

# In The Media

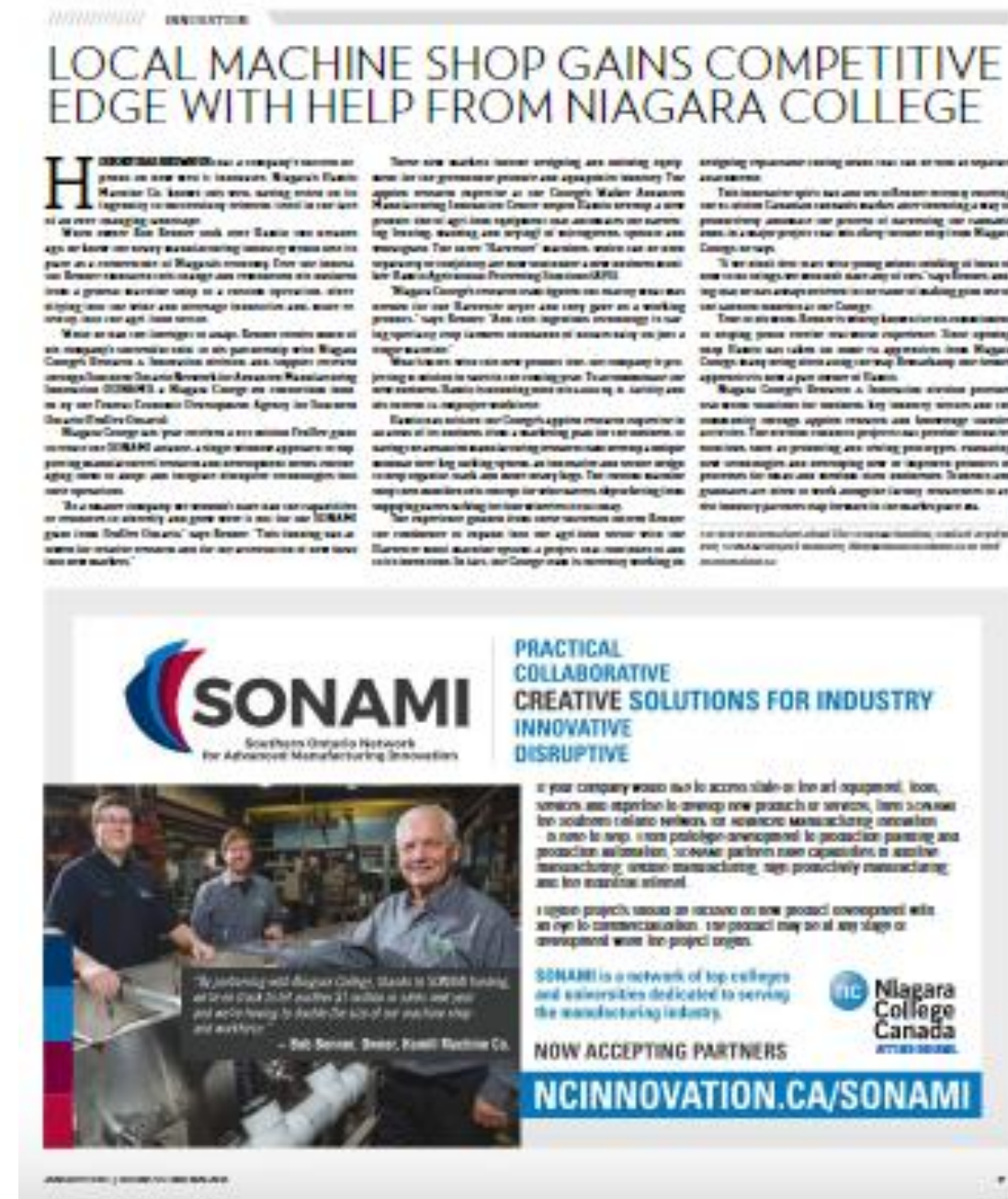
Jan – Mar 2018



# A success story for local machine shop

The *Business Link* publication runs story about NC industry partner Hamill Machine Company and the success from the Southern Ontario Network for Advanced Manufacturing (SONAMI) grant.

