



FOR IMMEDIATE RELEASE

AAFC announces funding for ornamental sector research initiatives

St. Hyacinthe, QC - November 16, 2018 The Canadian Ornamental Horticulture Alliance (COHA) is pleased to announce Agriculture and Agri-Food Canada (AAFC) has committed funding for a five year research project “Accelerating Green Plant Innovation for Environmental and Economic Benefit.” The project was approved under AAFC’s AgriScience Cluster Program.

The announcement was made today by Parliamentary Secretary Jean-Claude Poissant on behalf of Lawrence MacAulay, Minister of Agriculture and Agri-Food, at Expo-FIHOQ, the annual horticultural trade show of the Fédération interdisciplinaire de l’horticulture ornementale du Québec (FIHOQ) held in Drummondville, QC.

A total of 10 research projects will be funded through a total investment of \$6.8 million, including a contribution from AAFC of up to \$4.6 million, supported by a further \$2.2 million of industry cash and in-kind funding. With an overall focus on innovation to support the sector’s growth and environmental and economic sustainability, COHA’s priority setting process was guided by a rigorous, industry-directed approach, resulting in a diverse selection of projects to meet floriculture and nursery sector objectives. Adapting the sector to the new realities of climate change, enhancing environmental sustainability through resource optimization, and improving productivity to increase business competitiveness are the three priorities that have guided COHA’s research principles.

Noted COHA president Christian Brunet (Hydralis Inc. QC) “COHA is deeply appreciative of Agriculture and AgriFood Canada’s significant investment in research and innovation in our sector. The AgriScience Cluster Program is an important partnership between the federal government and many commercial operations in our sector. We look forward to the delivery of important economic and environmental benefits from this shared commitment to advancing innovation.”

“Our Government is proud to support a vibrant ornamental horticulture industry across Canada,” said Jean-Claude Poissant, Parliamentary Secretary to the Minister of Agriculture and Agri-Food. “We want to help our farmers grow products that lead the world in innovation, competitiveness and environmental sustainability.”

COHA is committed to also delivering a strong and cohesive communication’s strategy throughout the duration of the project that will promote ongoing project research outcomes to the sector and to acknowledge the support received from AAFC and their industry partners in achieving these outcomes.

COHA is a strategic alliance of three broad based organizations: the Canadian Nursery Landscape Association, the Fédération interdisciplinaire de l’horticulture Ornementale du Québec and Flowers Canada Growers. These three organizations work together through COHA to coordinate industry action,

contribute to effective public policy and speak with one voice on issues of concern to the sector as a whole.

For additional information, contact Jamie Aalbers (jamie@fco.ca)