



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



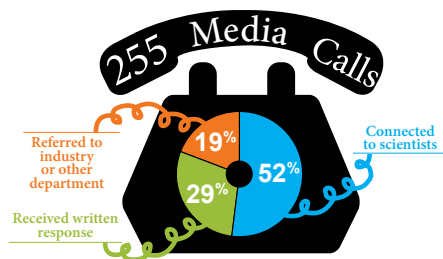
SCIENCE MONITOR

An annual report on external communications activities
that promote AAFC science, innovation and technology

2013–2014

AAFC *Science Communications*

July 1, 2013 · June 30, 2014



Science Monitor, 2013-2014

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

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INTRODUCTION



Welcome to the fifth 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, 2013 to June 30, 2014.

Science and innovation underpin much of what makes the agricultural sector so successful. AAFC-led science supports all of the major and emerging agricultural commodity groups through its research.

Our communications work raises awareness of how the Government's investments in agricultural science and innovation support the growth of trade opportunities, productivity, sustainability, and the quality and safety of agricultural products.

This year our communications continued to highlight the Department's efforts supporting industry leadership and investment, and AAFC's collaborations with industry, academia and not-for-profit commodity groups.

Particularly, after the launch of *Growing Forward 2 (GF2)* in April 2013, we announced funding for 77 GF2 related projects. Sixty-eight of these projects were announced at Ministerial events, including all eight Research Cluster Projects which provide financial and research support in the areas where the industry needs it most.

We also increased our social media presence. We continued to populate the AAFC YouTube channel, which currently has 39 videos, the majority of which are science-based.

The Department also launched its Twitter account this year, opening a valuable social media avenue to engage with stakeholders. Tweets are now prepared for all announcements, to promote our media pitches, and to drive viewers to science content on the AAFC website.

We hope you enjoy the information enclosed on all the ways 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 event announcements or through news releases issued by AAFC.

A total of 69 science, innovation and technology-related announcements were made by Minister Gerry Ritz, Minister of State Maxime Bernier, Parliamentary Secretary Pierre Lemieux or their delegates across the country:

28 *Growing Forward 2* (GF2) announcements:

- Launch of *Growing Forward 2* programming in New Brunswick, \$37M announced on July 9, 2013 in New Brunswick.
- Launch of *Growing Forward 2* programming in the North West Territories, \$6M announced on August 13, 2013 in the North West Territories.
- Launch of *Growing Forward 2* programming in Quebec, \$293M announced on August 22, 2013 in Quebec.
- Ag-West Bio Inc., \$7.5M announced on September 9, 2013 in Saskatchewan.
- Agricultural Demonstration of Practices and Technologies program (ADOPT) and Agriculture-Applied Research Management (Agri_ARM) program, \$7.4M announced on September 18, 2013 in Saskatchewan.
- Launch of the Saskatchewan Ministry of Agriculture Strategic Research Program, \$17.25M announced on September 20, 2013 in Saskatchewan.
- Launch of the Manitoba Growing Innovation Program, announced on September 20, 2013 in Manitoba.
- Launch of the Quebec Lever Financial Assistance Program, \$19.37M announced on September 27, 2013 in Quebec.
- Launch of the Quebec Innov-Action Agri-Food Program, \$31M announced on October 1, 2013 in Quebec.
- Launch of the Manitoba Growing Assurance - Food Safety initiative, \$2M announced on October 9, 2013 in Manitoba.
- Launch of the Quebec Support Program for the Establishment of Food Safety, Bio-security, Traceability and Animal Health and Welfare Systems, \$5.65M announced on October 21, 2013 in Quebec.



Feds support growth of organic sector

Published on November 27, 2013

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© (Photo: John Morrison/Agriculture & Agri-Food Canada)

Family event explores role of agriculture in Saskatchewan

By Thomas Piller - Global News

Comments 0 Facebook 20 Twitter 11 Email Print ...



SCIENCE IN THE NEWS

- AAFC funding renewal for UG99 research, \$1.26M announced on November 20, 2013 in Ontario.
- Launch of *Growing Forward 2* programming in British Columbia, \$2M announced on December 16, 2013 in British Columbia.
- Launch of the Manitoba Growing Adaptation Program, \$2.4M announced on December 20, 2014 in Manitoba.
- Support for 46 crop-related research projects in Saskatchewan, \$7M announced on January 14, 2014 in Saskatchewan
- Launch of the Quebec Prime Vert Program, \$24.5K announced on January 17, 2014 in Quebec.
- Élevages Buffalo Maciocia, \$300K announced on January 20, 2014 in Quebec.
- Soil conservation works in the municipality of Saint-Honoré, \$24.5K announced on January 20, 2014 in Quebec.
- Support for 27 livestock and forage research projects, \$4.2M announced on January 22, 2014 in Saskatchewan.
- Grain Bag Recycling Pilot Project, \$100K announced on April 16, 2014 in Saskatchewan.
- Announcement of improvements to the Farm Stewardship Program on May 1, 2014 in Saskatchewan.
- Launch of the Saskatchewan Lean Improvements in Manufacturing (SLIM) program, \$6.3M announced on May 8, 2014 in Saskatchewan.
- BC Pork Producers Association, \$613K announced on May 15, 2014 in British Columbia.
- Manitoba Corn Growers, \$1M announced on May 16, 2014 in Manitoba.
- Canadian Centre for Agri-Food Research in Health and Medicine, \$20 announced on May 16, 2014 in Manitoba.
- Launch of the Manitoba Farmland Beaver Damage Control Program, \$1M announced on May 16, 2014 in Manitoba.
- Two projects in support of Canadian beef, \$200K announced on June 9, 2014 in Saskatchewan.
- Launch of the Manitoba Growing Assurance - Ecological goods and Services Program, \$750K announced on June 27, 2014 in Manitoba.