COVERAGE TYPE Digital, Print  
JANUARY 2018 [The Business Link](#)



# NC part of the Smart Agri-Food Super Cluster

*Ipolitics* does story referring to projects shortlisted for federal innovation funding. Niagara College is one of 17 universities and colleges in the Super Cluster.

**COVERAGE TYPE** Digital  
**JANUARY 2018** [iPOLITICS](#)

NEWS

## Telus, Microsoft backing agriculture innovation project

By Kelsey Johnson. Published on Jan 17, 2018 4:54am



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Some of this country's largest technology companies are backing a \$250 million, nationwide industry-led project shortlisted for federal innovation funding and designed to spur economic growth by better utilizing agricultural data.

Telus, Microsoft and IBM officials were among the more than 100 attendees who participated in a day-long data discussion organized by the Smart Agri-Food Super Cluster (SASC) in Ottawa, Tuesday. SASC, valued at \$250 million and pegged to create up to 300,000 new jobs, is one of two industry-led agriculture innovation projects to be shortlisted for up to \$950 million in federal funding.

The nearly \$1 billion in federal funding was promised in Budget 2017 and earmarked for business-led innovation projects, called "superclusters," aimed at bolstering Canadian economic growth within select industries and sectors.

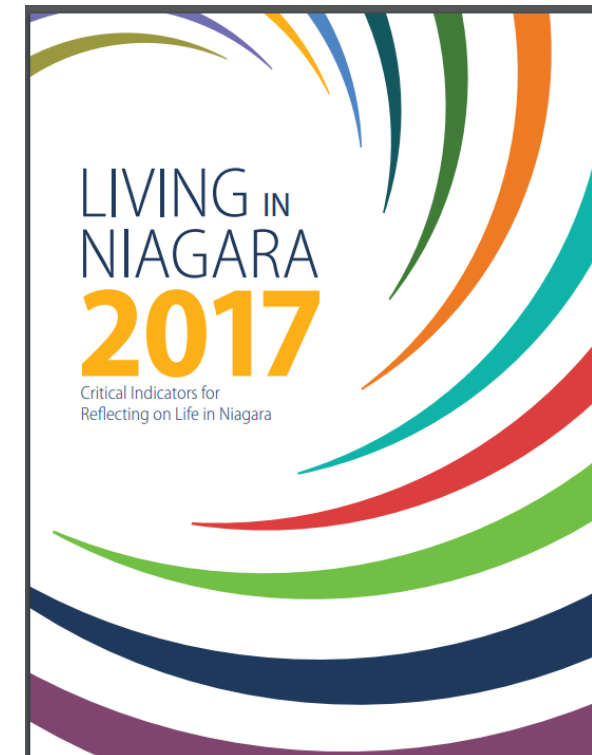
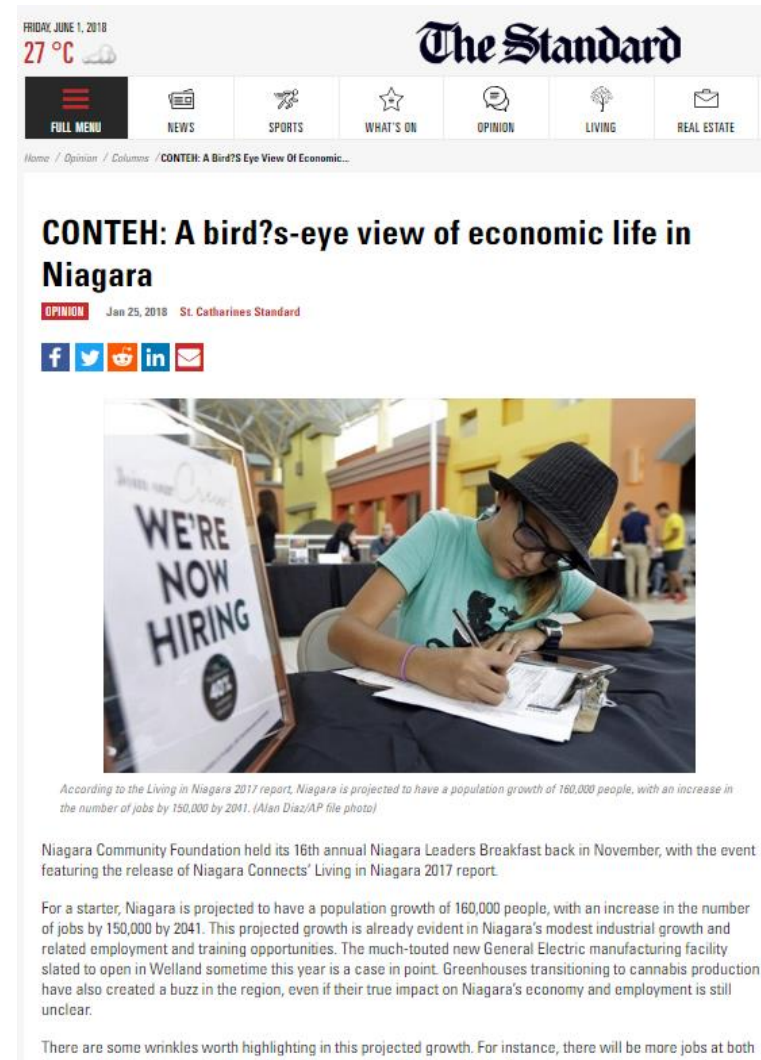
The United Nations expects the world's population to reach nine billion people in 2050 — growth that will require Canadian farmers and ranchers to increase production by 70 per cent to meet demand. Canada is currently the world's fifth largest agriculture exporter.

