



vineland
RESEARCH & INNOVATION CENTRE

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Cold Snap™ Pear - Winter's Favourite Fruit™ Now Available

In collaboration with Vineland Research and Innovation Centre (Vineland), Vineland Growers' Co-operative Ltd. has launched the Cold Snap™ pear. This made-in-Canada pear brand, whose varietal name is *Harovin Sundown*, delivers a sweet, fresh crunch from mid-October through March making this pear Winter's Favourite Fruit™.

Vineland's Consumer Insights team conducted focus group studies to better understand pear consumer preferences, building the foundation for a robust marketing and branding strategy. "We discovered the Cold Snap™ brand pear's attributes – a uniquely round shape with red blush skin, a perfect balance between sweetness and acidity and a good texture that is not too mushy or crunchy – appeal to consumers," said Dr. Amy Bowen, Vineland's Research Program Leader, Consumer Insights. "The Cold Snap™ pear refreshes the pear category at retail, introducing the first innovative pear in Canada in a number of years."

The pear, developed by Agriculture and Agri-Food Canada at the Harrow Research and Development Centre, was licensed to Vineland in 2009. In 2011, Vineland entered into a commercial license agreement with Niagara-based Vineland Growers' Co-operative Ltd.

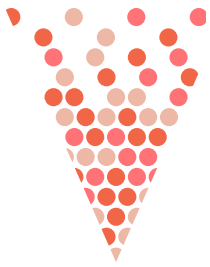
providing it with the exclusive Canadian rights to produce and sell the pear. Since then 75,000 pear trees have been planted across Ontario and Nova Scotia by co-operative member growers who welcome this new pear, as it is fire blight-resistant and offers a longer storage life than other pears. Plantings have also begun in Europe and the United States, making the Cold Snap™ pear a Canadian brand marketed to the world. The variety is available in Canada in selected Loblaws, Sobeys, Costco Wholesale, Walmart and Metro stores.

For more information, visit coldsnappear.ca or contact: Mike Ecker, President Vineland Growers' Co-operative mike@vinelandgrowers.com

(For the full press release announcing the Cold Snap™ brand pear, please visit <http://tinyurl.com/pwsasq4>)



The Cold Snap™ pear.



New Varieties for the Apple-Lover

Combining traditional breeding techniques, genetics and sensory science, Vineland Research and Innovation Centre (Vineland) is developing apple varieties that enthusiasts will fall in love with.

The team has been studying 70 varieties of high quality apples from the Vineland Heritage Orchard and modern commercial lines.

"We created a sensory profile of the 70 apple varieties based on 18 attributes of taste, texture and flavour," said Dr. Amy Bowen, Vineland's Research Program Leader, Consumer Insights. "Using 20 of the most distinct varieties within that pool in a consumer preference study, we determined that 89 per cent of consumers prefer fresh red apple flavour while 11 per cent of consumers are more interested in fresh green apple flavour."

The DNA from the 70 profiled apple varieties was also sequenced. "We were able to map the human sensory perception and taste experience for apples onto a sequenced genome to identify genetic markers for specific fruit quality that consumers prefer," said Dr. Daryl Somers, Vineland's Research Director, Applied Genomics. "These markers are used to accelerate our breeding program by focusing on varieties that meet consumers' demands."

Established in 1967, the Vineland Heritage Orchard offers 100 apple varieties from the past (as early as the 1500s) to the present originating from North America, Europe, Asia and Oceania.

The apple varieties show a strong level of diversity in characteristics, such as astringency, fruit size and flavour.



New apple varieties at Vineland's farm.

This research project is funded by the Ontario Apple Growers, the Canadian Agricultural Adaptation Council, Agriculture and Agri-Food Canada through the *Growing Forward 2*, a federal-provincial-territorial initiative and the Ontario Ministry of Agriculture, Food and Rural Affairs/University of Guelph Partnership.

The apple breeding project is part of Vineland's research program *Opening New Markets: Driving Growth in Canadian Horticulture with New Plant Varieties* which develops new innovative plant varieties to open new markets to build a stronger Canadian horticulture sector.

To learn more about this project, please contact:
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(A version of this article appeared in the October 2015 issue of *The Grower*)



Vineland Welcomes New Board Chair and Directors

New Board Chair

The Honourable Lyle Vanclief has been appointed new Board Chair at Vineland. He has been a Director of Vineland since 2011 and succeeds John F.T. Scott who will continue to serve as Past Chair for the next year.

Mr. Vanclief was first elected as a Member of Parliament in 1988 and re-elected in 1993, 1997 and 2000. He served as opposition critic for agriculture, then as Chair of the House of Commons Standing Committee on Agriculture and Agri-Food before joining the Cabinet for six-and-a-half years as federal Minister of Agriculture and Rural Affairs from 1997 until 2003. He retired from politics in 2004.



The Honourable Lyle Vanclief

Mr. Vanclief has been honoured both as a Fellow of the Agricultural Institute of Canada and with the inaugural Canadian Spirit of the Independent Award by the Canadian Federation of Independent Grocers. In 2010, he was inducted into the Canadian Agricultural Hall of Fame and served as Honorary Chair of the 2011 International Federation of Agricultural Journalists Congress. He continues to serve the Canadian industry as an agricultural and food consultant.

New Board Director

Greg Devries is President of Truly Green Farms and Cedarline Greenhouses. Cedarline Greenhouses includes 16 acres of peppers and the Truly Green Farms greenhouse is growing 22.5 acres of tomatoes with the intent of expanding to 90 acres. It will also be the first greenhouse in North America to utilize waste heat in production.



Greg Devries

Mr. Devries graduated from Ridgetown College in 1990 as a Livestock Major. In 1999, he participated in the Advanced Agricultural Leadership Program.

New Board Director

Allan Visser is President of Visco Holdings Ltd. Visco Holdings is active as a principal and project manager in the development and operation of residential and commercial real estate.



Allan Visser

Mr. Visser has served and led many not-for-profit and charitable boards and committees including the Niagara YMCA, Greater Niagara Chamber of Commerce, the Chartered Accountants Association and the Port Dalhousie Business Association. He is currently Chair of Martindale Place, a not-for-profit senior's housing development located in St. Catharines, Ontario.

Board members' biographies can be found at vinelandresearch.com/board-of-directors.



Vineland's Robotics and Automation Team Grows to Meet Industry Needs

Vineland's Robotics and Automation research program was initiated in response to an industry need to address labour as the number one production cost for grower operations. The main objective of the program is to develop automation solutions for the greenhouse sector.

In collaboration with a variety of technology and manufacturing partners, the team has designed automated systems for planting and packaging applications in the floriculture sector.

The team also developed and implemented a novel grape drying system for the production of Appassimento-style wines. In 2014, Vineland in partnership with Ontario manufacturer MTX Postharvest, built an Appassimento prototype unit for testing at Kew Vineyards in

Beamsville, Ontario that led to the sale of commercial chambers this summer.

The research program will be further enhanced within Vineland's new collaborative greenhouse technology centre which will provide space for greenhouse technology and support businesses to work with researchers and the greenhouse industry in the development of innovative products.

Beyond the development of automation systems, the program is reinvigorating research and innovation discussions within the industry. It is building a new capability in Ontario, successfully bringing horticultural and automation engineering expertise together to address a need and create opportunities for the region.



The Robotics and Automation team. (From L to R) Dr. Masih Mahmoodi, Dr. Mohamed Kashkoush, Dr. Bernard Goyette, David Vuyk, Chris Mohr, Dr. Gideon Avigad, James P. Aiello and Dr. David Gholami.