

In The Media

July – Sept 2018

R&I brew still making headlines

MADD Virgin Craft Brewed Lager (Hill Street Beverage) wins Bronze in 2018 U.S. Open Beer Championship for best non-alcoholic brew.

COVERAGE TYPE Digital
JULY 2018 Canadian Beer News



Funding for agri-food research equipment

NC's CFWI Innovation Centre receives a \$1.6 million provincial-federal grant for beverage research equipment for new Marotta Innovation Complex.

COVERAGE TYPE Digital
JULY 2018: [Erie Media](#), [InsideNC](#)

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Funding to provide College with state-of-the art agri-food research equipment

July 25, 2018 Filed under: News/Niagara College | Posted by: Erie Media



Victoria Brosseau (left), CFWI Innovation Centre Lab Assistant and Rebecca Griffin, Food Scientist, conduct experiments at Niagara College's CFWI Innovation Centre on the Niagara-on-the-Lake Campus. Niagara College photo

Niagara College has received over \$1.6 million to help fund cutting-edge beverage research equipment for the College's Canadian Food and Wine Institute Innovation Centre (CFWI IC), which will be housed within the College's new Marotta Family Innovation Complex.

This infrastructure will directly support applied research and world-class training specifically for the wine, beer, spirits and non-alcoholic beverage sectors in Niagara.

Through the CFWI IC's Beverage Innovation Excellence research program, the new tech will equip three distinct research labs within the new 49,000 square-foot complex, which is set to open later this year:

- A Beverage Processing Lab will allow research staff and students to prototype and test new beverages with business clients. The lab will include industry-standard pasteurization, canning, bottling and other equipment that will allow researchers and NC's industry partners to test the market for products, determine viability, and prove a market exists before the company scales up production.
- A Beverage Analysis Cluster Lab will allow for detailed analysis of beer, wine, spirits, cider, and juices for chemical contents and sensory attributes. Researchers will be able to dive deep into the molecular makeup of beverages to determine alcohol content, oils and acid content, gas content, viscosity and other attributes.
- Industry incubator space will provide equipment for food and beverage companies that need to further their product development. Businesses will be able to temporarily locate to the Complex to carry out collaborative research projects with our staff and students, with immediate hands-on access to equipment and resources to help expedite success.



After more than \$1.6 million in funding, 2016 represents the college's eighth year of receiving

nc Research & Innovation

ABOUT INNOVATION CENTRES NEWSROOM RESOURCES & LIT

CANADIAN FOOD & WINE INSTITUTE INNOVATION CENTRE RESEARCH & INNOVATION

Funding for state-of-the-art agri-food and beverage research

© July 26, 2018

Niagara College has received more than \$1.6 million in federal and provincial grants to help fund cutting-edge beverage research equipment for the College's Canadian Food and Wine Institute Innovation Centre (CFWI IC), which will be housed within the College's new Marotta Family Innovation Complex. The Canadian Foundation for Innovation's (CFI) College-Industry Fund (CIIF) will supply \$816,000 and another \$816,000 will be provided by the Ontario Research Fund. The Marotta Innovation Complex will directly support applied research and world-class training specifically for the wine, beer, spirits and non-alcoholic beverage sectors in Niagara.

Through the CFWI IC's Beverage Innovation Excellence research program, the new tech will equip three distinct research labs within the new 49,000-square-foot complex, which is set to open later this year.

"Over the past several years, Niagara College has proven itself to be a powerhouse for applied research for Canada's food and beverage industries," said Marc Nantel, NC's associate vice-president of Research & Innovation. "This equipment will allow us to build upon that reputation and continue to conduct world-class research that will make significant contributions to this industry, right here in Niagara and across the country."