That's a "hairly situation" Mike Dittrich, director for Telus' Smart Agriculture and Business Future sections, told *iPolitics* — a situation Telus feels it has a "social responsibility" to help the agriculture sector meet.



# Living in Niagara report includes NC

The Walker Advanced Manufacturing Innovation Centre is highlighted for advances in economic prosperity in the Niagara Connects' Living in Niagara 2017 report.



**COVERAGE TYPE** Digital, Print

**JANUARY 2018** [St. Catharines Standard](#), [InsideNC](#)

# Dr. Marc Nantel named interim dean

In addition to his current role, Nantel is named interim dean of Media, Trades and Technology while the College moves forward with the selection of a new associate dean.

**COVERAGE TYPE** Digital, Print  
**FEBRUARY 2018** [Niagara News](#), [InsideNC](#), [ncinnovation](#)



ON CAMPUS EDITORIAL & OPINION ARTS & ENTERTAINMENT OFF CAMPUS SPORTS

**BREAKING** Scar women helping St. Catharines community Basil, NOTL campus's 15-year-old

**NEW INTERIM DEAN FOR MEDIA, TRADES, TECHNOLOGY**

08 Feb 2018



## Niagar Colleg Canad

**SUBMITTED PHOTO**

Marc Nantel will replace Tony Thoma as interim dean of Media, Trades and Technology.

Steve Hudson, vice-president of Academic and Learner Services, made the announcement in an email to the staff and faculty Feb. 6.

In his email, Hudson acknowledged Thoma's efforts during the past term.

Nantel is taking on these responsibilities in addition to continuing his current role as associate vice-president of Research & Innovation while a permanent candidate is being found.

Thoma was named interim dean after Misheck Mwaio vacated the position for a new role at Bow Valley College in Alberta in the fall.

