



**vineland**  
RESEARCH & INNOVATION CENTRE

**Developing  
consumer-driven  
strategies**

## WHO WE ARE

- Canadian, independent, not-for-profit, dedicated to horticulture science and innovation, specializing in fruits, vegetables and ornamental plants.
- Offering collaborative, multidisciplinary research and contract services.
- Vineland's 218-acre campus showcases 35 buildings including research laboratories, farms and greenhouses.

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## For companies with existing by-product or waste streams:

- Scope out potential uses based on composition
- Identify existing technologies and applications for waste valorization
- Conduct cost-benefit analysis of various opportunities



## R&D to support product development:

- Characterize the sensory profile (off-flavours, aromas, textures) of waste streams or upcycled products
- Develop new growing substrates from upcycled materials
- Conduct consumer acceptability and product feasibility studies
- Lead validation studies of upcycled product performance
- Conduct scientific analyses, including biological, food, biochemical, sensory, soil and growing substrates



## For companies with an upcycled product concept:

- Gather market intelligence
- Identify most appropriate by-product/waste stream for product concept
- Connect with potential by-product suppliers

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VinelandComm



Sustainable Canadian  
Agricultural Partnership

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