The projects build on strong demand from regional beverage manufacturers and more than six years of recent capacity building for food and beverage research and development at the CFWI IC. Since 2012, the CFWI IC has conducted more than 65 applied research projects, the products of several of which are now available on the market nationally and internationally. The staff and faculty who conduct these projects with students and industry partners are proven experts in food and beverage engineering, science, product development, and sensory analysis; food safety and regulatory affairs; nutrition; microbial and chemical analysis; and more.

[Andrew Khorchok](#) [Read more at InsideNC](#)


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Home My College My People Media Coverage News Releases Calendar An

Home / [Campus Update](#) / Federal and provincial funding to provide College with state-of-the art agri-food research equipment

Federal and provincial funding to provide College with state-of-the art agri-food research equipment

Posted on July 25, 2018 by akorchok in [Campus Update](#), [News Releases](#), [Research and Innovation](#) [Edit](#)



Victoria Brosseau (left), CFWI Innovation Centre Lab Assistant and Rebecca Griffin, Food Scientist, conduct experiments at Niagara College's CFWI Innovation Centre at the Niagara-on-the-Lake Campus

Niagara College has received over \$1.6 million to help fund cutting-edge beverage research equipment for the College's [Canadian Food and Wine Institute Innovation Centre \(CFWI IC\)](#), which will be housed within the College's new Marotta Family Innovation Complex. This infrastructure will directly support applied research and world-class

Ag magazine interviews NC's Dr. Mike Duncan

Dr. Mike Duncan, NSERC Industrial Research Chair for Colleges in Precision Agriculture and Environmental Studies, is interviewed about farm data and precision agriculture in *Country Guide* magazine.

COVERAGE TYPE Digital, Print
AUGUST 2018: [Country Guide](#)

CountryGuide
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It's YOUR farm data

... but it's the companies you deal with that are creating an income stream from it

By [Lois Harris](#)

Published: August 8, 2018
Guide Business, Machinery
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When it comes to data in the agricultural sector, privacy and access issues are potentially at odds. Photo: Jeff Berenson/Stock/Getty Images

Long before the social media scandal that rocked Facebook and bankrupted Cambridge Analytica, Kelly Bronson was looking into how data is collected, who uses it and how they are benefiting from it in Canada's agri-food sector.

"For a couple of years, I've been doing qualitative research into the social scientific aspect of data collection in agriculture," explains Bronson, assistant professor at the University of Ottawa.

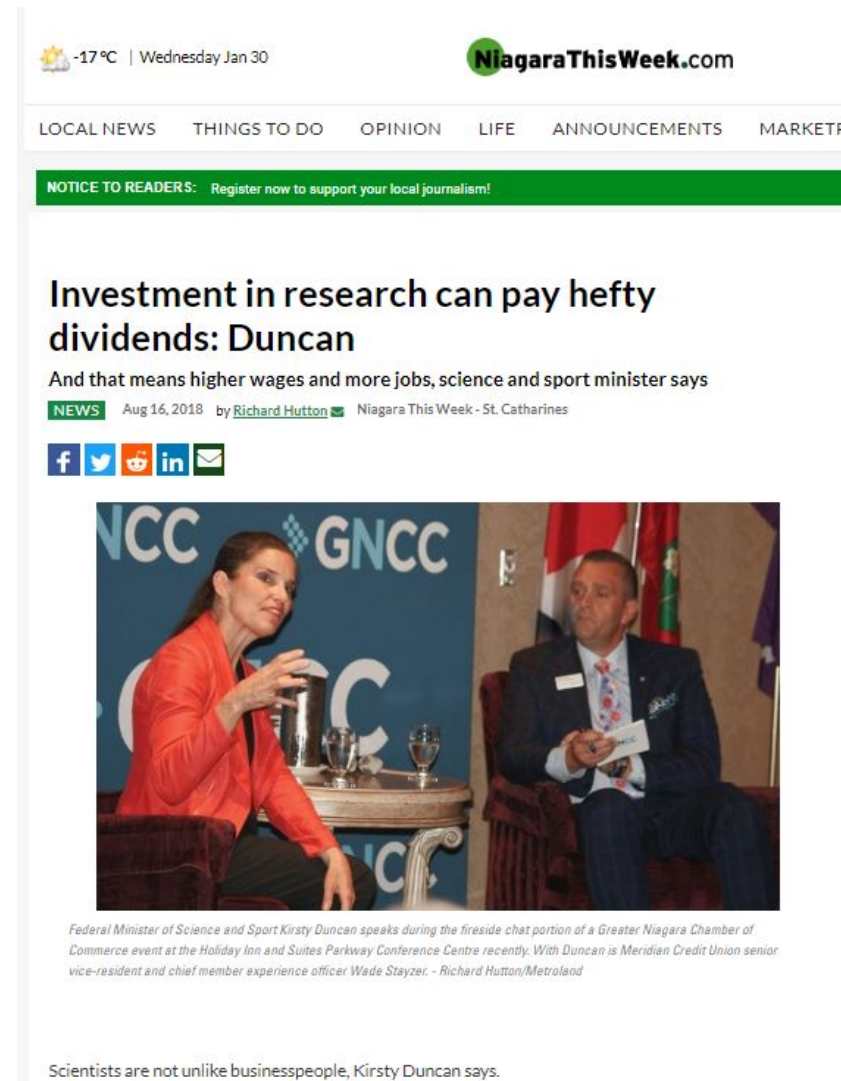
In a piece she wrote with assistant professor Irena Knezevic for *Policy Options* magazine, Bronson said, "The data collected by many digitally equipped tractors — data that farmers are helping to collect in the first place — are accessible to the farmers only after being processed by corporations, ostensibly to protect the farmers' privacy.

