

CANADIAN ORNAMENTAL HORTICULTURE ALLIANCE

SUMMARY REPORT

National Workshop for Setting Research Priorities

JUNE 6 2017 | MISSISSAUGA



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Background

COHA's Role

The Canadian Ornamental Horticulture Alliance (COHA) is a strategic alliance among three not-for-profit organizations serving different segments of Canada's ornamental sector:

- the Canadian Nursery Landscape Association (CNLA)
- the Fédération Interdisciplinaire de l'Horticulture Ornementale du Québec (FIHOQ)
- Flowers Canada Growers (FCG)

As the voice for its three members, COHA advances the interests of ornamental horticulture at the national level. One of COHA's core roles is to organize and manage the national science research cluster for ornamental horticulture. As one five-year cycle of federal programming funds (Growing Forward 2) reaches its sunset and another five-year cycle (Next Policy Framework) is on the horizon, COHA has the responsibility for determining the themes for the next cluster based on consultation and input from industry and researchers. COHA's task is to seek and to seed outstanding research projects with ultimate objectives that will make a difference to the competitiveness, profitability and sustainability of the sector.

One of COHA's important committees is its Research Committee. Each of COHA's three members has a representative on this Committee – Jamie Aalbers (FCG's Research Director), Dr. Guillaume Grégoire (FIHOQ's Scientific and Technical Analyst), and Rita Weerdenburg (CNLA's Research Coordinator). COHA's Alliance Director, James Farrar, is an ex officio member of the Committee. The Committee was responsible for planning and executing the workshop and bears responsibility for the next steps of the cluster development process. Next steps include issuing a call for proposals, evaluating the proposals received, and compiling the next cluster submission to Agriculture and Agri-Food Canada.

As an approved applicant under Growing Forward 2 programming from 2013 to 2018, COHA is managing the current AgriScience cluster for ornamental horticulture. COHA received funding from Agriculture and Agri-Food Canada under this current cluster to organize a national research priorities setting workshop as a key step in the preparation for the next cluster. The purpose of this report is to summarize the direction provided by participants at that workshop and to set out the research priorities derived from their input.

Why Ornamental Horticulture is Important to Canada

Ornamental horticulture is a large and important sector of Canadian agriculture. The following table shows changes in the sector's farmgate value over the past four years. The largest sector, the potted plant category, has grown over 19% between 2013 and 2016 while other categories have shown more modest growth or modest declines.

Table 1: The farmgate value of Canadian ornamental horticulture 2013-2016

Category	2013	2014	2015	2016
Potted plants	677,542,505	706,370,501	785,618,613	809,563,240
Cuttings	51,835,243	51,552,098	49,869,148	44,153,434

Category	2013	2014	2015	2016
Cut Flowers	149,607,372	150,061,300	146,534,126	139,956,585
Bedding plants ornamental	195,594,400	190,859,677	166,794,738	190,883,520
Bedding plants vegetable	104,712,704	109,351,121	108,919,809	118,434,375
Sod	152,435,796	118,158,152	103,103,777	144,680,407
Nursery products	680,417,284	688,336,376	718,999,883	635,557,258
Total	2,012,145,304	2,014,689,225	2,079,840,094	2,083,228,819

(1) Total nursery sales decreased 11.6% from 2015 to \$635.6 million in 2016. This was mainly due to the fact that operations which exclusively produce tree seedlings for reforestation were excluded from these data in 2016. Source: Statistics Canada on-line Tables 1-0048, 1-0057 & 1-0060

Ornamental horticulture had a farmgate value in 2016 reported by Statistics Canada as \$ 2.1 billion.

Ornamental horticulture and the value chain that it supports are a major source of jobs in Canada. There are over 138,000 Canadians working in the sector from coast to coast. The Canadian ornamental horticulture value chain includes production agriculture (nursery stock, greenhouse floriculture and sod) through to landscape design and services. When the total economic impact is measured, including the downstream segments of the value chain, it is estimated at more than \$8 billion.

