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# THE BUZZ



News about the Ontario Ministry of Agriculture, Food and Rural Affairs – University of Guelph Partnership

**July 31, 2012**

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## RESEARCH and INNOVATION

### Accolades for PlantForm-U of G collaboration



**PlantForm's director of research, Dr. Michael McLean, and a technician examine some of PlantForm's anti-body producing tobacco plants in a greenhouse at the U of G, where the company's technology was developed.**  
(Photo: Dean Palmer)

Ontario Centres of Excellence (OCE) named U of G spin-off company [PlantForm Corporation](#) one of four finalists for its [Mind to Market Award](#). The award, sponsored by the Ontario Municipal Employees Retirement System, recognizes the best OCE-supported research collaborations between business and research communities, resulting in the effective commercialization of leading edge ideas and solutions. PlantForm was established in 2008 to commercialize a plant-based manufacturing platform for low-cost monoclonal antibody drugs. The technology is licensed from U of G, where it was developed by [Prof. Chris Hall](#), School of Environmental Sciences. Hall is PlantForm's Chief Scientific Officer. His original research was funded through the

OMAFRA-U of G Partnership.

### Ethnocultural produce: An untapped market

The potential market for ethnocultural fruits and vegetables (ECV) in the Greater Toronto Area alone is [estimated at more than \\$7 million a month](#). Making successful inroads into this market was the focus of a recent workshop held on campus and headed by Rural Extension Studies Prof. Glen Filson. Speakers from Farmstart™, an organization that encourages entrepreneurial and ecological farmers, the Ontario Food

Terminal, ARIO's Vineland, Simcoe and Muck research stations all shared their insights to an audience of potential producers and others in the ECV value chain. Look for more about this research in the upcoming 2012-13 OMAFRA-U of G Partnership Yearbook due out this fall.



**Prof. Glen Filson, Bamidele Adekunle (right) and Sirdharan Sethuratnam (left) are raising awareness about ECV in Ontario.**  
(Photo: Bruce Sargent, SPARK)



**(Photo: Kendra Keels, Ontario Goat)**

### **The new 'kid' on the block**

The [Centre of Excellence for Goat Research and Innovation](#) released a call for research proposals, requesting funding applications from industry/academia collaborations. The Centre recently received \$485,000 from OMAFRA for research into goat genetics, goat health, and consumer products, in order to serve the growing ethnic markets for goat food and fiber products in Canada. This Centre is an industry led partnership between the Greater Peterborough Innovation Cluster, Trent University, the University of Guelph, Ontario Goat and the Ontario Dairy Goat Cooperative. Research will be undertaken by Trent University and the U of G.

## **AGRI-FOOD AND RURAL LINK**

### **What's new?**

The OMAFRA-U of G Partnership has recently celebrated a flurry of [Knowledge Translation and Transfer \(KTT\)](#) activities, including research days for the following research themes:

- Bioeconomy Research Highlights and Expo- December 7, 2011
- Knowledge Exchange Day- February 1, 2012
- Food for Health- June 12, 2012
- Plant Production Systems- June 19, 2012
- Research to Policy in Food and Health - KTT Community of Practice Workshop- June 22, 2012
- Animal Production Systems- June 26, 2012

These events provided researchers, students, industry partners and staff from OMAFRA a chance to network and discuss the latest research happening at the U of G. The research days also included a clear language component, where students shared what was most important about their research in more accessible language and a widely-used clear language poster template. Look for upcoming events in the BUZZ [calendar](#).

### **Research-to-policy perspectives workshop**

An important aspect of KTT is trying to inform policy and decision-making with research evidence. This area is of particular interest to the Guelph Knowledge Translation and Transfer (KTT) Community of Practice (CoP), who held a Research to Policy Perspectives

Day on June 22, 2012. During the morning, presentations from a variety of government perspectives were focused on opportunities and barriers to using research evidence in policy. In the afternoon, U of G graduate students shared their research on this topic through an interactive poster session. A number of tools including plain language writing, policy network analysis, social network analysis and deliberative dialogue were also discussed. Conference participant and speaker Prof. Kieran O'Doherty (Psychology, U of G) called the workshop, "an informative and stimulating forum" and "a day well spent". To get involved with this group, contact Bronwynne Wilton at [bwilton@uoguelph.ca](mailto:bwilton@uoguelph.ca).