"So privacy and access issues are potentially at odds in the agri-food sector, just as they are in, for example, so much of the social media universe."

Minister cites merit of NC Ag research

During a Chamber of Commerce event, Science Minister Kirsty Duncan references the precision agriculture work of NC's Dr. Mike Duncan when speaking of the importance of investing in research.

COVERAGE TYPE Digital, Print
AUGUST 2018: [Niagara This Week](#), [St. Catharines Standard](#)



Gov't roundtable with NC women researchers

Science Minister Kirsty Duncan visited the NOTL campus for a discussion about research and innovation and women in science with members of the R&I team.

COVERAGE TYPE Digital
AUGUST 2018: [InsideNC, ncInnovation](#)



ABOUT INNOVATION CENTRES NEWSROOM RESOURCES

AGRICULTURE & ENVIRONMENTAL TECHNOLOGIES INNOVATION CENTRE RESEARCH & INNOVATION

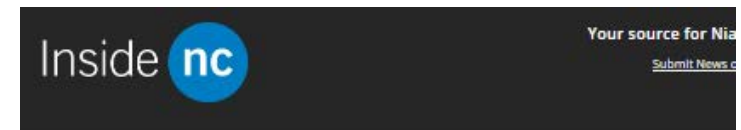
Science minister Kirsty Duncan talks women in science with R&I reps



© August 16, 2018

From left: Niagara Centre MP Vance Badawey; federal Minister of Science and Sport Kirsty Duncan; VP Corporate Services Pam Skinner; St. Catharines MP Chris Bittle and Arden Metcalfe-Roach, Computer Programmer Research Associate with Agriculture & Environmental Technologies Innovation Centre.

Niagara College's Research & Innovation division was in the spotlight today when federal Minister of Science and Sport Kirsty Duncan visited the Niagara-on-the-Lake Campus where she talked to the R&I team. Duncan also attended the Greater Niagara Chamber of Commerce's Niagara Business Leadership Series event where she highlighted the work being done by Dr. Mike Duncan, the NSERC Industrial Research Chair for Precision Agriculture & Environmental Technologies. [Read more on InsideNC](#)



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Science minister Kirsty Duncan visits NOTL Campus, leads roundtable with NC researchers

Posted on [August 17, 2018](#) by [Julie Greco](#) in [Campus Update](#), [Visits/tours/political/delegations](#) · [Edit](#)



During her visit to the NOTL Campus on Aug. 16, science minister Kirsty Duncan gets a sneak peek at the Strategic Investment Fund (SIF) building underway, which will include agri-business research space. Duncan (centre) is pictured with associate VP Research & Innovation Marc Nantel (left), VP Corporate Services Pam Skinner (second from right), and St. Catharines MP Chris Bittle.

