



**For media assistance with a Vineland expert, please contact:**

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Advisor, Communications & Public Relations

| Name                     | Title   | Expertise   |
|--------------------------|---|---|
| Gideon Avigad, PhD       | Research Program Leader, Robotics & Automation      | Automation for packaging potted plants; Automation for packaging vegetables; Data mining and optimization of production systems; Decision support systems for horticulture production; Efficient production systems; Engineering; Gripper technology for delicate produce; Imaging and sensory systems for plants' stress detection and enhanced production; Robotic mushroom harvesting; Robotics and automation |
| Travis Banks, MSc        | Research Scientist, Bioinformatics                  | Bioinformatics; DNA sequence analysis; Expression analysis; Genetic mapping; Software development; Trait development in horticulture products   |
| Amy Bowen, PhD           | Research Program Leader, Consumer Insights          | Certified sommelier; Consumer central location and online panels; Consumer insights; Consumer science; Market intelligence; Sensory evaluation; Sensory panels (trained and untrained)  |
| Jim Brandle, PhD         | CEO   | Canada as innovation partner; Challenges in agriculture; Food and flavour; Government relations; Leadership; Stakeholder management; Start-ups; Trends in horticulture  |
| Michael Brownbridge, PhD | Research Director, Horticultural Production Systems | Aphids; Biocontrol tools; Biopesticides; Biostimulants; Horticultural production systems; Integrated Pest Management (IPM); Microbial control; Thrips; Turf grass; Whiteflies   |
| Rose Buitenhuis, PhD     | Research Scientist, Biological Control              | Biological control; Entomology; Greenhouse pests; Integrated Pest Management (IPM)  |
| David Gholami, PhD       | Research Scientist, Expert Systems Specialist       | Decision support systems for horticulture production; Efficient production systems; Engineering; Imaging and sensory systems for plants' stress detection and enhanced production; Robotics and automation  |

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| Alexandra Grygorczyk, PhD<br>(ON LEAVE) | Research Scientist,<br>Consumer Insights                 | Consumer insights and sensory evaluation; Food science; Market opportunities for ornamentals, edible garden plants, flowers for Asian-Canadians, garden roses; Messaging of production practices; Science communication |
| Tania Humphrey, PhD                     | Director,<br>Strategic Planning &<br>Research Management | Grant writing; Organizational policy and process; Research impact; Research strategy and priority-setting; Strategic planning   |
| Mohamed Kashkoush, PhD                  | Research Scientist,<br>Data Mining & Optimization        | Data mining and optimization of production systems; Efficient production systems; Engineering; Gripper technology for delicate produce; Robotic mushroom harvesting; Robotics and automation                            |
| Michael Kauzlaric                       | Technology Scout & Grower Outreach                       | Grower outreach; Promotion of new fruit tree cultivars; Technology scouting   |
| David Liscombe, PhD                     | Research Scientist,<br>Biochemistry                      | Analytical chemistry; Biochemical profiles for horticulture products; Metabolites; Plant biochemistry   |
| Darby McGrath, PhD                      | Research Scientist,<br>Nursery & Landscape               | Ecological restoration to increase urban tree survival; Fertilization practices; Greening the Canadian Landscape; Highway of Heroes tree plantings; Landscape studies; Nursery production; Soil remediation             |
| Gary Moffatt, MBA, P. Eng               | COO  | Greenhouse construction project management; Implementation of Enterprise Resource Planning systems; Lean management principles  |
| Michael Pautler, PhD                    | Research Scientist,<br>Applied Genomics                  | Applied genomics; Breeding; Disease resistance; DNA sequencing; Improved flavour; Increased production efficiencies; Induced variation; Reverse genetics; Trait development   |
| Valerio Primomo, PhD                    | Research Scientist,<br>Vegetable Breeding                | Breeding locally-adapted greenhouse tomato; Breeding sweet potato for early maturity; Genetic mapping; Marker-assisted selection; Plant genetics; Vegetable breeding  |
| Parminderjit Sandhu, PhD                | Research Scientist,<br>Ornamental Breeding               | Ornamental breeding ; Canada's National Hardy Rose Program  |

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| Daryl Somers, PhD | Research Director,<br>Applied Genomics      | Apples; Applied genomics; Breeding; Disease resistance; DNA sequencing; Improved flavour; Increased production efficiencies; Induced variation; Reverse genetics; Trait development   |
| James Toivonen    | Lead Grower,<br>Greenhouses                 | Fertilization; Greenhouse production; Irrigation; Pest management   |
| Viliam Zvalo, PhD | Research Scientist,<br>Vegetable Production | Hop production; Soil fertility and nutrient management; Specialty vegetable production (world crops – okra and ethnic eggplant); Sweet potato production; Vegetable crops (cost of production); Vegetable production (field and greenhouse) |