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### Message from Steve Hudson: Interim dean, Media, Trades and Technology

Posted on February 6, 2018 by Julie Greco in Announcements, Campus Update



**nc** Research & Innovation

ABOUT INNOVATION CENTRES

RESEARCH & INNOVATION

#### Dr. Marc Nantel expands portfolio



© February 10, 2018

In addition to his current responsibilities as associate vice president of Research & Innovation, Dr. Marc Nantel has been named interim dean of Media, Trades and Technology. Nantel will take on this additional role as the College moves forward with the selection of a new associate dean of Technology.



# NC earns grants for tech and agri-food

Research & Innovation receives \$890k  
to fund innovative projects in precision  
agriculture and partnerships with small-  
and medium-sized enterprises (SMEs).

**COVERAGE TYPE** Digital  
**FEBRUARY 2018** [Niagara News](#), [ncinnovation](#)

## NIAGARA COLLEGE GRANTED \$890K FOR ADVANCES IN ONTARIO FARMING

10 FEB 2018



The NC Teaching Winery head winemaker and vineyard coordinator Gavin Robertson (r), joins Mike Duncan (l), the Natural Sciences and Engineering Research Council of Canada (NSERC) industrial research chair in Precision Agriculture and Environmental Technologies at NC. SUBMITTED PHOTO

By BETH AUDET  
Staff Writer

Niagara College's Research & Innovation division will receive \$890,000 in grants from the Colleges Applied Research & Development Fund (CARDF) and Ontario Centres of Excellence (OCE) to advance its technology and agri-food sector.

Reza Moridi, minister of Research, Innovation and Science, made the announcement on Feb. 6.

"Our province needs talent to continue to sustain its growing innovation eco-system. Investing in applied research and development is a step towards a brighter and more prosperous future for our province," said Moridi in a press release. "By bringing together colleges and the R&D sector, we're creating opportunities for our students and ensuring they are ready for the jobs of tomorrow," he said.

According to NC, \$700,000 from CARDF will fund a variety of technology projects led by Dr.

nc Research  
& Innovation

ABOUT INNOVATION CENTRES NEWSROOM RESOURCES & LINKS

AGRICULTURE & ENVIRONMENTAL TECHNOLOGIES INNOVATION CENTRE, CANADIAN FOOD  
& WINE INSTITUTE INNOVATION CENTRE, COURSE-BASED RESEARCH, RESEARCH &  
INNOVATION

Provincial grants help NC build innovative partnerships with industry

February 6, 2018



The NC Teaching Winery head winemaker and vineyard coordinator Gavin Robertson (r), joins Dr. Mike Duncan (l), the Natural Sciences and Engineering Research Council of Canada (NSERC) industrial research chair in Precision Agriculture and Environmental Technologies at NC, to demonstrate a drone as part of developments to help mitigate the effects of concerning weather threats.

Niagara College's Research & Innovation division is a leader in the technology and agri-food sector, and that expertise has helped secure grants totaling \$890,000, that will fund innovative projects in precision agriculture and partnerships with small- and medium-sized enterprises (SMEs).

Today, Reza Moridi, Minister of Research, Innovation and Science, announced funding projects from across Ontario that received funding through the Colleges Applied Research & Development fund (CARDF), including at Niagara College. The fund connects businesses with colleges to tackle R&D challenges and launch innovative new products and services.

"Our province needs talent to continue to sustain its growing innovation eco-system. Investing in applied research and development is a step towards a brighter and more prosperous future for our province," said Moridi. "By bringing together colleges and the R&D sector, we're creating opportunities for our students and ensuring they are ready for the jobs of tomorrow."

Re-inventing the farm through precision agriculture



# College recognizes farming community

Research & Innovation highlights its collaboration with OMAFRA, GFO and CCA cooperators on Precision Agriculture Advancement for Ontario project in *Better Farming's Report on Precision Farming*.