COHA's vision is to encourage investment in research and innovation that leads to positive outcomes for the Canadian ornamental sector. Gains from research and innovation activities can be obtained in several ways:

- Through the discovery, testing and launch of innovative products and services that generate additional sales and margin opportunities – enabling a shift from “commodities” to higher value products which deliver solutions to mitigate climate change and fill other consumer needs
- Through innovative discoveries and applications of cutting edge technology to enhance productivity by such means as greater use of automation to reduce labour input, improving yields through new genetics and innovative production practices, and optimizing the use of essential process inputs – energy, water and nutrients
- Through breakthroughs to manage challenges posed by pests, weeds and, diseases by such means as discovery of innovative biological controls or by genetic selection for enhanced resistance

Because many ornamental horticulture products are soil-based, there are practical and regulatory (phytosanitary) limitations on how far they can be shipped. The same consideration serves as a barrier to imports. The US is Canada's main trading partner for soil-based plants. On the other hand, the cut flower segment is a global market with fresh flowers arriving daily from countries like Colombia and Ecuador. Many cuttings are also imported to Canada. Canadian cut flower growers have largely withdrawn from species like roses and carnations and focus instead on species such as gerbera and tulips, that do not ship well over long distances and therefore where local producers have a competitive advantage over imports.

What's Changing from the Current Cluster

In order to consider the priorities for the next cluster from 2018 to 2023, it is necessary to take a longer-term view of the sector and consider the factors that are shaping and changing the sector in the context of the needs of consumers in Canada and internationally that the sector serves.

Canadians are increasingly concerned about the impact of climate change. Government policy is addressing these concerns. The Calgary Statement, issued by the Federal-Provincial-Territorial Ministers of Agriculture in July 2016 identified “environmental sustainability and climate change” as one of the core priority areas for the Next Policy Framework, the successor to Growing Forward 2. Canadians need strategies that will provide solutions to mitigate the negative impact of climate change. The ornamental horticulture sector can respond to this need by providing living plants that contribute to the quality of life in both urban and indoor environments:

- phytotechnologies such as greenroofs, green walls, green corridors, greening of riparian strips, urban heat island reduction and rain gardens – collectively forming the basis for green infrastructure
- phytoremediation applications in which plants are chosen to enhance the quality of air, soil and water
- biodiversity applications in which plants are selected, for example, to attract pollinators or to host beneficial insects and other organisms
- carbon sequestration applications in which plants are used to remove and store carbon and lead to lower net greenhouse gas emissions

Many consumer purchases for ornamental horticulture products are discretionary – they compete for the consumers’ dollar with other discretionary choices. Consumers from the “Millennials” age segment are especially conditioned to seek solutions that are convenient and easy and therefore require ornamental products that deliver instant satisfaction with minimal care. Many consumers live in higher density spaces than in the previous generation with smaller footprints for lawns and gardens. These changing social and demographic trends underscore the need for the sector to have an innovation culture in which the entrepreneurs which drive the sector are constantly enhancing the solutions they provide to consumers, municipalities, golf courses, public gardens, and other users of ornamental horticulture products. In this report, the term “products” means the total presentation and experience delivered to the consumer. It includes, for example, environmental-friendly products and services, information and messaging, and the satisfaction gained by the consumer.

Consumers also have increasing expectations for the products and services which they buy. Their expectations are collectively captured by the term “public trust.” They expect quality which, in the case of plants, includes high rates of survivability associated with pest and disease resistance, drought resistance, and winter hardiness. Many municipalities and/or provinces in Canada have banned the use of chemical pesticides for lawn care. Consumers are seeking bio-pesticides that can provide similar benefits and which are safer to use. Future research projects will give more weight to ensuring that consumer expectations are understood and are being met.

Because research involves a substantial commitment of both public and private funds, it is important that research be commercially relevant and able to be applied. A core part, therefore, of any research project is to ensure that there is a plan with resources allocated to transfer the results to the sector so that they can be accessed and utilized. In the next cluster, more focus will be directed to the knowledge transfer plan and it will be one of the assessment criteria that is weighed in the evaluation of proposals.

