November 10, 2011)
- Potato Growers of Alberta Meeting, Calgary, Alberta (November 15 – 17, 2011)



SCIENCE AND TECHNOLOGY ON DISPLAY

- Islands Agriculture Show, Duncan, British Columbia (February 3 – 4, 2012)
- Ag Expo, Lethbridge, Alberta (February 29 – March 1 and 2, 2012)
- Community Health and Wellness Fair, Harrison, British Columbia (May 26, 2012)
- Beaverlodge Research Farm Beekeeper's Day, Beaverlodge, Alberta (June 22, 2012)

Saskatchewan/Manitoba Region

- Crop Production Show, Saskatoon, Saskatchewan (January 9 – 12, 2012)
- Manitoba Ag Days, Brandon, Manitoba (January 17 – 19, 2012)
- Royal Agricultural Winter Fair, Winnipeg, Manitoba (March 26 – 31, 2012)

Ontario Region

- Canadian National Exhibition, Toronto, Ontario (August 31, 2011)
- Canada's Outdoor Farm Show, Woodstock, Ontario (September 13 – 15, 2011)
- International Federation of Agricultural Journalists Conference and tour, Guelph and Niagara Falls, Ontario (September 14 – 18, 2011)
- Future of Foods exhibit, University of Western Ontario, London, Ontario (September 19, 2011)
- Food Safety Symposium, Guelph, Ontario (October 25, 2011)
- Ontario Fruit and Vegetable Convention, Niagara Falls, Ontario (February 22 – 23, 2012)
- Western Fair Farm Show, London, Ontario (March 7 – 9, 2012)
- Canadian Institute of Food Science and Technology (CIFST) meeting, Niagara Falls (May 27, 2012)
- Canadian Science Writers Association Conference, Windsor, Ontario (June 2 – 5, 2012)

Quebec Region

- Salon de l'Agriculture de St-Hyacinthe, St-Hyacinthe, Quebec (January 10 – 12, 2012)
- Semaine de l'Agriculture, de l'Alimentation et de la Consommation (SAAC), Quebec, Quebec (January 13 – 15, 2012)
- Journée Innovation de l'Expo Congrès du porc du Québec, Lévis, Quebec (April 4, 2012)



SCIENCE AND TECHNOLOGY ON DISPLAY

- Salon International de l'Alimentation (SIAL Canada), Montreal, Quebec (May 9 – 11, 2012)
- Eurêka! Festival - Science here, there and everywhere!, Montreal, Quebec (June 15-17, 2012)

Atlantic Region

- Agrifoods and Garden Show, Corner Brook, Newfoundland and Labrador (September 22 – 25, 2011)
- Hants County Exhibition, Windsor, Nova Scotia (September 23 – 25, 2011)
- Ken Proudfoot Potato Festival, Memorial University, St Johns, Newfoundland and Labrador (October 1, 2011)
- Maritime Fall Fair, Halifax, Nova Scotia (October 6 – 10, 2011)
- PEI Teachers Convention, science teachers workshop, Charlottetown, Prince Edward Island (October 21, 2011)
- Nova Scotia Federation of Agriculture annual general meeting, Truro, Nova Scotia (November 24 – 25, 2011)
- PEI Potato Board annual meeting, Charlottetown, Prince Edward Island (December 2, 2011)
- Grains and Oil Seeds Conference, Summerside, Prince Edward Island (January 17 – 18, 2012)
- Agricultural Alliance of New Brunswick annual general meeting, Fredericton, New Brunswick (January 19 – 20, 2012)
- International Potato Expo, Charlottetown, Prince Edward Island (February 24 – 25, 2012)
- Canadian Agriculture Literacy Week (CALW) on Prince Edward Island (February 26 – March 3, 2012)
- 31st Annual PEI Soil and Crop Conference, Summerside, Prince Edward Island (February 28 – 29, 2012)



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Website

Improvements and updates continue to be made to the AAFC science and innovation web pages.

Science and Innovation Lane had 337,625 visits - almost 3% increase in visits compared to the last reporting period

Agri-Environment Lane had 197,464 visits

Science videos

One new video was produced in this reporting period.

"The Innovators" video uses a movie trailer-style to help raise awareness about the historical and future importance of agricultural science and it was produced as part of celebrations of 125 years of federal agricultural research in Canada. This video has won the 2011 MarCom's prestigious Platinum Award, for its excellence in terms of quality, creativity and resourcefulness.

A new display, modeled after grocery store checkouts, was produced for use with the "Check Out Agriculture" interactive game videos, produced in the last reporting period, featuring nine common grocery cart items to explain the role AAFC research plays in bringing them to grocery store shelves. The set of nine videos was developed in 2011 for use at fairs, exhibits and Government of Canada websites.

Two of the nine videos have won international awards for exceptional communications products – the 2011 MarCom Award. "Check Out Agriculture - Steak" won Platinum Award and "Check Out Agriculture - Potatoes" won Gold Award.