SCIENCE IN THE NEWS

22 GF2 Agricultural Innovation Program (AIP) announcements:

- British Columbia Fruit Growers' Association, \$3.2M announced on July 5, 2013 in British Columbia.
- Eastern Canada Oilseed Development Alliance (ECODA), \$3.3M announced on July 17, 2013 in Nova Scotia.
- British Columbia Agri-Innovation Program renewal, \$3M announced on July 25, 2013 in British Columbia.
- SaskCanola, \$4.2M announced on September 4, 2013 in Saskatchewan.
- Linnaeus Plant Science, Soy 20/20 project, \$3.7M announced on September 27, 2013 in Saskatchewan.
- Mustard 21 Canada, \$4.9M announced on September 30, 2013 in Saskatchewan.
- Everspring Farms Ltd., \$155K announced on October 2, 2013 in Ontario.
- Ontario Greenhouse Vegetable Growers, \$2.7M announced on October 9, 2013 in Ontario.
- Mazza Innovation Ltd., \$300K announced on December 16, 2013 in British Columbia.
- Ontario Cereal Industry Research Council, \$422K announced on January 7, 2014 in Ontario.
- Peace Region Forage Seed Association, \$923K announced on January 22, 2014 in Alberta.
- Prairie Oat Growers Association, \$3M announced on January 22, 2014 in Manitoba.
- Lower Mainland Horticulture Improvement Association, \$2.8M announced on January 23, 2014 in British Columbia.
- Asparagus Farmers of Ontario, \$512K announced on January 24, 2014 in Ontario.
- Canadian Poultry Research Council, \$4M announced on February 18, 2014 on Ontario.
- BioAmber Sarnia, \$10M announced on February 19, 2014 in Ontario.



SCIENCE IN THE NEWS

- Skotidakis Goat Farm, \$4M announced on February 28, 2014 in Ontario.
- Maple Leaf Foods, \$5M announced on March 20, 2014 in Ontario.
- British Columbia Wine Grape Council, \$2M announced on April 22, 2014 in British Columbia.
- Canadian International Grains Institute, \$5M announced on June 6, 2014 in Manitoba.
- Prairie Tide Chemicals, \$535K announced on June 20, 2014 in Saskatchewan.
- National Sunflower Association of Canada, \$1.32M announced on June 25, 2014 in Manitoba.

8 GF2 Agricultural Innovation Program (AIP) Research Cluster announcements:

- Barley Research Cluster, Alberta Barley Commission, \$8M announced on July 9, 2013 in Alberta.
- Canola Research Cluster, Canola Council of Canada, \$15M announced on July 22, 2013 in Manitoba.
- Pulse Research Cluster, Pulse Canada, \$15M announced on July 29, 2013 in Saskatchewan.
- Beef Research Cluster, Canadian Cattlemen's Association, \$14M announced on August 20, 2013 in Alberta.
- Field Crop Research Cluster, Canadian Field Crop Research Alliance, \$7M announced on September 9, 2013 in Ontario.
- Dairy Research Cluster, Dairy Farmers of Canada, \$12M announced on September 16, 2013 in Ontario.
- Wheat Research Cluster, Western Grains Research Foundation, \$12.5M announced on November 7, 2013 in Alberta.
- Horticulture Cluster, Canadian Horticultural Council, \$7M announced on February 20, 2014 in Ontario.

9 GF2 Agricultural Flexibility (AgriFlex) Program announcements:

- Syndicat des producteurs de bleuets du Québec, \$28K announced on August 14, 2013 in Quebec.
- BC Tree Fruits Cooperative, \$735K announced on August 28, 2013 in British Columbia.
- Conseil québécois des races laitières, \$28K announced on September 20, 2013 in Quebec.
- Northern Agriculture Niche of Excellence, \$68.5K announced on September 23, 2013 in Quebec.



SCIENCE IN THE NEWS

- Aliments Whyte, \$500K announced on October 30, 2013 in Quebec.
- Brome Lake Ducks, \$300K announced on October 31, 2013 in Quebec.
- Bio-Malt Mauricie, \$143K announced on October 31, 2013 in Quebec.
- Fédération interdisciplinaire de l'horticulture ornementale du Québec, \$156K announced on November 6, 2013 in Quebec.
- Apple Valley Foods, \$2M announced on March 19, 2014 in Nova Scotia.

1 Other announcement:

- Launch of Animal Welfare program, \$450K announced on January 29, 2014 in Quebec.

Announcement events are pitched to regional, provincial and national media, with an average of 4 media representatives attending each event.

News Releases

A total of 9 science, innovation, and technology-related news releases that did not include announcements were also issued by the Department.

4 *Growing Forward 2 (GF2)* news releases:

- Launch of the Support Program for Sectorial Development Strategies 2, \$19M announced on October 15, 2013 in Quebec.
- Saskatchewan Agriculture Awareness Program, \$45K announced on October 22, 2013 in Saskatchewan.
- Vineland Research and Innovation Centre, \$26.5M announced on April 22, 2014 in Ontario.
- Various British Columbia Agriculture and Agri-Foods projects, \$2.9M announced on June 9, 2014 in British Columbia.

2 *GF2* Agricultural Innovation Program (AIP) news releases:

- Additional Agri-Innovation Program investment, \$10.4M announced on February 26, 2014 in British Columbia.
- Hickey's Greenhouses and Nursery Ltd., \$340K announced on June 20, 2014 in Newfoundland and Labrador.



