



## **For Immediate Release**

### **Vineland welcomes inaugural members in new urban greening innovation initiative**

*Industry-wide urban horticulture consortium open for membership*

**Vineland Station, Ontario, July 6, 2021** — A new public-private research consortium to address common urban landscape challenges is now open for membership. Landscape Ontario, the province's leading horticultural trades association, joins as an inaugural member alongside Walker Industries, a trailblazer in working with communities to build a sustainable future.

The consortium is spearheaded by Vineland Research and Innovation Centre (Vineland), which has led urban horticulture research through its Greening the Landscape program for the past decade.

"Vineland has a strong history of working with partners across the country to support the development and growth of Canada's urban landscapes and we are excited to welcome Landscape Ontario and Walker Industries as members of this new consortium," says Ian Potter, Vineland's President and CEO. "The COVID-19 pandemic has underlined the importance of available and accessible urban greenspace and we expect this to figure prominently in future urban planning and design."

The consortium will lead urban greening research by setting research priorities that reflect industry needs and support its economic success. Consortium members will also have access to a range of other benefits, from training and skills development opportunities to innovative data, network connections and emerging knowledge.

"This is a unique opportunity for stakeholders across the industry to get in on the ground floor of an initiative that will shape the future of urban greening research and innovation across Canada," says Tony DiGiovanni, Executive Director of Landscape Ontario. "We look forward to working with new members on a coordinated approach that will yield benefit for the entire value chain."

"We are excited to be involved in this unique research consortium," says Geordie Walker, President of Walker Industries. "We are dedicated to environmental sustainability and innovation which is why this collaboration makes sense. Green infrastructure is an integral component of sustainable communities and can help protect the environment and human health while providing other social and economic benefits," he adds. "We look forward to working together to develop and grow Canada's urban landscapes."

Various levels of consortium membership are available to the range of stakeholders along the urban tree value chain, including municipalities, conservation authorities, provincial government, non-governmental organizations, suppliers, nurseries, landscape professionals, architects, professional associations, developers and consultants.

Membership information is available through [darby.mcgrath@vinelandresearch.com](mailto:darby.mcgrath@vinelandresearch.com).

**About Vineland Research and Innovation Centre**

Vineland Research and Innovation Centre is a uniquely Canadian results-oriented organization dedicated to horticulture science and innovation. We deliver innovative products, solutions and services through an integrated and collaborative cross-country network to advance Canada's research and commercialization agenda.

We are an independent, not-for-profit organization, funded in part by the Canadian Agricultural Partnership, a five-year federal-provincial-territorial initiative. For the latest on our research and innovation visit [vinelandresearch.com](http://vinelandresearch.com).

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