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Publications

AAFC science is also being told through a variety of written products including:

- Innovation Express – a quarterly newsletter meant for partners and stakeholders, produced by the Science and Technology Branch (STB) with help from Communications and Consultations Branch (CCB). Articles provide information on new and emerging science and technologies, programs and collaborative research and business opportunities for the Canadian agri-food sector. From July 1, 2011 to June 30, 2012 two issues of this newsletter were produced and distributed:
 - Volume 3, Issue 1 - Technology Goes into Action featured examples of several technologies and intellectual properties developed, evaluated or supported by AAFC scientists.
 - Volume 3, Issue 2 - 125 years of Agricultural Research: Rooted in Science - Innovating for the Future recognized the contributions of AAFC dedicated staff and partners, past and present, who have guided federal science to ensure that our research reflect the needs of the industry we serve and helped make today's industry modern and innovative.
- Sustainable Crop Protection is a factsheet series that provides information on reduced risk pest management approaches from the PMC's Pesticide Risk Reduction Program. These factsheets provide information developed through Program activities to a broad audience, and encourage the adoption of environmentally and economically sustainable pest management approach founded on the principles of integrated pest management. Most recent topics include:
 - Optimizing Sprayer Efficiency to Improve Onion Thrips Control; and
 - A decision support system for knowledge-based management of Botrytis leaf blight of onion



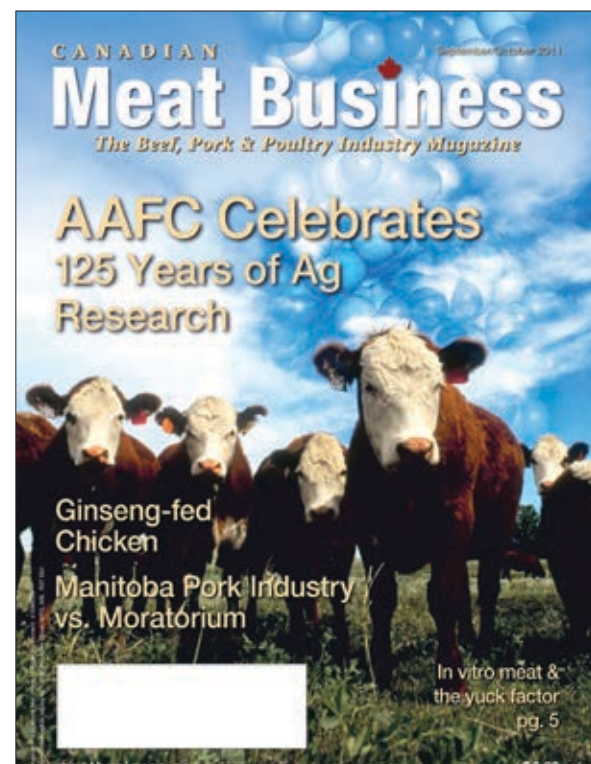
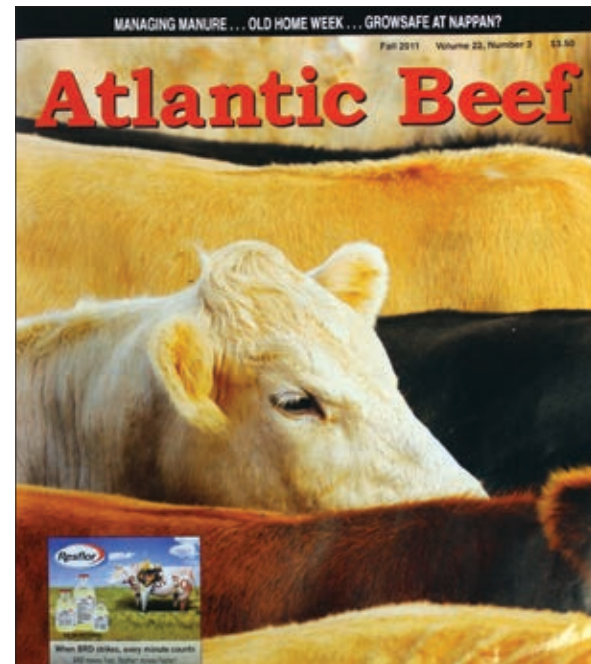
SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

- Crop profiles are documents that provide pest management information on a commodity basis. National in scope, they identify gaps in pest management and issues faced by Canadian growers. Crop profiles are developed through an extensive consultative process and are reviewed by industry and provincial specialists prior to publication. Most recent editions are:
 - Spring and Winter wheat crop profiles
 - Rutabaga crop profile

Agricultural Trade Magazines

Four articles written by AAFC have also been published in the trade magazines:

- Animal Science Keeps Canada on Cutting Edge, Canadian Meat Business Magazine September / October 2011
- "Space-Age Farming", Canadian Geographic, October 2011
- "Managing Manure", Atlantic Beef Magazine, Fall 2011
- "Zombie ants chauffeur parasites to livers of grazing animals" Canadian Cattlemen Magazine, December 2011





FINAL WORDS

AAFC remains committed to promoting great work of its scientists and staff and raising awareness of the importance of agricultural science and technology in our lives. In the next reporting period, the current federal-provincial-territorial agricultural policy framework, *Growing Forward*, will be replaced with *Growing Forward 2*. Federal, provincial and territorial Agriculture Ministers have committed to increasing support for innovation. In the next issue of *Science Monitor*, watch for information on our communications efforts to spread the news about what this means for the sector.

This report has been produced by CCB, in consultation with STB. 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.