

speculated on the evolution of “private lines of intellectual property” as producers do their own field testing and amass data that gives them a leg up.

Vankoughnet concluded, “so what I am saying is we have two ways to go. If we follow the commodity, then our businesses will have to be bigger and vertically integrated to drive out cost. If, instead, we ask ourselves, how do we drive in value, then it is a matter of knowing customers better and adding special things the commodity producers can’t do. But this is new, because as commodity producers, we haven’t been in the consumer business very long.” ■

You can get in touch with these speakers by e-mail:

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Lynn Leger at lynn.leger@can.dupont.com

Brent Vankoughnet at bvk@agri-skills.com

Upcoming Annual Meetings and Conventions 2001			
Date	Organization	Location	Telephone
Mar 26	Ontario Tender Fruit Producers' Marketing Board - Annual Meeting (District 5)	Leamington	905 688 0990
Mar 27		Simcoe	
Mar 28		Vineland Station	
Apr 2-3	Food and Consumer Products Manufacturers of Canada - Annual Meeting	Toronto	416 510 8024
Apr 4	Ontario Grape Growers' Marketing Board - Annual Meeting	Vineland Station	905 688 0990
Apr 7	Ontario Hatcheries Association - Annual Meeting	Guelph	519 763 6360
Apr 22	Baking Association of Canada - Annual Meeting	Vancouver	905 405 0288
June 11-12	Canadian Poultry and Egg Processors Council - Annual Meeting	Winnipeg	613 724 6605
June 10-12	Ontario Dairy Council - Annual Meeting	Huntsville	905 542 3620
June 18-19	Ontario Agri-Business Association - Grain Conference	Huntsville	519 822 3004
June 25	Ontario Flour Millers Association - Annual Meeting	Alton	519 621 4060
Jul 8	Ontario Flue-Cured Tobacco Growers' Marketing Board - Annual Meeting	Delhi	519 842 3661
July 31	Ontario Apple Marketing Commission - Annual Meeting	Mississauga	905 858 1060
Aug 27	Ontario Wheat Producers' Marketing Board - Annual Meeting	Stratford	519 354 4430
Sep 5 - 6	Ontario Agri-Business Association - Fertilizer Conference	Grand Bend	519 822 3004
Sep 10	Ontario Agri-Business Association - Feed Conference	Guelph	519 822 3004
Sep 30 - Oct 3	National Dairy Council - Annual Meeting	New Brunswick	519 822 3004
Oct. 14	Canadian Restaurant and Foodservice Association - Hostex/AGM	Toronto	416 923 8416

This information is provided strictly for our readers' convenience. Please note that organizations may restrict attendance to some or all of their agenda items. Please contact each organization for more information on programs, agenda items open to non-members, and location. While the Commission endeavours to ensure this information is correct, readers are responsible for confirming its accuracy with individual organizations before making any plans to attend. ■

Ontario Farm Products Marketing Commission

Newsletter

March 2001 – Issue #86

Technology Highlighted at Several Annual Meetings

At marketing board and industry annual meetings this winter, new technology was often in the spotlight. We capsulated some of the presentations for this article.

Developing New Technology

“For \$100,000, I can purchase a ‘fractionating’ machine. I can use it to help separate out the components of my flax crop and get \$3,000-5,000 per acre for the crop instead of \$150 per acre.” According to Greg Poushinsky, a managing scientist with the Agri-Food Research Centre, this is just one of the technical breakthroughs they are working on that may help producers get more of the value-added dollar. This is technology we have right now.

Another example of using the ‘fractionating’ machine is for the extraction of lycopene from tomato processing waste. One test tube of lycopene is worth over \$200,000 today. “Imagine getting that from what is currently waste” said Poushinsky.

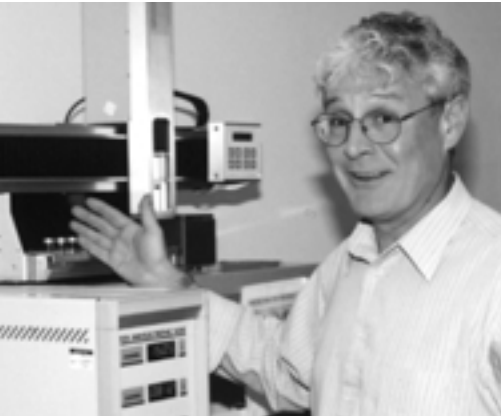
According to Poushinsky, another successful machine they are using is the “electronic nose.” This tool will be used by both

producers and processors to ensure quality and safety. They are trying to get the “electronic nose” to tell them when beer is ready to bottle or if apple cider has developed off-flavours during processing, for example. “The development of food preservation technologies is a big area,” says Poushinsky.

Although not at the application stage yet, the Centre’s work with ‘hurdle technology’ holds a lot of promise for the processing sector as a substitute for high temperature pasteurization. Why would an alternative

be picked up by processors? Flavour retention is the main reason. ‘Hurdle technology’ provides the same protection from bacteria as conventional

pasteurization but doesn’t cook the taste out of the product. With ‘hurdle technology’ the food goes through several hurdles that progressively get rid of bacteria instead of all at once.