Bringing Industry and Researchers Together

In order to allow for a thorough articulation of the research priorities of the ornamentals sector extending well into the next decade, COHA organized a workshop held on June 6, 2017 in Mississauga to bring industry representatives from different parts of the value chain together with researchers from academic, government and independent research centres. The interaction among industry representatives and researchers is essential to allow for ideas to be mutually exchanged and developed in facilitated discussion. The research priorities that were proposed there needed to be debated and validated to ensure that there was strong consensus over their choice.

The ornamentals sector of horticulture differs from other segments of horticulture in particular and agriculture in general in that the federal government, through the Science and Technology branch of Agriculture and Agri-Food Canada, does not invest base funding directly in ornamentals research. There are components of research funded by the Department that relate to and benefit the sector in such areas as entomology, soil health and plant pathology. As a result, the researchers represented were principally drawn from universities and independent research centres such as Vineland Research and innovation Centre Inc.

There were 32 participants in the workshop. They are listed in Appendix B. The agenda for the workshop in which they participated is reproduced in Appendix A.

This report is a summary of the workshop, to prioritize and inform the research that is undertaken by the sector well into the next decade.

Introduction

The Facilitation Team

Through a competitive process overseen by the COHA Research Committee, Intersol Group Ltd. was chosen to provide facilitation at the workshop, specifically, the team of Frank Van Gool and Sue Perron. Frank has his roots in ornamental horticulture – his family once operated a garden centre near the hotel site where the workshop was held, a business in which Frank worked part-time during his adolescent years. Sue has a background in clinical research and has shared similar experiences with respect to research priorities and understands the importance of COHA’s workshop. Frank and Sue shared responsibilities for leading the workshop and keeping it on track.

The workshop was fully bilingual. Facilitators encouraged participants to speak in either language. In addition, there was a simultaneous translation firm hired and headsets were available so that participants could tune into the translation real-time in the language of their choice. Although the majority of the meeting was conducted in English, there were times when those addressing the meeting spoke in French.

Opening Remarks

Each member of the COHA Research Committee individually welcomed the participants and thanked them for travelling to Mississauga to contribute to reaching consensus around COHA’s research priorities. All three emphasized the importance of collaborating to identify the priority areas that will advance research for the ornamental horticulture sector over the next five years and beyond.

Keynote Presentation: “Research and Technology Transfer at the University of Guelph, CESRF”

At the invitation of the COHA Research Committee, the keynote presentation was delivered by Professor Mike Dixon, University of Guelph, School of Environmental Sciences.

Mike Dixon has been a professor at the University of Guelph for over 30 years and began his presentation by outlining the areas of research in which he has been involved. These include terrestrial and space applications for recycling nutrient solutions, artificial lighting (LEDs), irrigation sensors, irrigation management and phyto-pharmaceuticals. He informed listeners that ornamental producers realize relatively small margins, especially when compared to the very large margins generated by pharmaceutical plant growers. With this reality, his research program is seeing very large investments in research from the medical marijuana industry.

Mike expressed some of the technical challenges that the ornamental horticulture research industry is facing but shared his confidence that continued investments in research and innovation would help overcome these challenges. He supported this by delving further into his research, which uses a Controlled Environment Chamber system, a chamber that can individually manipulate environmental variables such as temperature, nutrients, light spectrum or water deprivation, and then measure a plant’s response. These chambers can provide more reliable research answers in a shorter amount of time than conventional trials that are conducted in the field. Some of the research being conducted in these chambers could potentially support plant production in areas where it is economically challenging to grow or transport.

Perhaps the biggest take-away message was that the pull of technology requirements for human space exploration yields significant benefits for the terrestrial industry. Mike concluded that “it’s not whether we get to Mars, it’s about hanging out on *this* planet and doing it right”. The full presentation is provided under a separate cover.

