



## Vineland's e-Newsletter – Summer 2018

### **Assessment and Planning for Urban Tree Establishment**

Vineland Research and Innovation Centre's (Vineland) new services are designed to improve soil quality and provide species recommendations to ensure better tree establishment and growth. These services are best suited to landscape contractors, conservation authorities, municipalities, developers and other stakeholders tasked with planting trees in challenging urban soil conditions.

The methodology, based on more than five years of research conducted by Vineland, allows for the accurate assessment of soil quality and the provision of recommendations to ensure success of tree planting projects.



*Vineland's new Assessment and Planning for Urban Tree Establishment Services*

The suite of services provides three levels of assistance, from laboratory services to on-site coordination of soil restoration:

- [Analysis and Report Service](#)
- [Sampling, Analysis and Report Service](#)
- [Site Supervision Service](#)

For more information, visit [greeningcanadianlandscape.ca](http://greeningcanadianlandscape.ca)

To discuss your project needs, please contact:

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### Opening new markets - edible flowers



*Dianthus edible flowers are preferred by the smooth texture lover consumer segment*

Floral flavours are the number one consumer food trend for 2018 according to Whole Foods Market. For years, professional chefs have been using edible flowers as garnishes or to give dishes a signature flavour and consumers are now seeking new culinary experiences at home and experimenting with unconventional ingredients. In partnership with Freeman Herbs, Vineland has been investigating consumer preference for edible flower varieties for positioning in the marketplace.

Edible flowers are surging in popularity as evidenced through research conducted by Alexandra Grygorczyk, PhD, Vineland's Research Scientist, Consumer Insights. "In 2015, we surveyed consumers on their preference for edible garden plants (strawberries, raspberries, gooseberries) and also included an edible flower option in the study," said Grygorczyk. "We found 35 per cent of respondents were highly interested in edible flowers and would prefer purchasing edible flowers for their garden over more traditional plants such as strawberries and raspberries."

Freeman Herbs, a Beamsville, ON-based grower and distributor of fresh herbs in Canada, partnered with Vineland in 2017 to gain a better understanding of the edible flowers' market. Following Freeman Herbs' production trials on over 25 types of edible flowers screening for ease of production, blooming and compact shape for container production, 10 plants were selected for profiling by Vineland's trained sensory panel and more than 200 Greater Toronto Area consumers.

"We were able to segment consumers in two groups: the bold flavour fans (56 per cent) favouring strong aromas and spicy tastes; and the smooth texture lovers (44 per cent) preferring smooth textured and subtly flavoured flowers," said Grygorczyk. Results also showed edible flowers such as nasturtium and candy pop mint should be marketed to the bold flavour fan group while impatiens and dianthus are of interest to smooth texture lovers.



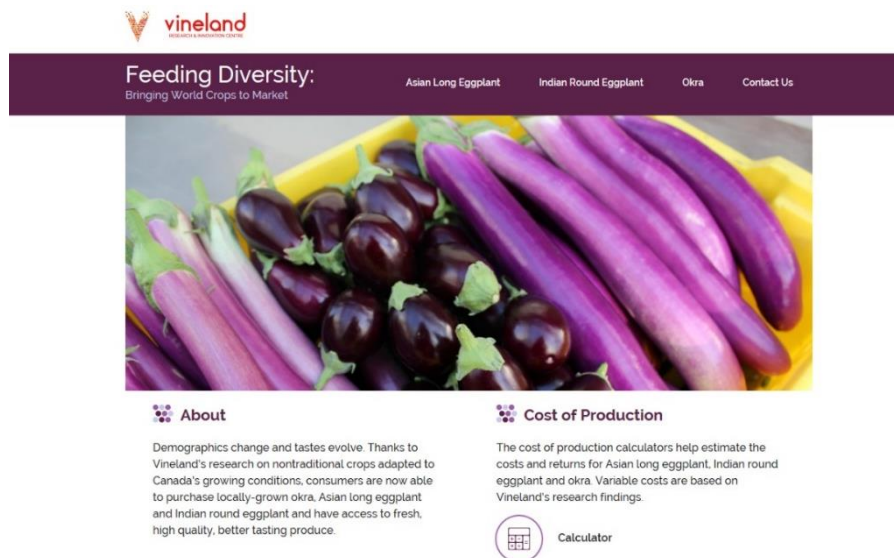
*Edible flowers tested by consumers  
(October 2017)*

"These research findings have been instrumental in outlining our business plan to expand into the potted edible flowers market," said Jeff Nickerson, General Manager, Freeman Herbs. Freeman Herbs will be launching edible flowers in four-inch pots in the produce aisle in 2019.