NC research was in the spotlight on August 16, when federal minister of science and sport Kirsty Duncan visited the College's Niagara-on-the-Lake Campus.

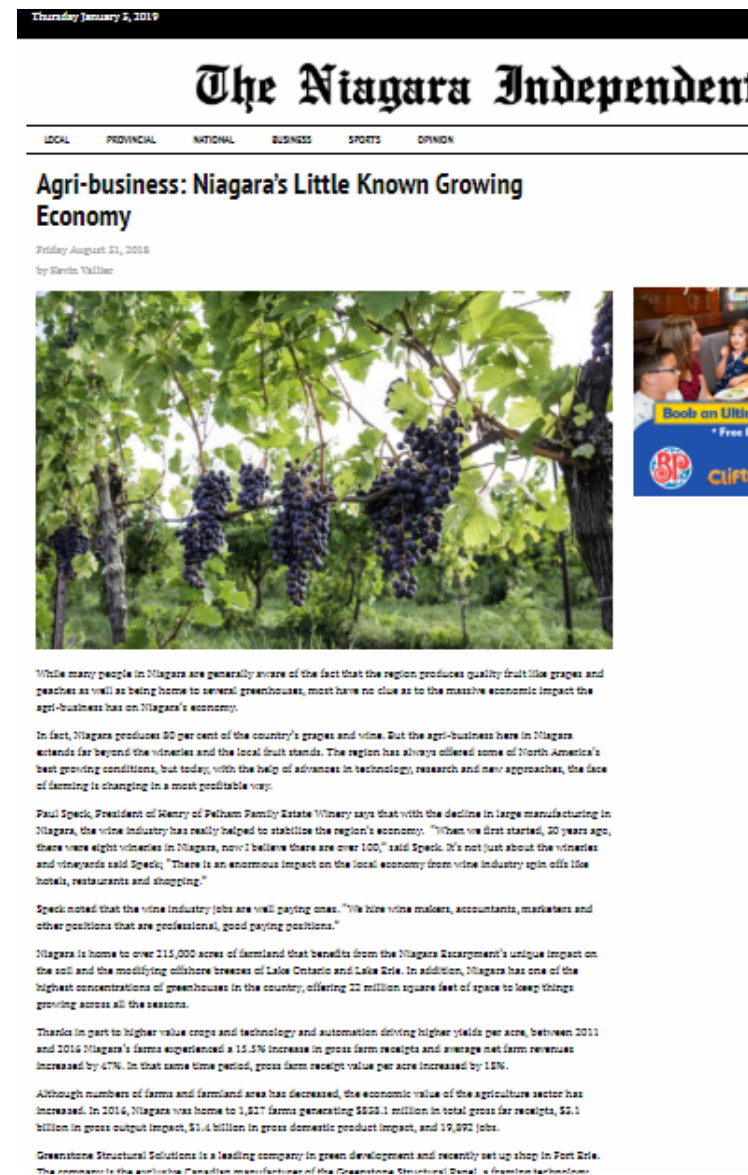
The visit drew MPs Vance Badawey (Niagara Centre) and Chris Bittle (St. Catharines). They joined NC's VP Corporate Services Pam Skinner, VP Academic and Learner Services Steve Hudson, associate VP of Research & Innovation Marc Nantel, and Student Administrative Council president Ryan Huckla, along with several members of the College's research team.