Presentation: “Lessons Learned from the Current Cluster”

Jamie Aalbers, a member of the COHA Research Committee, provided a summary of what this committee has learned from their experiences of developing and managing the current Canadian Ornamental Horticulture Research and Innovation Cluster. This cluster was also preceded by an industry discussion on research priorities at the 2012 Ornamentals Innovation Forum. The forum identified research themes for the sector and assisted in the preparation of the Cluster proposal. Since then, the Research Committee has managed nine research projects within the cluster. Jamie shared the Research Committee’s observations on what was working well and where improvements could be made.

Table 2 – A Summary of Lessons Learned

Lesson Learned	Key Takeaway or Future Consideration
What we learned from developing the current Growing Forward 2 Cluster	
<p>‘Priorities’ phase to ‘Projects’ phase was time consuming and had many challenges. i.e 5-year cluster was shortened to 3.5 years</p>	<ul style="list-style-type: none"> ▪ COHA needs to be better organized and responsive ▪ Proposal review process must be quicker
<p>‘Proposal’ phase to ‘Contribution Agreement’ phase had challenges:</p> <ul style="list-style-type: none"> ▪ Budget restrictions: only half of proposed budget was accepted, requiring a revision of projects to conform to approved budget. ▪ Time delays meant that project workplans had to be adjusted to reflect the new timelines. 	<ul style="list-style-type: none"> ▪ Once the proposal is submitted, expect that it will still need to be modified and adjusted accordingly ▪ The expectation that all proposals will be accepted is not realistic
<p>There is inconsistent research capacity across Canada for ornamentals</p>	<ul style="list-style-type: none"> ▪ A well managed COHA Research Cluster can build national research capacity
What we learned <u>managing</u> the current Growing Forward 2 Cluster	
<p>Administration and expense reporting are very demanding.</p>	<ul style="list-style-type: none"> ▪ Decision to contract AAC to administer claims and reporting was highly valuable
<p>COHA Cluster Management operates on a limited budget, affecting the committee’s ability to communicate progress and results.</p>	<ul style="list-style-type: none"> ▪ It is imperative that communications budget be written into new cluster, preferably as a separate item

Lesson Learned	Key Takeaway or Future Consideration
What worked noticeably well	
<p>Communications process:</p> <ul style="list-style-type: none"> ▪ Recorded and posted to website ▪ Held webinar, created videos and abstracts for each project ▪ Products were shared with industry 	<ul style="list-style-type: none"> ▪ Each researcher was accountable for developing their own presentations ▪ Were able to re-allocate savings in administration costs to communications activities to help disseminate information
<p>COHA Research Cluster is having a positive effect.</p>	<ul style="list-style-type: none"> ▪ Builds relationships ▪ Projects are responsive to sector's research priorities ▪ Generates innovative solutions

The Process for Determining Priorities

Overview of Possible Research Topics to Benefit Canada's Ornamental Horticulture Industry

On behalf of COHA's Research Committee, **Guillaume Grégoire** reviewed the extensive list of possible research topics that was compiled in advance of the workshop and distributed by email to registered participants. A hard copy was also distributed to each participant for reference. He provided context on how these priorities were established, largely from sessions held at the regional level particularly in Quebec and Ontario. He suggested that participants refrain from referring to the topics as "priorities" since they are intended to act more as *themes*. Guillaume noted that while the list was a work in progress which would continue to evolve over the course of the workshop, it was intended to serve as a helpful starting point for achieving the day's objectives.

Open Forum

The participants were invited to share their comments, suggestions or reactions to the starting list in order to discuss or refine its contents. Several emerging suggestions were discussed, including the decision to amalgamate, remove or add themes. The following list of research topics, which was not ranked, was developed from this process.

