



For Immediate Release

Vineland Research and Innovation Centre appoints new head of automation

VINELAND STATION, Ontario, February 5, 2020 –

Hussam Haroun has joined Vineland Research and Innovation Centre (Vineland) as Director of Automation. In his new role, Haroun will oversee Vineland's activities related to automation, artificial intelligence and digital agriculture technologies.



He launched his own start-up after patenting and commercializing a new technology during graduate school. As CEO, he secured more than \$3 million in seed investment and grew the company to 30 employees with multimillion dollar annual revenues.

Haroun holds a Masters of Engineering, Entrepreneurship and Innovation from McMaster University and has experience in the telecommunications industry, managing multimillion dollar projects with Rogers Communications as a senior design engineer.

"Haroun's technical, business and leadership experience will provide an excellent foundation for his role at Vineland in leading the automation team to success," says Tania Humphrey, PhD, Vice President, Research & Development. "Automation is key for Canadian growers to address rising costs, labour accessibility and more efficient resource management. Vineland is proud to be a leader in this developing field."

Vineland is home to a national automation research cluster supported by Agriculture and Agri-Food Canada. Vineland researchers are leading three projects focused on horticulture: developing smart wireless irrigation technologies for potted plants, automating greenhouse cucumber harvest and developing a robotic solution for automated mushroom harvesting.

Vineland holds a leading role in the Canadian Agri-Food Automation and Intelligence Network (CAAIN), which was announced last year by Innovation, Science and Economic Development Canada to bring together academia, research institutions and the private sector to accelerate automation and digitization in Canadian agriculture.

About Vineland Research and Innovation Centre

With a highly-skilled research team, oversight from an independent Board of Directors, engagement from an international Science Advisory Council and collaboration with 86 global partners including a Stakeholder Advisory Council, Vineland's goal is to enhance Canadian growers' commercial success through results-oriented innovation. We are an independent, not-for-profit organization funded in part by the Canadian

Agricultural Partnership, a federal-provincial-territorial initiative. For the latest on our research and innovation, visit www.vinelandresearch.com.

For more information, please contact:

Cheryl Lennox, Director, Marketing & Communications

cheryl.lennox@vinelandresearch.com

905-984-0053