



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)
Lana Culley	Director, Business Development	Business development; Business strategy; Commercialization; Contract negotiations and agreements; Intellectual property strategy and protection; Licensing; Technology transfer

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
Alexandra Grygorczyk, PhD	Research Scientist, 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, Strategic Planning & Research Management	Grant writing; Organizational policy and process; Research impact; Research strategy and priority-setting; Strategic planning
Mohamed Kashkoush, PhD	Research Scientist, 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, Biochemistry	Analytical chemistry; Biochemical profiles for horticulture products; Metabolites; Plant biochemistry
Darby McGrath, PhD	Research Scientist, 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, 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, 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, Ornamental Breeding	Ornamental breeding ; Canada's National Hardy Rose Program
Claudia Schmidt, PhD	Research Economist, Consumer Insights	Agricultural economics; Economics of food safety; Horticultural markets; Sustainability issues
Daryl Somers, PhD	Research Director, 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, Greenhouses	Fertilization; Greenhouse production; Irrigation; Pest management
Viliam Zvalo, PhD	Research Scientist, 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)