1. **Environmental Best Practices + Reducing the Environmental Footprint**
2. **Green Infrastructure + Climate Change**
3. **Water Management + Optimizing Fertilization**
4. **Better Market Knowledge/Understanding the Consumer**
5. **Enhanced Pest Management**
6. **Measuring and Improving the Economic Performance of Business (later removed to reflect low ranking)**
7. **Optimizing Work/Worker Productivity through Technology + Human Resources**
8. **Product Innovation**
9. **Energy (at a later point in the workshop, the consensus was to add this topic to first one)**

Focus on the Priorities

Based on the updated list of research topics, each table of participants was asked to decide on the top three topic areas (highest priority) and the bottom three (least priority). To assist in the decision-making process, each table was asked to base their selection on the topics that best satisfied the following criteria: **Positive Impact/ Timelines/ Feasibility**. A brief explanation was provided for each of these criteria.

"Given the proposed list of priority research areas, what do you see as the top three and bottom three that offer the greatest potential for Canada's ornamental horticulture industry?"

Top Three Research Topics – Highest Priority

Environmental Best Practices + Reducing the Environment Footprint

Water Management + Optimizing Fertilization

Green Infrastructure + Climate Change

Middle Priority Research Topics

Enhanced Pest Management

Energy

Better Market Knowledge - Understanding the Consumer (public education)

Bottom Three Research Topics – Lowest Priority

Optimizing Work/Worker Productivity Through Technology + Human Resources

Product Innovation

Measuring and Improving the Economic Performance of Business

Validating the Results

Participants were asked to share their responses to the following question:

Considering the results of the “top 3/bottom 3” exercise, what observations, comments and suggestions do you have to improve the consolidated list?”

During the discussion, participants agreed on two important considerations to improve the list. Though “Energy” ranked in the middle range of priorities, it was discussed that the innovative opportunities that surround this theme could not be ignored. In addition, energy is a much more significant cost for covered agriculture (floriculture greenhouses) than field agriculture and therefore not all participants would assign it the same level of urgency in view of the differential impact energy has on their production system. The consensus was to add “Energy” to the Environmental Best Practices + Reducing the Environment Footprint theme. There was consensus that those for whose benefit the research is being undertaken currently do not know enough about the results. Therefore, the next cluster must consider addressing the gaps in communicating the knowledge transfer to those who can use the results to make a difference. In many cases, the key recipients will be ornamental horticulture producers or other industry partners in the value chain but in some cases, it may be the broader public.

Presentation: “Next Ornamentals Cluster 2018-2023”

This presentation was given by **James Farrar**, Alliance Director, Canadian Ornamental Horticulture Alliance on behalf of the Research Committee.

In anticipation of the upcoming 2018-2023 research funding under the Next Policy Framework, James expressed that the workshop was a key step in defining the priority themes for the next cluster application for ornamentals. In preparation for the application, he presented a timeline of target dates for each important step of the process.

Table 3 - Estimated Time-line for Organizing the Next Cluster

	Description of Step	Target Date
1	Consultation completed	June 6
2	Summary report in both languages	June 30
3	Call for proposals issued	July
4	Proposals due	September
5	Proposals evaluated and peer reviews done	October
6	Application written and submitted	November
7	Contribution and/or CRDA agreements finalized and signed*	March 2018
*Depends on government processes – mutual goal is to be ready at the start of the 2018-2019 fiscal year on April 1, 2018		

The presentation provided participants with guiding principles and key questions that will inform the planning and proposal process.

Key Messages:

- The priority themes generated by the workshop will be reframed to align with the government’s policy direction and focus on outcomes rather than topics
- Funding ratio – while the expected level of government to industry funding is in the range of 2:1, and a portion of the industry funding is expected to be identifiable in-kind expenditures, it is still essential to secure industry financial commitments for real cash dollars
- COHA itself and its members collectively, unlike many commodity groups such as dairy, beef, poultry, and field crops, does not have a license fee system in which producers across Canada direct funds to research and, as a result, does not have significant dollars in a fund to invest in research – each project largely needs to secure its own funding partners
- The cluster program is about science and technology – Agriculture and Agri-Food Canada have separate programs for agri-marketing. While there are important priority needs that have been identified for marketing research, projects with that focus will need to be addressed through another program and not as part of the cluster. There *may* be limited scope for marketing-related research as a minor part of a science and technology project.
- Competition for funding will be intense as there are expected to be four additional clusters competing for the funding envelope.