REPORT ON **PRECISION FARMING**

## New Year's Resolution! Less work and improved spraying!

2018 is the year for installing automatic boom height control on the sprayer. Better spray job, less drift, less chance of equipment damage, much easier on the operator. GreenTronics offers a great solution with their **RiteHeight™** automatic boom height control system. **RiteHeight™** uses ultrasonic sensors to measure and control the distance from the sprayer boom to the target. It is reasonably priced, easy to operate and straightforward to install. In fact, more than 75% of end-users install their own **RiteHeight™** systems.

The **RiteHeight™** is extremely adaptable and works on any type of new or used trailed, or self-propelled sprayer with electric-over-hydraulic solenoid control valves to move the booms. **RiteHeight™** works with all common hydraulic designs and requires no additional hydraulics.

Installation is simple because there are just four main items: Console with display and keypad, Junction Box, Sensors (up to five), and cables.

Once installed, use the TEST menu to check connections. Then a few minutes in the MACHINE SET-UP menu to enter, for example, the number of sensors and the type of hydraulic system (Open or Closed). Then move the sprayer to a safe spot outside, unfold the booms, and run the auto SELF-CALIBRATION step. This allows the computer to learn your sprayer's behaviour. Time for a test run! Set the target height in the CONFIGURATION menu. Watch the boom as you drive through the test area. Quite often the defaults for parameters such as DELAY FOR UP, DELAY FOR DOWN, QUICK RAISE HEIGHT, etc. work well. However, you may find room for improvement. The CONFIGURATION menu allows you to adjust parameters as needed.

At spray time set the optimal target height. Choose the operating mode: Bare Ground, Partial Canopy, or Full Canopy. Use the Partial Canopy system to follow the ground and ignore the crop.

GreenTronics offers optional ISOBUS compatible systems that allow operating the entire **RiteHeight™** system from a Universal Terminal screen on compatible displays from John Deere, Outback, Trimble, Ag Leader, and others. Advantages are: the **RiteHeight™** menu system is easier to view and use on large touchscreen displays; cab clutter is reduced.

Some users install the **RiteHeight™** sensors on their Y-Snap systems where correct boom height is necessary to optimize placement of liquid fertilizer in new crops.

**RiteHeight™** allows operators to make on-the-go adjustments to target height. A Center Boom sensor can be installed for auto height control of the center boom, or to function as a reference for the outer sensors.

For wide booms or for working in severe terrain and crop conditions, a 4-sensor system can be installed to improve performance. The **RiteHeight™** system is easy to over-ride and constantly monitors for operator input. When a manual input, for example, the right hand boom is detected, auto height control for that boom will be suspended. The other boom(s) will continue in auto mode. To re-engage auto mode, the operator only has to briefly touch Down on his switch and **RiteHeight™** will take over again.

The **RiteHeight™** system has been available since 2007. Customer input has driven many improvements over the years and operators with older **RiteHeight™** systems are advised to contact GreenTronics about upgrade options.

REPORT ON **PRECISION FARMING**

## THANK YOU!

Grain Farms of Ontario, Farmers, CCAs, and Agricultural Adaptation Council/Growing Forward 2

It was a pleasure to collaborate with OMAFRA and the excellent GFO farmer and CCA cooperators on the Precision Agriculture Advancement for Ontario project (April 2014-October 2017), funded by GFO/AAC/GF2).