What's next? Freeman Herbs is now focusing on an effective strategy for product positioning informed by an upcoming consumer survey Vineland will launch this summer.

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## New World Crops online resource now available




**vineland**  
BRINGING WORLD CROPS TO MARKET

**Feeding Diversity:**  
Bringing World Crops to Market

Asian Long Eggplant   Indian Round Eggplant   Okra   Contact Us

**About**  
Demographics change and tastes evolve. Thanks to Vineland's research on nontraditional crops adapted to Canada's growing conditions, consumers are now able to purchase locally-grown okra, Asian long eggplant and Indian round eggplant and have access to fresh, high quality, better tasting produce.

**Cost of Production**  
The cost of production calculators help estimate the costs and returns for Asian long eggplant, Indian round eggplant and okra. Variable costs are based on Vineland's research findings.

 Calculator

*[Feedingdiversity.vinelandresearch.com](http://Feedingdiversity.vinelandresearch.com) helps growers better evaluate whether World Crops fit their business plan*

Opportunity is knocking.

Thanks to the newly launched [feedingdiversity.vinelandresearch.com](http://feedingdiversity.vinelandresearch.com) microsite, growers can now better evaluate whether World Crops fit their business plan. They can also manage risks through proven agronomic practices for Canada's growing season.

Vineland has been investigating nontraditional crops with commercial potential as part of its Feeding Diversity: Bringing World Crops to Market research program. Through this program, Vineland researchers and partners across the country identified best varieties of Asian long and Indian round eggplant and okra for local production. The research also determined optimal agronomic practices.

Vineland has consolidated these research findings in a new site [feedingdiversity.vinelandresearch.com](http://feedingdiversity.vinelandresearch.com), offering a wealth of information including specific varieties that can grow in Canada's cold and short season climate along with best practices to minimize costs.

The site also offers cost of production calculators that estimate costs and returns for Asian long and Indian round eggplant and okra.

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### **Vineland wins 2018 OAA Design Excellence Award**

Vineland's Collaborative Greenhouse Technology Centre, designed by Baird Sampson Neuert Architects Inc., is the recipient of a prestigious Design Excellence Award from the Ontario Association of Architects (OAA).

The 10 Design Excellence Awards winners for 2018 were selected from more than 111 submissions. Entries were judged based on a number of criteria including creativity, context, sustainability, good design/good business and legacy.

For more information, click [here](#).



*Vineland's Collaborative Greenhouse Technology Centre has been recognized with a prestigious Design Excellence Award*

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### **Vineland's Inside the Science: The Tomato Story**

Vineland hosted the Inside the Science open house May 16 showcasing our research program Enhancing Flavour and Production Traits of Greenhouse Tomatoes.

Over 130 industry leaders and tomato enthusiasts were present at the event.

Attendees toured Vineland's Collaborative Greenhouse Technology Centre and learned about:

- Vineland's partnership with Ontario Greenhouse Vegetable Growers (OGVG) and commercial growers
- Vineland's tastier greenhouse tomato breeding program
- The importance of using consumer insights to help inform breeding

Guests also enjoyed for the first time, one of Vineland's greenhouse Tomato on the Vine (TOV) candidate varieties set for release in 2021.

By developing new varieties of TOVs, Vineland is helping enhance the competitiveness of Canadian growers in the marketplace.



*Guests enjoyed one of Vineland's greenhouse TOV candidate varieties set for release in 2021*



*Our OGVG partners – (L to R) Justine Taylor, PhD, Science & Government Relations Manager and Niki Bennett, Science Coordinator*



*(L to R) Valerio Primomo, PhD and David Liscombe, PhD discussing Vineland's greenhouse tomato breeding program*

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## **What's Growin' On Research Farm Open House 2018**

Please join us for What's Growin' On Research Farm Open House Wednesday, July 25 at 6 pm at Vineland's Victoria Avenue Farm.

This is a great opportunity to learn about Vineland's latest horticultural research developments at our research farm.

To register, click [here](#)

For more information, contact Shelby VanderEnde at [shelby.vanderende@vinelandresearch.com](mailto:shelby.vanderende@vinelandresearch.com)



*What's Growin' On Research Farm Open House 2017*