The outstanding support of management and staff at Programs Branch of Agriculture and Agri-Food Canada was noted with gratitude as well as the competent work of the Agricultural Adaptation Council (Laura Sider) in administering the projects under contract to COHA.

Brainstorming Key Research Questions

Each table group selected a single priority topic. Using an Intersol worksheet template, the group worked together to identify specific research questions they need answered, the anticipated outcome and benefits, timing considerations, who should be involved and potential funding sources. Each table completed as many research topics as time allowed.

What are the specific research questions we need answered?	Benefit/Outcomes for the ornamental horticulture industry	Timing Considerations?	Who should be involved?	Funding Sources
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The purpose of this exercise was to begin seeding ideas of possible projects and to encourage proponents to think about the structure of possible research workplans, the benefits the research would generate, the partners and collaborators it could engage, how much it would cost and who would pay for it. It was also to begin the process of moving beyond framing research priorities in *subject matters terms* to think in terms of *solutions to a defined research need or problem statement*.

Closing Comments

The COHA Research Committee wrapped up the session by thanking participants for their engagement and appealing to them to being working on developing outstanding research projects. The level of interaction and networking among participants that occurred over the course of the day was high and was cited as a positive indicator of the kind of collaboration that was needed to achieve successful outcomes. COHA will continue the momentum by taking the valuable input received from participants and using it as the basis for the call for proposals. The COHA website will be used to post regular updates as well as emails to participants.

The Conclusion

Based on the input provided by workshop participants and the guidance from Agriculture and Agri-Food Canada as embodied in the Calgary Statement directional document, the COHA Research Committee reframed the priorities to put the emphasis on *outcomes to be achieved* rather than *subject matter to be covered*. The priorities on the list developed at the workshop tended to be statements of subject matter, answering the question, “what?”, and the need to move these to statements of purpose, answering the question, “why?”, was identified as an important requirement. A focus on outcomes enables researchers and their industry partners to ensure that there is a clear goal or set of goals to be achieved leading to a compelling articulation of the benefits of the project and accountability for outcomes.

Priority Theme	Sector Need, Challenge, or Problem	Research Outcomes Sought
Using living green infrastructure to mitigate the impacts of climate change and to improve the quality of life.	Ornamental products can contribute directly to climate change mitigation by expanding innovation applications of living green infrastructure. Ornamentals can be used to moderate erosion, wind impact, and temperature especially in urban environments as well as contributing to air quality and carbon sequestration.	<i>We can help!</i> Research that leads to expanded application of ornamental products for climate change mitigation and environmental enhancement is a vital priority of the sector.
Adapting the ornamental sector to the new realities introduced by climate change	Climate change can contribute to unprecedented conditions such as (a) more intense and emerging pest and disease pressures and (b) temperature, wind and rainfall extremes that impact winter hardiness and survivability, drought resistance and heat tolerance. Growers and downstream partners in the value chain need solutions.	<i>We can adapt!</i> Research that enables innovation to address pest and disease pressures as well as extremes in temperature and rainfall is core to effective climate change mitigation and adaptability. Outcomes-based research will lead to enhanced plant health and survivability is a core priority for the sector.
Enhancing environmental sustainability through resource optimization	Advances in sensory technology that enable more precise measurements and feedback are among the innovative tools to be developed and applied to optimize resource utilization. BigData analytics, artificial intelligence and machine learning can be harnessed for our sector. More efficient use of resources and less waste represents steps toward the circular economy.	<i>We can advance!</i> Research that addresses optimization of nutrient delivery, use and reuse, and which increases the efficiency of water utilization by plants are important outcomes for environmental sustainability. Research that addresses effective ways of first storing and then transporting plants to market with outcomes that result in less energy consumption, loss and less or better packaging will contribute to more efficient use of resources and