SCIENCE IN THE NEWS

2 GF2 Agricultural Innovation Program (AIP) Research Cluster news releases:

- Canola Sector, News Release expressing support for the Canola Council of Canada's new strategy to expand production and grow markets announced on January 9, 2014 in Ontario.
- Pork Research Cluster, Swine Innovation, \$13M announced on May 29, 2014 in Quebec.

1 GF2 Agricultural Flexibility (Agri-Flex) news release:

- British Columbia Tree Fruits Cooperative, \$668.5K announced on February 14, 2014 in British Columbia.

2 Other news releases:

- AAFC annual Farm Field Day, Announced on August 8, 2013 in Newfoundland and Labrador.
- Sidney Centre for Plant Health and PARC Summerland, \$1.3M announced on August 13, 2013 in Ontario.

The Pest Management Centre (PMC) sent out 16 separate e-mail announcements, with information on new pest management tools and links to their website, to over 1,000 stakeholders.

Proactive Media Pitches

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

A total of 70 story ideas were pitched to at least 120 local, regional, national and international media outlets, reporters and editors over the twelve month period on a variety of topics including:

National (1):

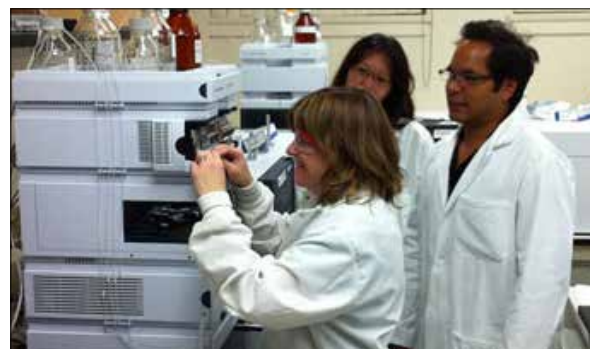
Ug99 (Atlantic, Quebec, Ontario, Alberta and Territories, and BC regions)

British Columbia (2):

PARC-Agassiz Open House, PARC-Summerland speaker series and 100th anniversary

Alberta and Territories Region (7):

Launch of on-line tool to report agri-climate impacts; Prairie pest monitoring; Polycultures – Cocktail mix for the Semi-arid Prairies;



SCIENCE IN THE NEWS

Lethbridge Research centre potato selection event; AAFC workshop on Near infrared (NIR) technology and other approaches to lower feed costs in beef cattle production; Prions – A problematic protein; The effects of applying manure containing wood-chip bedding material on agricultural land

Saskatchewan Region (9):

What's bugging Prairie farmers this summer?; Polycultures – cocktail mix for the Semiarid Prairies; Camelina straw and biofuel; Microbes – land of the Living Soils; Best combinations of native and introduced forage species; Prions; Camelina genetics and new cultivars; Wheat breeding and molecular genetics; Natural resistance to spots and rot in wheat

Manitoba (2):

Prairie pest management; Flax muffins

Ontario Region (13):

Meet the experts at the GPCRC – Edition #1; Meet the experts at the GPCRC – Edition #2; Southern Crop Protection and Food Research Centre/London open house; SCPPRC/London Greenhouse Grand Opening; Wind Tunnel use for innovative nitrogen management options; Plants and bacteria working together; Bee vectoring; Tackling the hustle and bustle of the holidays with oats; Beneficial relationships soil microbes have with plants; New predictive tools to help farmers analyze phosphorus losses and decide on fertilizer application rates; London's Agricultural Research Centre- helping the environment; AAFC team awarded for significant research; Land of the Living Soil (original SK pitch)

Quebec Region (15):

Salt reduction in cheese; Microencapsulation of probiotics; Future of the Normandin Research Centre; Website improvements and launch of AAFC Twitter account; A tomato with more lycopene; Capturing mushroom spores; Agro-Climate Impact Report; "We grow innovation" video release; CIPRA network; New potato varieties that won't green; Soy rot presentation; AAFC researchers at SAAC; Soil activity in winter; Scientific advances from AAFC for farmers; 100th anniversary of the Dairy and Swine Research and Development Centre in Sherbrooke



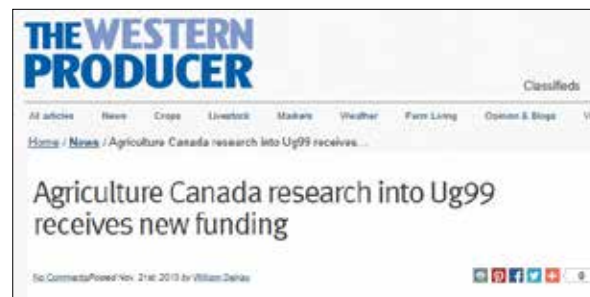
SCIENCE IN THE NEWS

Atlantic Region (24):

Communique and photo from annual federal/provincial/territorial agriculture ministers' meeting; Open House at Benton Ridge Research Farm; Celebration of small scale farming; Information on *GF2* in New Brunswick; *GF2*-funded exhibits passport promoting agricultural awareness; 56th annual research open house at the Atlantic Cool Climate Crop Research Centre; Spotted Wing *Drosophila*; High nutrient commercial berry varieties at the Atlantic Cool Climate Crop Research Centre; Open House at Harrington Research Farm; Meet your Farmer at the Mall; Open Farm Day; AAFC beef research industry open house at the Nappan Beef Farm; New potato varieties that won't green; Research into coloured potatoes at the Potato Research Centre; Reducing the environmental footprint of New Brunswick's potato belt; Development of natural pesticides from plants; Potato Research Centre annual release of new selections with focus on new selections for potato chips; *GF2*-funded conference on greenhouse production and latest innovations; PEI Agriculture Awareness Committee "Spuds in Tubs" project; Fostering Collaboration conference; Photos and information from Potato Research Centre's February release of 2014 potatoes; Health Properties of woodland nuts and berries; Nutritional value in fiddleheads; 2014 variety work at Benton Ridge

In addition to these pitches, AAFC wrote, posted on our website and sent out to media 20 complete Feature Articles – formerly known as "AgriBites" – which are outlined in the section below on Science on the Web, in Video, and in Print.