Duncan was provided with an overview of research and innovation at the College and had an opportunity to view progress on the Strategic Investment Fund (SIF) building underway, which will include agri-business research space, before leading a roundtable discussion which focused on research and innovation at the College.

NC in story about agri-food industry

R&I's Agriculture & Environmental Technologies Innovation Centre is highlighted in a story about the economic impact of the agri-business on Niagara's economy.

COVERAGE TYPE Digital
AUGUST 2018: [Niagara Independent](#)



Researcher lands cover of regional magazine

Andrew Nickel, research associate with the Agriculture & Environmental Technologies Innovation Centre, is the cover feature in *Niagara Life Magazine*.

COVERAGE TYPE Digital, Print
SEPTEMBER 2018: [InsideNC](#), [ncInnovation](#)



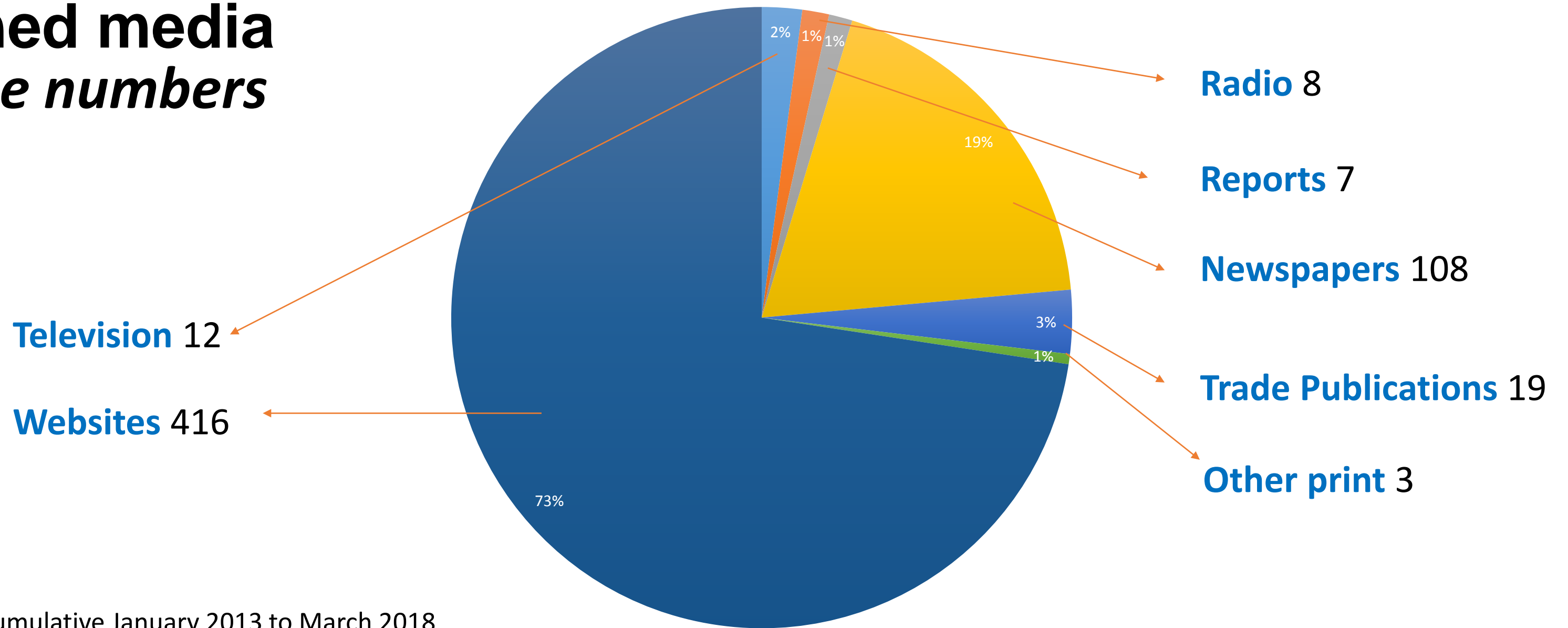
R&I team present at Parliament Hill

NC researchers with the Agriculture & Environmental Technologies Innovation Centre travel to Ottawa to provide expertise on farming and agri-food exports to Standing Committee on Agriculture and Agri-food.

