



**vineland**  
RESEARCH & INNOVATION CENTRE

## Winter 2016 IN THIS ISSUE

Canadian Shield™ Named  
Plant of the Year 01

Opening New Markets for  
Hardy Landscape Roses 02

Vineland Appoints  
New Members to  
Board of Directors 03

Vineland Science  
and Stakeholder Advisory  
Council Members 2016/17 04

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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 150<sup>th</sup> birthday, Canadian Shield™, the first rose in a curated collection known as Vineland's 49<sup>th</sup> 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 49<sup>th</sup> 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:  
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Business Development  
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(This is a version of Canada Blooms' release issued November 2016).



**New Canadian Shield™ rose.**



02



## 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.



**Karen Belaire**

Ms. Belaire has an extensive background 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 and is a graduate of Wilfred Laurier University.



**Christy McMullen**

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.



**Ray Price**

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

*Board member biographies can be found at [vinelandresearch.com/board-of-directors](http://vinelandresearch.com/board-of-directors).*



# 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

Ag-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

### Ian Vermeer - **New**

Westbrook Greenhouses

### Tyler Whale - **New**

Ontario Agri-Food Technologies

### Will Willemsen

Sunripe

### Virginia Zimm - **New**

Ontario Produce Marketing Association