Pitches result in consistently strong media coverage, particularly in regional papers and sector magazines.



STATISTICS ON RESPONSIVE MEDIA COVERAGE

AAFC received and responded to 255 media calls through the AAFC media line related to research, innovation, environment, technology transfer and pesticides during this reporting period. Over 52% of calls were referred directly to researchers working on projects with an additional 29% answered with a written response coordinated with research staff. The majority of the remaining 19% were referred to provincial or industry partners.

Number of Science-related Calls by Month:

- July – 24
- August – 21
- September – 25
- October – 39
- November – 24
- December – 13
- January – 20
- February – 20
- March – 14
- April – 19
- May – 15
- June – 21

Number of Science-related Calls by Media Outlet

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

- Better Farming (8)
- Bloomberg (6)
- CBC – PEI (10)
- CBC – other (9)
- CBC Radio (7)
- CBC Radio Canada (11)
- Country Guide Magazine (5)
- CTV (4)
- Freelance reporters (9)
- Grainews (12)
- La Terre de Chez Nous (4)
- Le Bulletin des agriculteurs (3)



STATISTICS ON RESPONSIVE MEDIA COVERAGE

- Le Soleil (4)
- Manitoba Co-operator (3)
- Potatoes in Canada (6)
- RealAgriculture.com (3)
- Spud Smart Magazine (6)
- Top Crop Manager (11)
- Toronto Star (3)
- Western Producer (14)

Principal Subject by Month

- **July** – Geese at the CEF (4), Agroclimate Impact Reporter (4), Spotted Wing Drosophila (2), Hairy Canola (1), Prairie Shelterbelt Program (1)
- **August** – Bees (2), Polycultures (2), Variety registration (1)
- **September** – Bugs (2), Hairy Canola (1), Prairie Shelterbelt Program (1), Ug99 media pitch (1), Bees (1), Variety registration (1)
- **October** – Ug99 media pitch (6), Bees and Bee Vectoring (4), Nitrogen in cereal crops (2), Hypena Opulenta Moth (3), Agroclimate Impact Report (1), Food Safety (1)
- **November** – Ug99 media pitch (4), Spotted Wing Drosophila (2), Federal Sustainable Development Strategy (2), Chapais Research Centre (1), Prairie Shelterbelt Program (1)
- **December** – Spotted Wing Drosophila (1), Variety Registration (1)
- **January** – Chapais Research Centre (3), Winter Wheat Research cluster announcement (2), Impact of wet soil on salinity (2), Ug99 media pitch (1)
- **February** – Impact of winter weather on soils (2), Bee vectoring (2), New potato varieties (1)
- **March** – Benefits of a longer winter to agriculture (2), Bouctouche Research Centre (1), Chapais Research Centre (1)
- **April** – Agroforestry Development Centre (4), Spring flooding (2), Impact of climate change on agriculture (2), Bouctouche Research Centre (1), Prairie Shelterbelt Program (1)
- **May** – Apples (2), Prairie Shelterbelt Program (2), Bee health (2)
- **June** – Potato breeding (5), Brandon Research Centre (2), Bee populations (1)



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. This year, AAFC participated in 73 individual events where we demonstrated AAFC's science at work.

Corporate Exhibits

Science and Innovation material is presented at all AAFC corporate events. The events for this reporting period were:

- The Calgary Stampede, July 5-14, 2013, Calgary, Alberta
- The Crapaud Exhibition, July 27, 2013, Crapaud, Prince Edward Island
- Meet Your Farmer at the Mall, August 23-24, 2013, Halifax, Nova Scotia
- The Saint John Exhibition, Saint John, New Brunswick, August 27-30, 2013
- Les portes ouvertes sur les fermes du Québec, Montréal, Québec, September 8, 2013
- The Saskatoon Fall Home Show, October 25-27, 2013, Saskatoon, Saskatchewan
- The Royal Agricultural Winter Fair, Toronto, Ontario, November 1-10, 2013
- Agriculture in the City, Winnipeg, Manitoba, March 13-15, 2014
- Agriculture in the City, Saskatoon, Saskatchewan, April 5, 2014
- Aggie Days, Calgary, Alberta, April 9-13, 2014
- Eat! Vancouver, Vancouver, British Columbia, May 30-June 1, 2014

AAFC support materials included:

- The Check-Out Agriculture interactive display where visitors can scan grocery items to see videos about the science behind them;
- "We grow a lot more than you think" corporate brochure;
- "A Taste of Agriculture" recipe book;
- "A Piece of Agriculture" map of Canada jigsaw puzzle;
- "Agriculture for Fun" children's activity sheet;
- "Agriculture for Life" growth chart; and
- Bug postcards (Flower fly, cabbage looper, aphid, and soldier bug).



SCIENCE AND TECHNOLOGY ON DISPLAY

PMC staff attended 13 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.

Public Events

Special public events provide Canadians 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 7 community 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 a hit with visitors.

Quebec Region

Fête Agricole, Montreal (September 8, 2013)

Roughly 36,000 visitors attended the Fête Agricole in Montreal. AAFC welcomed roughly 5,000 visitors to a large booth with four activity zones and staffed by three employees who answered questions principally on science and innovation.