Greg Poushinsky of the Food Research Centre with the “electronic nose”.

Finding New Agricultural Uses for Existing Hi-tech

While Poushinsky talked about new technology, Lynn Leger of DuPont Canada spoke about new uses for existing technology. DuPont has set up a Food Enterprise unit headed by Leger to “bring together technologies, products and knowledge that can be relevant to the agri-food sector.”

What DuPont is looking for is new ways in the food sector to use technologies they have developed for other industries. It’s akin to developing teflon for the space program and then employing the non-stick qualities

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Ag Science Creates Health Products

Flash of History & Glimpse of the Future

1. When you think of the word, ‘Hi-Tech’, do you think of the 19th century? In 1851, Gale Borden made a trans-Atlantic crossing by boat. The two cows on board were soon too sick to produce much milk. Borden believed that the lack of milk was behind the deaths of several children on the voyage. Within five years, Borden had patented the milk condenser. The outbreak of the Civil War escalated the need for his hi-tech invention and his new technology had found its place.
2. Working from the same motivation 150 years later, UofG food scientist, Yoshinori Mine, has used egg yolks to develop a new antibody that can keep children alive. Mine discovered that chickens produce an antibody that protects them from a disease called Rotavirus. The virus kills two million young children annually in industrialized and third world countries alike.
3. When announcing a \$1 million soybean research fund for UofG recently, benefactor, Peter Hannam, recalled how he was told soybeans wouldn’t grow in Ontario. From those days in 1960, Hannam has returned to his alma mater to invest in research that includes work on an enzyme in soybeans that can slow down the progression of kidney disease. ■

Technology Spotlighted at Several Annual Meetings

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of the new technology to frying pans everywhere. In DuPont’s case, their knowledge of plastics was a natural fit when the dairy industry switched to plastic bags to package milk.

One trend that DuPont is watching is the challenge of ensuring food safety and integrity when many food items travel over 1500 km before landing on a store shelf. Leger also cited other factors that make food distribution a market they will try to help. The motivation is building greatly. “A poorly handled, food safety scare will decrease stock price by 15%,” cited Leger.

DuPont’s 200 years of experience started with making its gun powder factories safer and it is eager to work with the food sector on ways to introduce new safety, production and packaging technology.

Applying New Technology

Manitoba soybean producer, Brent Vankoughnet, spoke of applying new technologies when he addressed his Ontario colleagues at their annual meeting. Vankoughnet’s self-described business plan is, “to be rewarded not just for volume, but for superior management.”

Before Vankoughnet invests in new production technology, he takes, what he calls, “the public test.” He asks himself, “if I took this decision to the stock exchange, would the public invest in it?”



Brent Vankoughnet
Manitoba Soybean Producer

A big part of Vankoughnet’s strategy of getting better every year relies on active on-farm testing. He strongly advocates doing your own testing as your conditions are unique even compared to other local farms. He had lots of data to back up his advice. He showed GPS photos and yield monitor readouts that demonstrated enhanced nitrogen applications to fight against wheat Fusarium resulted in widely varied outcomes on farms less than five miles apart. Why spend the money on more nitrogen if you aren’t sure it will work, he asked. He showed how some farmers wasted money because their supplier rep’s information was not applicable to their conditions.

He is also a strong advocate of breeding output characteristics precisely to what the market wants: “designer products for designer markets” as he says. In the same breath, Vankoughnet said, “Biotech helped

remind us, oh yeah, there is a customer.” With reference to a major soybean buyer, he told the audience that they are looking for farms with a strong reputation in order to meet the high

standards they have for new markets. “If they can get what they want, they’ll pay you what they have to,” he said. He further speculated that “grading systems will be replaced with contracts for specific characteristics in the future. Output characteristics might force producers to segregate but remember that EU consumers are opposed to biotech in food but not for pharmaceuticals.” Vankoughnet also

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OFPMC Update

Director’s Workshop

- ▶ April 9, 2001 from 8:30 a.m. to 1:00 p.m.
- ▶ Presented for Marketing Board Directors, Senior Staff and Committee People
- ▶ \$25 fee includes lunch
- ▶ OMAFRA Conference Centre, 1 Stone Road West, Guelph

Workshop Sessions:

- **Governance Top 10**
led by STRIVE!
 - **Making Sense of the Regulations**
led by Stephen Stepinac L.L.B.
- **Responsibilities & Liabilities**
led by Rob Wilson, L.L.B.
 - **What’s It Going to be Like?**
Video by John Core

Marketing Board/Association _____

Address _____

Registration Contact Person _____ Telephone # (____) _____

Directors and Senior Staff		Directors(✓)	Senior Staff(✓)	Phone #	Fax #
1.					
2.					
3.					
4.					
5.					
6.					

Committee People		Phone #	Fax #
1.			
2.			

* Please make your cheque payable to **Hospitality Services, University of Guelph**
Forward registration and payment no later than March 30, 2001 to:
Louise Kani, OFPMC, 1 Stone Road West, 5th Floor SE, Guelph, Ontario N1G 4Y2
Phone: (519) 826-3437 Fax: (519) 826-3400