## CATALYST CENTRE (BUSINESS DEVELOPMENT)

### Catalyst Centre to champion U of G research

The U of G's Business Development Office has changed its name to the [Catalyst Centre](#). "Catalyst Centre is a more all-encompassing description of our role and services, as we help to increase the impact of University of Guelph research," said director Erin Skimson. The centre links U of G expertise and resources with the research and development needs of industry and entrepreneurs. It also helps researchers take advantage of funding opportunities and promotes collaboration through networking, outreach and educational events.



## ANIMAL HEALTH LABORATORY

### Salmonella testing and Ontario poultry producers



**AHL research streamlines *Salmonella* detection.**

Though the USA and European Union are both major trading partners for Ontario poultry producers, each has its own set of rules for *Salmonella* sampling and testing. To comply with these different requirements, Ontario hatcheries may be required to submit duplicate samples for testing. That means additional time and expense. Worse, there is no widely accepted standardized method for *Salmonella* isolation and no information available that compares test results using different methods and sample types. An Animal Health Strategic Investment study funded by the OMAFRA-U of G Partnership and led by

Dr. Durda Slavic, aims to fill this knowledge gap. Slavic's study will provide Ontario poultry producers with information regarding which sample type and which method is the most appropriate for *Salmonella* detection. More broadly, the study will provide the scientific information to help policy makers dealing with international poultry imports and exports to streamline sample types and methods for *Salmonella* detection.

## STAFF AND STUDENT NEWS

### Animal nutrition award goes to Prof. Kees De Lange

Prof. Kees De Lange, an Animal and Poultry Science professor and Research Program Director (Production Systems - Animals) for the OMAFRA-U of G Partnership, has been honoured with the [2012 American Society of Animal Science \(ASAS\) American Feed Industry Association Award in Non-ruminant Nutrition Research](#) for his work in swine nutrition. He is being recognized at the ASAS national meeting in Phoenix. ASAS is a global organization serving more than 5,000 animal scientists and producers.



**Prof. Kees de  
Lange**

## **U of G staff recognized for animal care contributions**

Mary Fowler, manager of Campus Animal Facilities at U of G, was recently recognized for her leadership and contributions to the field of animal care. She received the [Charles River Canada Award](#) from the Canadian Association for Laboratory Animal Science (CALAS) at the organization's annual symposium in Vancouver. The award is one of the most prestigious offered by CALAS, a national association that provides training and educational resources to animal-care professionals across Canada. CALAS president Gordon Yee said these awards, along with Fowler's recognition, "speak volumes about the calibre of people at Guelph" working in the field of laboratory animal care.

## **ACE award to research communicator**

Research communications director Owen Roberts received two awards at the annual conference of the [Association for Communication Excellence \(ACE\)](#). The international association offers professional development for communicators, educators and information technologists in the fields of agriculture, natural resources, and life and human sciences. Roberts received an Award of Excellence in the organization's special interest group dedicated to academic programs and a second award for "article-of-the-year" published in the peer-reviewed *Journal of Applied Communications*.



**Owen Roberts**

## **New Manager, Research Communications & Marketing**



**Liz Snyder**

Liz Snyder, formerly the OMAFRA-U of G Partnership Liaison and Communications Lead in the Office of Research, has a new role as Manager, Research Communications and Marketing. In this capacity, Snyder will be responsible for managing a growing portfolio of communications and marketing projects in order to effectively market U of G research. She can be reached at [lsnyder@uoguelph.ca](mailto:lsnyder@uoguelph.ca) or x53781.

**Look for the next issue of The Buzz in August 2012!**

## **About The Buzz**

**The Buzz** is the electronic community news vehicle for the OMAFRA-University of Guelph Partnership. Click [here](#) to view pervious issues of the Buzz.

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Find out more about the OMAFRA-U of G Partnership at:

[http://uoguelph.ca/omafra\\_partnership](http://uoguelph.ca/omafra_partnership)

<http://www.omafra.gov.on.ca/english/about/uofg/>

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