Saskatchewan Region

Agriculture in the City, Saskatoon (April 5, 2014)

More than 4,000 visitors attended this one day event. AAFC featured the department's work through an exhibit dedicated to wheat and wheat research, the Check Out Agriculture kiosk, and participation in the "science zone" – an area dedicated to learning about agricultural science, organized into several hands on learning stations. AAFC Saskatoon featured entomology with an insect display.



SCIENCE AND TECHNOLOGY ON DISPLAY

Manitoba Region

Manitoba Ag Days, Brandon (January 21-23, 2014)

Close to 40,000 people visited Manitoba Ag Days this past year with media coverage on the exhibits and presentations. AAFC staff participated in the Agriculture in the Classroom activity that brought in groups of students to play AAFC's agriculture "match game." The Minister's funding announcement for the Prairie Oat Growers during Ag Days was well attended by media (eight outlets) and industry.

Agriculture in the City, Winnipeg (March 13-15, 2014)

Close to 20,000 visitors were hosted by AAFC Communications staff co-located with MISB staff at a Corporate exhibition booth. There was excellent media coverage during Ag in the City, with over 10 media outlets covering the event in addition to live interviews and broadcasting at the event by two radio stations and two television networks.

Atlantic Region

Meet Your Farmer at the Mall, Dartmouth (August 23-24, 2013)

More than 10,000 people tuned out for this public awareness event for agriculture, which included exhibits from industry and Agriculture and Agri-Food Canada. The event was covered by ATV, CBC TV and radio, the Chronicle Herald, Truro Daily News, and Kings County Record.

Farmer for a Day, Halifax (September 24-26, 2013)

AAFC and industry groups staffed exhibits for an event to provide school children and teachers with information about agriculture. The event drew 327 students and 64 teachers. It was covered by Global TV, CBC TV and radio, the Halifax Chronicle Herald, and Halifax Metro Daily.

Farm Day in the City, Charlottetown (September 29, 2013)

More than 10,000 people tuned out for the wrap-up event of Fall Flavours, a month of activities designed to showcase PEI cuisine and agriculture. AAFC hosted a Corporate exhibit at an outdoor agricultural awareness event in downtown Charlottetown. The event was covered by the Charlottetown Guardian on its front page – "Thousands pack downtown Charlottetown for Farm Day in the City" – but no specific mention was made of the AAFC exhibit.



SCIENCE AND TECHNOLOGY ON DISPLAY

Doors Open and Trails 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. Trails Open events are similar, but focus more on the environment. Four AAFC research centres participated this year and provided 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.

Ontario Region

Doors Open Guelph (May 3, 2014)

More than 200 people attended the first-even Open House at the Guelph Food Research Centre. Activities included tours, science demonstrations, posters, information, and refreshments. Two media attended; SNAP Guelph, and freelance journalist Lois Harris.

SCPFRC/London Greenhouse Open House (June 13, 2014)

Approximately 125 invited guests saw the official opening of the new \$10 million state-of-the-art greenhouse facility at the Southern Crop Protection and Food Research Centre in London, Ontario, which triples the Centre's greenhouse capacity. Greenhouse research will focus on improving traits that enhance crop quality, productivity, and disease and insect resistance. Roughly 43 industry representatives attended. The event was covered in Better Farming, Ontario Farmer, Western Producer, Greenhouse Canada, London Free Press, and CTV London.

Trails Open London (June 14, 2014)

The Southern Crop Protection and Food Research Centre (SCPFRC) participated in the city's first ever "Trails Open" event. The SCPFRC offered tours of the new header house and greenhouse, a plant-a-bean station, project and insect displays, and wagons tours of the farm. Attendance was lower than at SCPFRC's previous Doors Open events, at 66 attendees, but was on-par with other Trails Open events that weekend. Attendance is expected to increase as the annual event becomes better known.



SCIENCE AND TECHNOLOGY ON DISPLAY

Quebec Region

Doors Open Quebec (September 8, 2013)

As a title sponsor, AAFC featured prominently in media promotions for this event. The story "*Le capteur de spores de champignons*" was pitched by DGCC-Qc to newspapers, magazines, science publications and on the radio prior to the event. An estimated 171,000 visitors attended the event across nearly 120 Quebec farms. AAFC hosted a welcome table at each farm with posters, the new "*We grow a lot more than you think*" brochure, and a contest where visitors had to answer a question based on "*The Innovators*" video or from the brochure. AAFC was featured prominently in media promotion for the event.



Open Houses, Open Farm Days, and Field Days

These events are similar to Doors Open events, but focus on farms and farming operations with local private farm operations offering to host the public. Visitors enjoy the opportunity to visit farms, meet farmers, explore farm operations, watch demonstrations, learn more about farm products and ask questions about farm life. AAFC participated in 11 events.



British Columbia Region

PARC-Agassiz Open House, Agassiz (July 27, 2013)

This year's Open House was held in conjunction with the Slow Food Cycle Tour. An estimated 1,000 people attended. Local media ran both pre- and post-event coverage on the radio and the web, in print, as well as on social media. Many visitors tweeted pictures of themselves at the research station.



Saskatchewan Region

Canada-Saskatchewan Irrigation Diversification Centre, Outlook (July 11, 2013)

Approximately 200 people attended this all-day event with tours to current projects and demonstrations.

SCIENCE AND TECHNOLOGY ON DISPLAY

AAFC and Wheatland Conservation Area, Swift Current (July 11, 2013)

Approximately 50 people attended this event with tours to current projects and demonstrations.

AAFC and Western Applied Research Foundation, Scott (July 17, 2013)

Approximately 250 people attended this all-day event, which focused on winter and spring wheat research projects.