**THE NEXT STEPS ARE:**

- A case study for each project cooperator field will be released
- Each case study will include the results from the variable-rate seed and nitrogen trials during the 2015, 2016 and 2017 growing seasons

**nc** Niagara College Canada  
APPLIED DREAMS.

**ADVANCED! AUTOMATIC BOOM HEIGHT CONTROL EASY TO USE!**  
FOR NEW AND USED PULL TYPE AND SELF-PROPELLED SPRAYERS.

**FEATURES:**

- CHOOSE FROM THREE OPERATING MODES:** • Bare Ground • Partial Canopy • Full Canopy
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Order Early & Save Up to 10%  
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**WORK FASTER, SAFER & SAVE:**

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- Save time in the field, work faster
- Save the booms, reduce impact with ground & crop
- Save chemicals, reduce drift and spray on target

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**nc** Agriculture & Environmental Technologies  
Innovation Centre

**DO YOU HAVE INNOVATIVE PRECISION AGRICULTURE IDEAS BUT NEED A PARTNER TO BRING THEM TO LIFE?**

Niagara College's Agriculture & Environmental Technologies Innovation Centre team specializes in working with private sector partners to develop innovative solutions to address today's environmental and ecological pressures. The team's applied research services include agricultural web & mobile software development; robotics & UAV sensors; data analysis; and weather & data analytics.

**MEET WITH US. WORK WITH US.**

1 800-641-2252 Ext. 4287  
• obest@niagaracollege.ca  
• ncinnov@com.ca

**WEATHER PREDICTION FOR YOUR FARM**

Join Dr. Mike Duncan at 4pm on January 30th at the 2018 Precision Agriculture Conference in London, Ont., to learn about weather prediction for your farm.

**COVERAGE TYPE** Digital, Print  
**FEBRUARY 2018** [Better Farming](#)

# SONAMI gets major feature article

The *Mentor Works* blog features a lengthy story on the Southern Ontario Network for Advanced Manufacturing Innovation with numerous links to the Research & Innovation website.

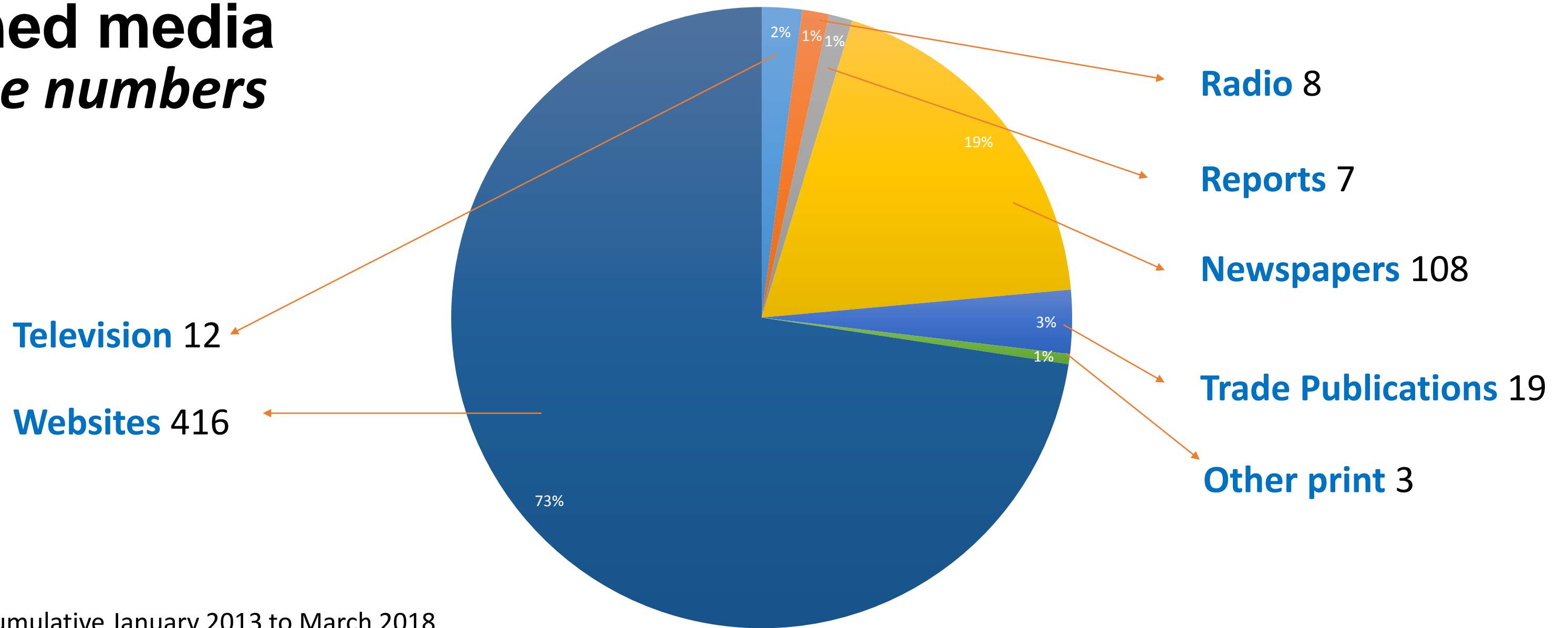
**COVERAGE TYPE** Digital  
**MARCH 2018** [Mentor Works](#)



