

Winter 2016

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Canadian Shield™ Named Plant of the Year

Canadian Shield™, a new rose branded and marketed by Vineland Research and Innovation Centre (Vineland), is Canada Blooms 2017 Plant of the Year.

And just in time for Canada's 150th birthday, Canadian Shield™, the first rose in a curated collection known as Vineland's 49th Parallel Collection, will be released next year.

"Canada Blooms 2017 will boast more Ontario-grown plants with a Canadian influence weaving its way throughout the show floor, and a key part of that will be the Canadian Shield™ rose," says Canada Blooms General Manager Terry Caddo. "The Canadian Shield™ rose is truly a made-in-Canada rose with a rich colour and majestic beauty."

"Canadian Shield™ and the entire 49th Parallel Collection have all the low-maintenance traits and visual appeal that consumers love in landscape roses," said Lana Culley, Director of Business Development, Vineland. "We're thrilled to have worked with the Canadian Nursery Landscape Association and the best rose propagators/growers in the country to help gardeners and landscapers get their garden gloves on a

rose they'll be proud to plant in their flower beds."

The Canadian Shield™ rose has a more than one-metre spread, full, red flowers and glossy green foliage. It's a repeat bloomer that stays stunning throughout the entire season. Just as its name suggests, Canadian Shield™ is a hardy rose, resistant to black spot and winter hardy.

More than 20 Canadian nurseries are licensed to propagate and grow 50,000 Canadian Shield™ roses in time for Canada Day 2017.

For more information: Lana Culley, Director, Business Development 905-562-0320 x747 lana.culley@vinelandresearch.com

(This is a version of Canada Blooms' release issued November 2016).



New Canadian Shield™ rose.



Opening New Markets for Hardy Landscape Roses

In partnership with Canadian Nursery Landscape Association (CNLA), Vineland manages Canada's only national rose breeding program focused on cold hardy, low-maintenance roses that are strongly aligned with consumer preferences. Program strengths include a consumer-targeted approach, a large collection of unique material, use of advanced breeding technologies and strong partnerships within the industry.

Vineland leads the breeding, development and marketing of new rose cultivars, building on core strengths including consumer insights, genomics and business development to bring a fresh perspective to the marketing of landscape roses.

Extensive consumer research including branding concepts has been undertaken to position the rose collection in the marketplace and generate renewed interest in landscape roses with new and younger Canadians. The branding has been designed to celebrate the collective sense of Canada's natural beauty while emphasizing the made-in-Canada story for resonance around the world.

The goal is to reinvigorate the landscape rose market in North America with high-quality plants and create a market into cold hardy regions of Europe. Using a creative and cohesive business strategy, the roses will be promoted as a collection. The first rose for release from the program in 2017 is the Canadian Shield™, part of Vineland's 49th Parallel Collection.

The Canadian Shield™ launch is a pilot project to validate Vineland's assumptions around value chain, marketing and branding research. Market

response and grower feedback will inform subsequent releases that will come to be known as the Vineland collection.

Vineland will manage the commercialization of the collection in Canada through direct licences with propagators, growers and wholesalers. All licensees are encouraged to ensure the branding and marketing elements of the rose collection are maintained for a consistent look-and-feel across the value chain. In other regions including the U.S. and Europe, Vineland will manage intellectual property rights and rely on partners for propagation, sales and distribution.

(A version of this article appeared in Vineland's Impact Report, 2016).



Inspiration board for Vineland's 49th Parallel Collection.



Vineland Appoints New Members to Board of Directors

Vineland Research and Innovation Centre has appointed three new members to its independent Board of Directors.

Karen Belaire

Karen Belaire is
President and Chief
Executive Officer of
Shared Services West
and was previously
Chief Operating Officer
at the Ontario Institute
for Cancer Research

Ms. Belaire has an extensive background



Karen Belaire

in finance, information technology and human resources and holds CPA/CGA and Chartered Director designations and an MBA.

Ms. Belaire's current board experience includes Trillium Gift of Life Network, St. Joseph's Health System International Outreach Program and medical firms CimTec and CSii.

Christy McMullen

Christy McMullen joined Summerhill Market, a family-owned gourmet grocery store as Store Manager in 2003. She is the recipient of the 2015 Star Women in Grocery Award from Canadian Grocer Magazine. Ms. McMullen holds a CPA/CA designation



Christy McMullen

and is a graduate of Wilfred Laurier University.

Ms. McMullen is a member of the Executive Board for the Canadian Federation of Independent Grocers and Program Advisory Committee of George Brown College.

Ray Price

Ray Price is President of the Sunterra Group of Companies including Sunterra Meats, Sunterra Markets and Sunterra Farms based in Alberta and the Midwest U.S.

Mr. Price is a Board Director for the Canadian Meat Council and has also served on



Ray Price

the Board of the Government of Canada's Council of Science and Technology Advisors.

Also serving on Vineland's Board of Directors are The Honourable Lyle Vanclief, former Minister of Agriculture and Agri-Food; Paul-André Bosc, President of Château des Charmes: Dr. Jim Brandle. Chief Executive Officer, Vineland Research and Innovation Centre; Greg Devries, President of Truly Green and Cedarline Greenhouses; Rory Francis, **Executive Director of Prince Edward Island** BioAlliance: Dr. Warren Jestin, former Chief Economist, Scotiabank; Marilyn Knox, President of Trillium Health Partners Institute for Better Health; William Stensson, Chief Executive Officer, Sheridan Nurseries; Phil Tregunno, owner of Tregunno Fruit Farms; and Allan Visser, President of Visco Holdings Limited.



Vineland Science and Stakeholder Advisory Council Members 2016/17

Science Advisory Council Members

The Council provides strategic advice and feedback on Vineland's science and commercialization activities.

Dr. Sjaak Bakker

Wageningen University & Research

Dr. Karel Bolckmans

Biobest Belgium NV

Dr. Jim Brandle

CEO, Vineland Research and Innovation Centre

Greg Devries

Board Director. Vineland Research and Innovation Centre

Bill Foster

Bioworks

Dr. Wilf Keller

Aq-West Bio

Dr. Harry Klee

University of Florida

Dr. Matthew Kramer

Ball Horticultural Company

Dr. Gavin Ross

New Zealand Plant & Food Research

Dr. Sandra Schillo - New

University of Ottawa

Stakeholder Advisory Council Members

Vineland garners feedback from this group on innovation and business activities.

John Bakker

J.C. Bakker Nurseries

Norm Beal

Food and Beverage Ontario

Paul-André Bosc

Board Director. Vineland Research and Innovation Centre

Stewart Cressman

Agricultural Research Institute of Ontario

Tony DiGiovanni

Landscape Ontario Horticultural Trades Association

Rose Gage - New

Ag Energy Co-operative

Guillaume Grégoire

Fédération interdisciplinaire de l'horticulture ornementale du Québec

Chris Hedges

Ontario Orchard Supply & Martin's Family Fruit Farm

Marco Hoogenboom - New

Ontario Greenhouse Vegetable Growers

Brad Huisman

Niagara Peninsula Fruit & Vegetable Growers' Association

Rebecca Lee - New

Canadian Horticultural Council

Michael Murray

Canadian Nursery Landscape Association

Joe Pillitteri

Lakeview Vineyard Equipment Inc.

Harold Schooley - New

Ontario Fruit & Vegetable Growers' Association

lan Vermeer - New

Westbrook Greenhouses

Tyler Whale - New

Ontario Agri-Food Technologies

Will Willemsen

Sunripe

Virginia Zimm - New

Ontario Produce Marketing Association







