

**For Immediate Release**

## **Town of Lincoln and Vineland Research and Innovation Centre join efforts to advance sustainability of horticulture in Lincoln**

Lincoln, ON – (Feb. 19, 2019) – Tonight, the Town of Lincoln and Vineland Research and Innovation Centre (Vineland) signed a formal memorandum of understanding (MOU) focused on collaborating to support and advance the innovation, commercialization, and sustainability of horticulture in Lincoln and the surrounding region. The Town's efforts to forge strategic partnerships continue with the signing of this MOU with Vineland.

Lincoln's diverse economy includes a robust agri-business sector. The recent five-year map for economic growth highlighted a focus on agriculture and food and beverage production, emphasizing the important role horticulture plays in Lincoln.

"A collaboration such as this, where both organizations have a shared vision of sustainability in one of our most important sectors, will only enhance Lincoln's foothold in horticulture innovation and commercialization," stated Mayor Sandra Easton. "When research, industry, and policy makers come together it creates the necessary building blocks for success and prosperity."

Since its start in 2007, Vineland has championed the importance of business development partnerships while investigating and identifying leading edge technologies and innovations of value to Canadian horticulture. "We evaluate our work based on real-world success and view this partnership with the Town of Lincoln as an important step to creating significant impact for the region," said Dr. Tania Humphrey, Vineland's Chief Scientific Officer.

"The Town continually seeks opportunity to leverage research and industry expertise to guide economic growth in our community," stated CAO Michael Kirkopoulos. "The collective 'us' has a role to nurture collaboration that supports community development, especially where staff can assist in advancing industry through partnerships in research."

“The opportunity to work on collaborative research in real-world ecosystems is exciting for us,” said Dr. Darby McGrath, a Research Scientist at Vineland. “Together we will work toward evidence-based solutions for urban forestry and green infrastructure and become a hub for research and innovation in Ontario.”

Photo (L to R): Dr. Darby McGrath & Dr. Tania Humphrey, Vineland Research & Innovation Centre; Mayor Sandra Easton, Councillor Tony Brunet, CAO Michael Kirkopoulos

**-30-**

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