Low Input Field Day, Swift Current (July 18, 2013)

About 40 people participated in this field day. Research profiled presentations about the benefits and challenges of low input practices.

AAFC and Indian Head Agricultural Research Foundation, Indian Head (July 23, 2013)

Approximately 200 people attended this annual field day presentations on crop management.

AAFC and North East Agriculture Research Foundation, Melfort (July 24, 2013)

Roughly 150 people attended in this event. Numerous new crop production technologies were demonstrated and explained. Local media was in attendance.

AAFC and Indian Head Agricultural Research Foundation, Indian Head (August 29, 2013)

Approximately 100 people attended this special field day highlighting research on the seabuckthorn.

Ontario Region

Southern Crop Protection and Food Research Centre, London (SCPFRC) Open House (September 28, 2013)

Exhibits at the Open House featured a spinning wheel, Ontario agricultural maps, children's products, How to Start a Farm in Ontario pamphlets, a biodiversity quiz, Emerald Ash Borer cards, 125th Anniversary fact sheets, Vineland Centenary booklets, bug cards and tattoos, Corporate brochures, the SCPFRC public brochure and posters on



SCIENCE AND TECHNOLOGY ON DISPLAY

biodiversity. 41 agricultural and non-agricultural regional media were contacted through a media pitch prior to the event and a promotional Tweet was issued on September 26, 2013.

Atlantic Region

Open House at Benton Ridge Research Farm, Benton Ridge, NB (July 24, 2013)

The Open House at Benton Ridge Research Farm featured a corporate exhibit, research displays and field tours showcasing research at the farm. The event was covered by the Woodstock Bugle-Observer, which dedicated a full page to the open house under the headline Working to grow a better potato/Potato growers, agriculture officials and the public tour Ag Canada's Benton Ridge Research Station.

Open House at the Atlantic Cool Climate Crop Research Centre, St. John's, NL (August 10, 2013)

The Open House featured Corporate and multiple AAFC exhibits and displays showcasing the Centre's research and industry exhibits promoting agriculture in the province. More than 4,800 people turned out for the event, including reporters from NTV, CBC TV, The Telegram, VOCM AM Radio, K-Rock Radio, Coast 101 Radio and Hits FM. The four radio stations each had a cruiser at the open house and did live remotes during the afternoon, in addition to promoting the open house in the week leading up to the event. The Telegram's pre-event coverage included two items on the work of two scientists being featured at the open house. A follow-up article appeared in the newsletter of the Newfoundland and Labrador Federation of Agriculture.

Open House at the Harrington Research Farm, Charlottetown, PEI (August 16, 2013)

This Open House featured a Corporate exhibit and displays showcasing research at the Crops and Livestock Research Centre. About 400 people attended the open house. The event was covered by Island Farmer.

Open Farm Day in the Maritimes (September 15, 2013)

The 12th annual Open Farm Day in the Maritimes showcased more than 110 farms across the Maritimes opening their doors to the public,



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resulting in a record 47,000 visits. The Atlantic Communications Office tweeted live from six of the farms and conducted interview and took photos. The event was supported in part with funding from AAFC. The event was covered by the (* denotes mention of AAFC/federal involvement in the event) The Charlottetown Guardian*, CBC PEI, Truro Daily News*, Halifax Chronicle Herald, Atlantic Farm Focus*, Kentville Advertiser*, Island Farmer*, Cape Breton Post*, Maritime Family Magazine on-line*, Yarmouth County Vanguard*, Fredericton Daily Gleaner, New Brunswick Telegraph Journal*.

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, 2013 to June 30, 2014, AAFC participated in 40 such events:

British Columbia

- 8th annual Day at the Farm in Delta, British Columbia (September 7, 2013)
- 7th annual Richmond Brighthouse Public Library "Science Bash" (October 25, 2013)
- Pacific Agricultural Show (January 30-February 1, 2014)
- Small Business Information Expo (February 4, 2014)
- slands Agriculture Show (February 7-8, 2014)
- Early Days of Summerland and the Summerland Experimental Farm, Public Speaker Series (June 11, 2014)
- PARC Summerland: A history and a future of engaging global issues facing high-value horticulture (June 25, 2014)

Saskatchewan Region

- Saskatoon Home Show (October 25-27, 2013)
- Crop Production Show (January 13-16, 2014)

Ontario Region

- Canadian National Exhibition (August 22, 2013)
- Aberfoyle Fall Fair (September 7, 2013)
- International Plowing Match, September 17-21, 2013)
- Food Safety Symposium annual event (October 23, 2013)



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- St. James Catholic High School grade 11 tour of the Guelph Food Research Centre (December 11, 2013)
- Fruit and Vegetable Convention (February 19-20, 2014)
- Conference Board of Canada Food Summit (March 18-19, 2014)
- Grain Farmers of Ontario March Classic (March 24, 2014)
- Canada-Wide Science Fair Conference (May 14, 2014)
- Montcalm High School tour of the London/SCPFRC (May 7, 2014)

Quebec Region

- Expo Quebec (August 16-25, 2013)
- Congrès de l'Ordre des agronomes du Québec (September 13, 2013)
- Salon de l'agriculture de Saint-Hyacinthe (January 14-16, 2014)
- Semaine de l'agriculture, de l'alimentation et de la consommation (SAAC) Québec (January 17-19, 2014)