The screenshot shows the Mentor Works website with a navigation bar (Home, Who We Are, What We Offer, Blog, Contact Us) and a search bar. The main article title is "SONAMI: Southern Ontario Network for Advanced Manufacturing Innovation". Below the title is a breadcrumb trail: Home > Blog > Business Consulting > SONAMI: Southern Ontario Network for Advanced Manufacturing Innovation. The article is dated MARCH 22, 2018, by JEFF SHEPHERD, with no comments. The text discusses the challenges of product and process development for SMEs and the role of SONAMI in providing resources and funding. A highlighted quote states: "Businesses accessing SONAMI may even reduce project costs by up to 50% through Canadian government funding." The article also mentions that manufacturers are encouraged to contact SONAMI for projects that would benefit from post-secondary research facilities. The article is titled "What is the Southern Ontario Network for Advanced Manufacturing Innovation (SONAMI)?" and describes SONAMI as a network of Ontario-based post-secondary research institutions that assists manufacturers in developing and integrating highly-innovative technologies. The footer of the article shows a list of documents: h3h3h3-Newsletter.docx, h3h3h3-Newsletter M.docx, and h3h3h3-Newsletter.docx.



## Earned media *by the numbers*



**TIMELINE** Cumulative January 2013 to March 2018



363 likes

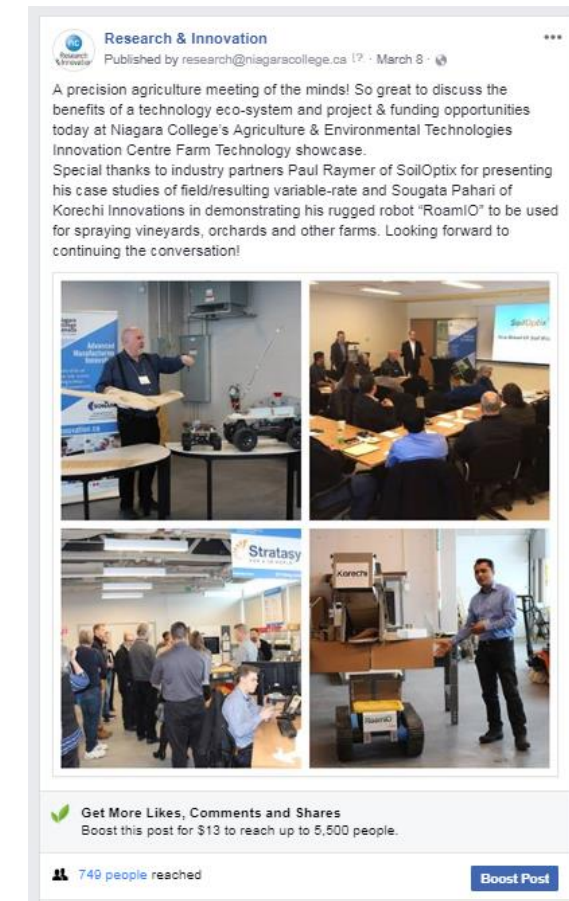
**SOCIAL MEDIA:** [Facebook](#)  
**TIMELINE** As of March 2018



