

THE BUZZ



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

Vol. 7, No. 1

January 2015

Welcome Readers!

In this issue of The Buzz, you will read about the latest Partnership-funded research and innovation, including Knowledge Translation and Transfer (KTT) initiatives that ensure the Partnership outcomes reach those who can put them into action. You will also find information about upcoming events related to the Partnership.

Best Universities for Agricultural Sciences



This fall the University of Guelph placed 12th internationally in the U.S. News ['Best Global Universities'](#) ranking for the Agricultural Sciences subject area (including horticulture, food science and nutrition, dairy science and agriculture). In fact, Guelph was the highest ranked Canadian

In This Issue

Developing Consumer Driven Strategies for Healthy Eating Habits in Ontarians' Diets

Getting to know Production Systems Animals

Shared Learnings in Emergency Management

Rethinking Foal Weaning

Measuring Farmland Availability

Knowledge Mobilization Open Space

Upcoming Events

university in this subject area!

Developing Consumer Driven Strategies for Imparting Sustainable Healthy Eating Habits in Ontarian's Diets

With many Ontarians not consuming adequate levels of fruits and vegetables, U of G researcher Lisa Duizer is investigating the [motivation and drivers](#) that affect a consumer's decision to choose healthy foods. So far, Duizer and team have completed an assessment of past and current intervention programs aimed at improving Ontarians' diets. The second part of the project, which is a consumer survey to examine motivating factors important to consumption, is currently underway. The knowledge gained from the assessment and survey will then be used to generate strategies to increase Ontarians' fruit and vegetable consumption.



Getting to know Production Systems Animals



In a Partnership funded KTT project, U of G researchers Kees DeLange and Brita Ball undertook an [inventory of Knowledge Translation and Transfer \(KTT\) activities](#) for the 'production systems' animal research theme. In their work, DeLange and Ball also identified how end-users and beneficiaries of the research would prefer knowledge to be delivered; for example pork producers preferred websites and expressed little desire for social media messaging. To address these preferences, DeLange and Ball also oversaw the creation of professional banners, short videos and written summaries,

all of which provide an overview of recent findings and current research for species within the theme.

Shared Learnings in Emergency Management

On December 2 industry, academia and government came together for the 4th annual Emergency Management Research Expo. The day was a great success with nearly 30 participants in the poster competition and great reviews for the Porcine Epidemic Diarrhea virus (PEDv) panel. As one participant noted: "The PEDv panel was excellent. Having firsthand accounts of how the disease unfolded in Ontario during 2014 was extremely valuable." The event concluded with a presentation by Michigan State University's Theresa Bernardo on information sharing through new media approaches in the event of an emergency, and the creative solutions that can result. This year's event also saw the development of four social network maps of people and organizations in the agri-food emergency management sector. To access the presentations and posters from the expo, or to view / contribute to the social network analysis, please visit <http://www.uoguelph.ca/ktt/EM2014>.



Rethinking Foal Weaning

Building on U of G researcher Derek Haley's two-stage weaning research with cattle, Katrina Merckies and four graduate students have investigated a [similar technique for the horse industry](#). For many industries, weaning not only means the cessation of nursing but also the physical separation of mother and offspring. However, this process can be one of the most



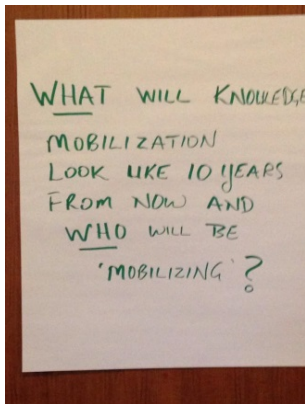
stressful in an animal's life, leading to a depressed immune system and a greater chance for health complications and disease. In their study, Merkies and team have identified novel methodologies for measuring response to stress. This will allow the team to identify the most stressful responses and suggest techniques to mitigate them.

Measuring Farmland Availability

The sustainability of agriculture in Ontario is dependent on a stable land base. It is therefore important to understand the quantity of land being lost to development. Researcher Wayne Caldwell, with the help of three graduate students, is developing a method which enables communities and the province to more accurately [measure the availability of farmland](#), and the amount of land lost, along with the socio-economic factors that impact availability. The researchers plan to develop best practices for land use policies supportive of farmland protection. So far, two pilot areas in Huron and Wellington have been identified to confirm methodology, and data collection will begin shortly.



Knowledge Mobilization Open Space



In December, the University of Guelph hosted a meeting for [Research Impact](#)- a network of 11 Canadian universities committed to maximizing the impact of academic research. It was a unique opportunity for U of G's Agri-Food and Rural Link to host an open space event with the local KTT Community of Practice, Guelph Graduate Student Knowledge Mobilization Learning Circle and others interested in knowledge mobilization (KMb). Participants were asked to consider what KMb will look like in the next 10 years. A recurring theme emerged around what makes a good knowledge mobilizer. The participants decided it was academic training together with life experience in industry. The event led to many great ideas and new connections forged.

Upcoming Events

Farm Smart: Jan 24, University of Guelph
<http://farmsmartconference.com/farmsmart-2015/>

Herd Management: Jan 27-29, Chesterville (Jan 27), Tavistock (Jan 28), Drayton (Jan 29)
http://kenwestdhi.com/pdf_files/2015%20herd%20management%20conference.pdf

KTT Community of Practice (CoP): Jan 30, 1 Stone Rd W, Guelph
http://www.uoguelph.ca/omafra_partnership/ktt/en/agrifoodrurallink/communitiesofpractice.asp

Innovative Farmers: Feb 24-25, London
<http://www.ifao.com/>

Precision Ag: Feb 25-26, London
<http://www.farms.com/precision-agriculture/conference-2015/>

Food for Health Research Day: April 9th , 1 Stone Rd. W (OMAFRA building)

Website not yet available

STAY CONNECTED



For more information on the OMAFRA - U of G Partnership Agreement, go to the website at:

http://www.uoguelph.ca/omafra_partnership/en/index.asp

OR follow us on Twitter:

OMAFRA Research and Innovation Branch @ONAgFoodRuralRI

Agri-Food and Rural Link @AgFoodRuralLink

To subscribe, contribute or for more information, contact:

Sara Fisher (519-826-3802, sfishe01@uoguelph.ca)