Atlantic Region

- Farmer for a Day, Cole Harbour, NS (September 24-26, 2013)
- PEI Teachers Convention, Charlottetown, NS (October 17, 2013)
- Agri-Foods and Garden Show (October 17, 2013)
- Atlantic Canadian Organic Regional Network annual conference (November 21-22, 2013)
- Nova Scotia Federation of Agriculture annual meeting (November 27-28, 2013)
- Agricultural Alliance of New Brunswick annual meeting (January 23-24, 2014)
- Horticultural Congress of Nova Scotia (January 27-28, 2014)
- Newfoundland Federation of Agriculture annual meeting (January 29-30, 2014)
- Nova Scotia Tree Fruit Growers Association annual meeting (January 29-30, 2014)
- Potatoes New Brunswick annual meeting (February 6, 2014)
- PEI Soil and Crop Improvement Association annual meeting (February 18-19, 2014)
- International Potato Expo (February 21-22, 2014)
- Agricultural Literacy Week (March 4, 2014)
- PEI Bio Alliance speaker series (March 7, 2014)
- NB Beef Council annual meeting (March 28-29, 2014)
- Kids Fun Day (June 4, 2014)



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Website

Over the past year, AAFC has promoted science communications via social media and the web in various ways.

The main web updates for this reporting period included the transition of the former Agri-environment pages to the Agricultural Practices section (376 pages), updates to the Research Centre pages, posting of the quarterly Innovation Express publication, and extensive usability testing for the Internet Revitalization Project.

Feature Articles

In addition to pitching story ideas, we wrote, posted on our website and sent out to media 20 complete feature articles – formerly known as “AgriBites” – highlighting latest achievements and providing a direct link to science content.

Barley is ‘in’ when it comes to heart health (October 18, 2013)

- It’s official – eating barley helps to lower blood cholesterol.

Plants and Bacteria Working Together (October 22, 2013)

- Imagine if crops could thrive without nitrogen-rich industrial fertilizer.

Comprehensive Study Uses Wind Tunnels to Provide Farmers with Innovative Nitrogen Management Options (October 23, 2013)

- Our scientists are exploring innovative ways to make sure crops can access more applied nitrogen to help them grow and thrive.

The Push Is On for Biopesticides (October 24, 2013)

- Nasturtium, spider flowers, bigleaf lupins, and sorghum-sudangrass are under the microscope in a new biopesticide project.

New Hope in the Fight to Protect Global Wheat Supply from Ug99 Stem Rust (October 28, 2013)

- Our Scientists Discover Trio of Genes that Resist Devastating Disease.



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Poultry Vitrification: Keeping the Flock Diverse January 13, 2014)

- To safeguard genetic diversity in agriculture, scientists, farmers and livestock keepers preserve genetic material in the form of seeds, sperm and other reproductive materials.

Carinata: An Oilseed Ready for Lift-off (January 14, 2014)

- When most people in the Prairies look at fields of yellow, they immediately think of canola. But there are other yellow-flowered plants vying for attention.

Brave the Cold Weather with Oats (January 15, 2014)

- Oats are a cold-weather comfort food; a steaming bowl of oatmeal or homemade oatmeal cookies is just the thing to provide fuel for braving the wintery elements.

Foraging into the Future (January 16, 2014)

- What are the best combinations of native and introduced forage species for enhancing forage production on the Canadian Prairies?

Land of the Living Soil (January 30, 2014)

- Soil microbiologists at Agriculture and Agri-Food Canada are trying to understand complex interactions between plant roots and soil microorganisms.

International Back-Up Plan Held in Norwegian Vault (February 5, 2014)

- Deep in the mountains of the northern Norwegian islands, there lies a vault that holds thousands of seeds from all over the world.

Flax, the Cholesterol Fighter (February 18, 2014)

- Don't let the tiny size of flaxseed fool you, big things truly do come in small packages!

Prions: A Problematic Protein (February 27, 2014)

- A collaborative approach to tackling a problematic protein has helped Canada stand out as a world leader in prion science.



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Wheat Breeding and Molecular Genetics: A Needle in a Haystack (April 22, 2014)

- Agriculture and Agri-Food Canada scientists are working to produce new lines of wheat by using genetic markers to improve efficiency of the breeding program at the Semiarid Prairie Research Centre (SPARC) in Swift Current, Saskatchewan.

Camelina: Potential on the Shelf (May 14, 2014)

- Many people in the agriculture industry have heard of Camelina sativa or camelina, an ancient European oilseed crop that holds big potential for Canadian agriculture.

Natural Resistance to Spots and Rots (May 14, 2014)

- Managing diseases is a challenge for producers. There is a lot to think about, ranging from weather conditions to crop type and susceptibility.

Researcher uses composting to mine waste for buried treasure (June 4, 2014)

- Agriculture and Agri-Food Canada's Roger Henry has built a career drawing out what's good for the environment from what would otherwise be environmental waste problems.

Soil Moisture Maps at Your Fingertips: Government and Industry Collaborate on New Satellite-Based Application (June 5, 2014)

- A new user-friendly application called the Soil Moisture Toolkit offers researchers, policymakers and laypeople alike near real-time information about soil moisture for Canadian agriculture.

AAFC Team Awarded for Significant Research (June 6, 2014)

- A team of researchers from Agriculture and Agri-Food Canada (AAFC) received a Water Environment Association of Ontario (WEAO) Exemplary Biosolids Management Award for 2014 in the category of Significant Research.

Bringing Agriculture and Agri-Food Canada's Research Results to the Farm (June 10, 2014)

- Farmers will soon have some new 'tools' in their toolbox to help them increase yields and reduce costs thanks to research from Agriculture and Agri-Food Canada.