↑ **January**  
 7,520 people reached



↑ **February**  
 2,717 reached



↑ **March**  
 7,881 people reached





1,087 followers

February 99,000 impressions



January 37,800impressions



March  
177,000 impressions

SOCIAL MEDIA: [Twitter](#)

TIMELINE As of March 2018



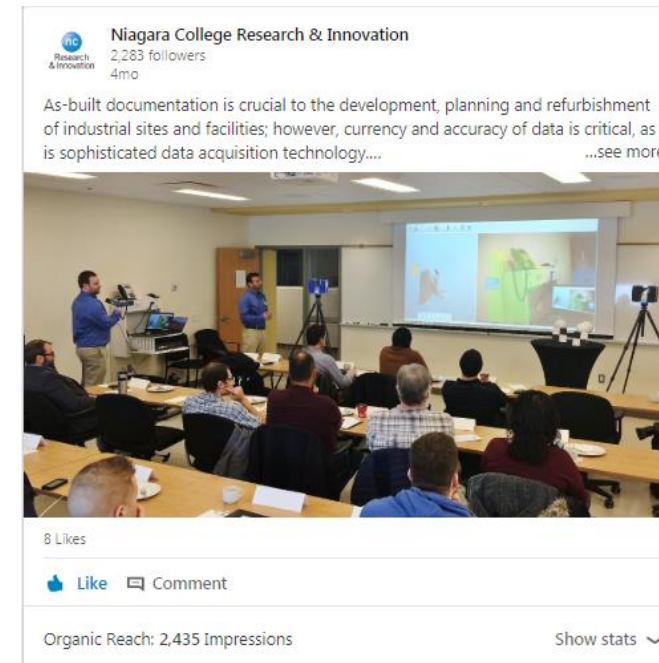
2,216 followers

SOCIAL MEDIA: [LinkedIn](#)

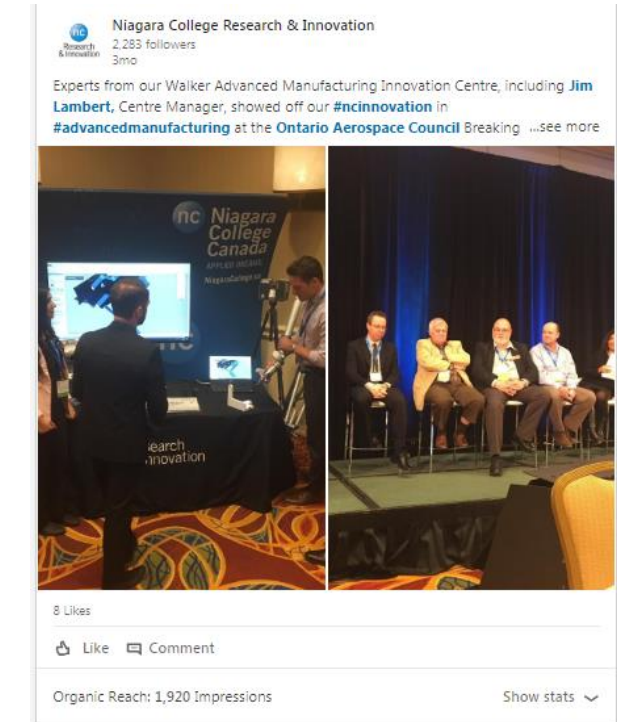
TIMELINE As of March 2018



January 13,505 impressions



February 32,278 impressions



March 10,709 impressions



For more information visit: **[ncinnovation.ca](http://ncinnovation.ca)**

## **SOLUTIONS FOR INDUSTRY**

Providing innovation solutions to business and key industry sectors through applied research in partnership with Niagara College faculty and students.