Priority Theme	Sector Need, Challenge, or Problem	Research Outcomes Sought
		environmental sustainability.
<p>Driving productivity gains to increase competitiveness</p>	<p>Productivity gains are achieved by enhancing yields relative to the inputs required. Major inputs used by the ornamental horticulture sector include labour and energy as well as nutrients and water.</p>	<p><i>We can compete!</i> Research that leads to higher yields or reduced inputs to achieve the same yield will contribute to the competitiveness of producers and the sector.</p>
<p>Responding to market needs and advancing opportunities to strengthen public trust</p>	<p>Canada's demographics are changing together with the consumers in the US and other international export markets. Millennial consumers are time-pressed and seek plant products that are easy to care for and which they perceive as being contributors to social change (i.e. pollinator plants, edible ornamentals (eat local) etc. Merchandisers seek innovation that will differentiate their offerings from their competition and draw consumers. Regulators in many jurisdictions restrict watering for home use and ban chemical pesticides from being used as plant care products.</p>	<p><i>We can grow!</i> - A high priority for the ornamentals sector is delivering product innovation that addresses consumer and customer needs, aligned with regulatory requirements, and which demonstrates an understanding of those needs and how to motivate consumers to make positive purchase decisions.</p>

Appendix A – Agenda

Canadian Ornamental Horticultural Alliance National Research Meeting on Setting Priorities

June 6, 2017

Airport West Hotel, Mississauga

8:00 – 16:00

Purpose: To identify the research priorities of the ornamental sector that should be pursued over the next five years.

7:30 Continental Breakfast

8:00 Start-Up

Opening Remarks

COHA Chairs

Review of Agenda and Approach

Intersol Facilitators Frank VanGool and Sue Perron

Introductions and Expectations

Keynote

Professor Mike Dixon, University of Guelph

9:00 Presentation

Lessons Learned from the Current Cluster Results

9:30 Break

9:45 Presentation - Overview of Possible Research Topics to Benefit Canada's Ornamental Horticulture Industry

10:00 Open Forum – Table Discussions and Questions

All

- Group Discussion
- Q&A

10:30 Priority Research Topics – Table Discussions

“Given the proposed list priority research areas, what do you see as the top 3 and bottom 3 that offer the greatest potential for Canada’s Ornamental Horticulture Industry?”

- Criteria: Positive Impact / Timeliness / Feasibility

11:00 E-mail break

Facilitators will tabulate priority results from previous exercise and share the prioritized list with participants

11:10 Validation of the Short List – Table and Plenary Discussions

“Considering the results of the “top 3/bottom 3” exercise, what observations, comments and suggestions do you have to improve the consolidated list?”

12:00 Networking Lunch

13:00 Focus on the Research Priorities – Table Discussions

- Elaborating on the priority research topics

14:15 Break

14:30 Debrief and Finalization of Priorities Discussion

Tables will share their results through plenary discussions to confirm priority project topics for the sector.

15:30 Summary of Next Steps

COHA chairs communicate next steps such as timelines, evaluation criteria, funding, expectations etc.

16:00 Wrap-Up

Closing Remarks

Appendix B – Participant List

Youbin Zheng

Mike Dixon

John Mantel

Dr. John Zhang

Valerie Sikkema

Dr. Deb Henderson

Vic Krahn

Marc-André Laplante

Alan White

Andrew Morse

Leslie Cornell

Jamie Aalbers

Anthony O'Neill

Jeanine West

Victor Santacruz

Phillippe Caissie

Rita Weerdenburg

Christian Brunet

Sylvie Jenni

Guy Boulet

Chevonne Carlow

Hervé Barjol

Dr. Thomas Graham

Vincent Beaudoin

Dr, Michael Brownridge

Luce Daigneault

David Gholami

Guillaume Grégoire

Jared Stoochnoff

Belal EL-hassan

Bill MacDonald

James Darrow