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Social Media

AAFC launched two corporate Twitter accounts on July 12, 2013: @AAFC_Canada (English) and @AAC_Canada (French). By June 30, 2014, the two corporate accounts combined had just under 3,000 followers. An average of 14 Tweets are sent weekly from each account. AAFC sent approximately 600 Tweets from each account in its first year. Science-related Tweets account for more than 30% of AAFC's Twitter activity. AAFC's science-related tweets have:

- been retweeted approximately 604 times
- received 38 replies
- been marked as a "favourite" approximately 146 times

An additional 1,546 visits were made to AAFC Online as a result of science-related Tweets.

Twitter Activity Related to Science and Innovation	Based on stats from: 2013-2014 Q4 - 2014-2015 Q1	Extrapolated for full year: July 1, 2013 - June 30, 2014
Tweets	98	196
Retweets	302	604
Replies	19	38
Favourites	73	146
Conversions (visits to the website as a result of Tweets)	773	1546

Extrapolated numbers above are conservative. Statistics from Science and Technology Week in October are not included because we didn't capture that level of detail in our data collection.



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Science videos

AAFC made its debut on YouTube in August 2012. As of June 30, 2014, the AAFC YouTube channel has 39 videos. AAFC delivered five new science videos between July 2013 and July 2014. They are:

- **Carrot Foliage Trimmer:** This video highlights AAFC scientists in Charlottetown, PEI's development of a mechanical device to trim a portion of the canopy of carrot tops in-between the growing rows. The carrot foliage trimmer helps control *Sclerotinia* rot and provides a simple way to reduce chemical pesticide use in carrot production and increase the efficiency of disease control and the quality of products.
- **Check Out Agriculture – Oats:** One of two new videos produced this period for the *Check Out Agriculture* series. The Oats video highlights the versatility of the grain as a great source of vitamins and fibre in food and also as a healthy ingredient in skin products through the AAFC discovery of *Avenanthramides*.
- **Check Out Agriculture – Mustard:** The second new video produced this period for the *Check Out Agriculture* series. The Mustard video showcases the crop's strength as an export commodity.
- **Grass-Fed Beef: An Edge for Atlantic Beef Producers:** This video highlights initial research success from a project led by AAFC scientist Yousef Papadopoulos in Nappan, Nova Scotia, to develop new grass and legume mixtures for cattle forage to improve the quality of meat and growth results. These beef trials are ongoing.
- **We Grow Innovation:** This video highlights some of AAFC's leading edge science research and how it impacts the lives of Canadians. Highlighted research includes finding new uses for agricultural by-products as high-protein feed, the creation of canola as a profitable crop, creating new revenue streams from agricultural waste, using bees to deliver biopesticides to pollinating crops, and creating better delivery methods for probiotics in food.



Publications

- *Innovation Express* is 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, 2013 to June 30, 2014 three issues of this newsletter were produced and distributed:

- 
- Agriculture and Agri-Food Canada
- Canada
- Programs and services Industry, Markets and Trade Science and Innovation Help
- Innovation Express: Volume 4, No 2, 2013
- Science and Technology News from Agriculture and Agri-Food Canada (AAFC)
- Science Breaks Cover: Agriculture in 3-D
New Strategic Direction: Science and Technology
Genetics Research: A New Frontier
Discovery makes Protein Global Impact Supply
Science calls for a new era of research
Canadian Space Probe Searches for Signs of Life
Genetic Analysis of Food Safety
A Focus on the Future of Food
Introduction to the Food Safety and Inspection Service
Tackling the Challenge of Food Safety



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- (French) <http://www.agr.gc.ca/fra/science-et-innovation/publications-scientifiques-et-ressources/le-magazine-innovation-express/innovation-express-volume-5-numero-1-2014/?id=1391096925818>
- **2014: Volume 5, Issue 2 - Pest Management Centre:** 2013 marked the 10 year anniversary of the Pest Management Centre (PMC) bringing crop protection tools, knowledge and support to Canadian growers. The PMC's research capacity helps provide Canadian growers with excellent minor use pest control products and new crop protection practices that reduce dependence on pesticides.
- Links to the publication;
- (English) <http://www.agr.gc.ca/eng/science-and-innovation/science-publications-and-resources/innovation-express-magazine/innovation-express-volume-5-number-2-2014/?id=1404154024409>
- (French) <http://www.agr.gc.ca/fra/science-et-innovation/publications-scientifiques-et-ressources/le-magazine-innovation-express/innovation-express-volume-5-numero-2-2014/?id=1404154024409>
- **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 approaches founded on the principles of integrated pest management. Most recent topics include:
 - A Systems Approach for Sustainable Grasshopper Management (2014-03-21)
 - Sustainable series: An Integrated Approach to Management of Leek Moth (2014-06-18)
- **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:
 - Asparagus (2014-06-18)



SCIENCE ON THE WEB, IN VIDEO AND IN PRINT

Agricultural Trade Magazines

AAFC researchers contribute a significant number of articles to peer-reviewed science journals and non-peer-reviewed trade magazines, books, conference proceedings and other printed publications. These are tracked by annum.

January-December 2013 = 2071

- Peer-reviewed – 1054
- Non-peer-reviewed – 1017

January-July 2014 = 526

- Peer-reviewed – 405
- Non-peer-reviewed – 121

Science publications and resources dating back to 2000 are available at the following link:

<http://www.agr.gc.ca/eng/science-and-innovation/science-publications-and-resources/?id=1196363731573>





FINAL WORDS

AAFC remains committed to raising awareness of the importance of agricultural science and technology in our lives by promoting all the great work of our scientists and staff.

The next issue of Science Monitor will mark the beginning of a quarterly distribution. Watch for information on the launch of AAFC's Flickr account, a new Feature Article format with links to photos, videos, and AAFC web content, and the launch of a new national outreach campaign.

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