COVERAGE TYPE Digital
SEPTEMBER 2018: [InsideNC](#), [ncInnovation](#)



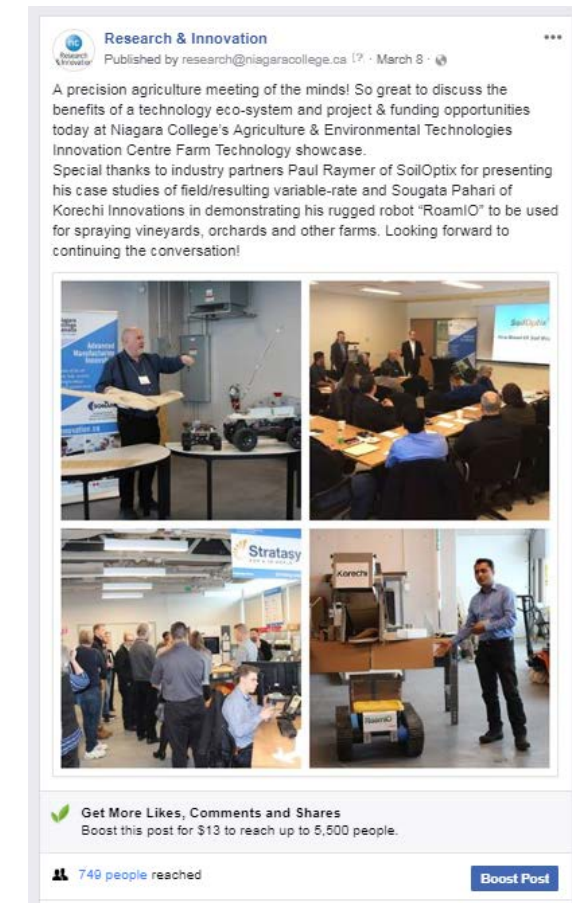
Earned media *by the numbers*



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

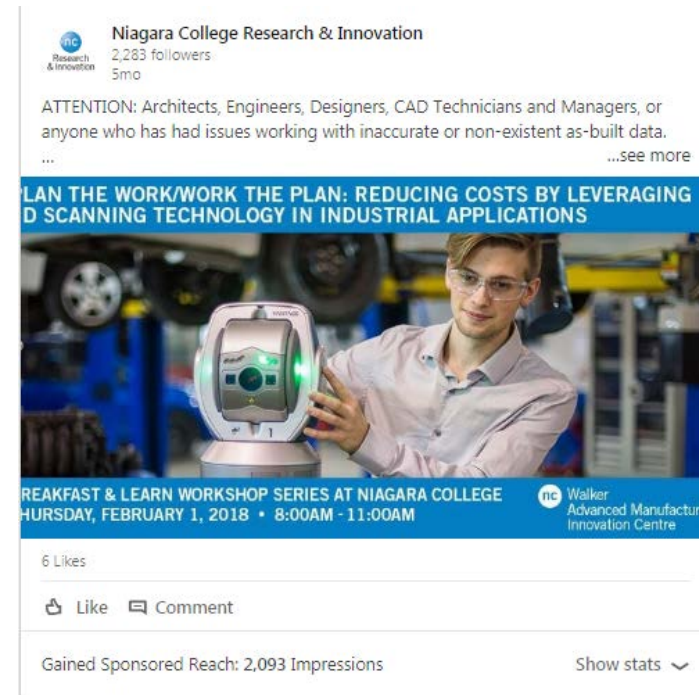
SOCIAL MEDIA: [Twitter](#)
TIMELINE As of March 2018



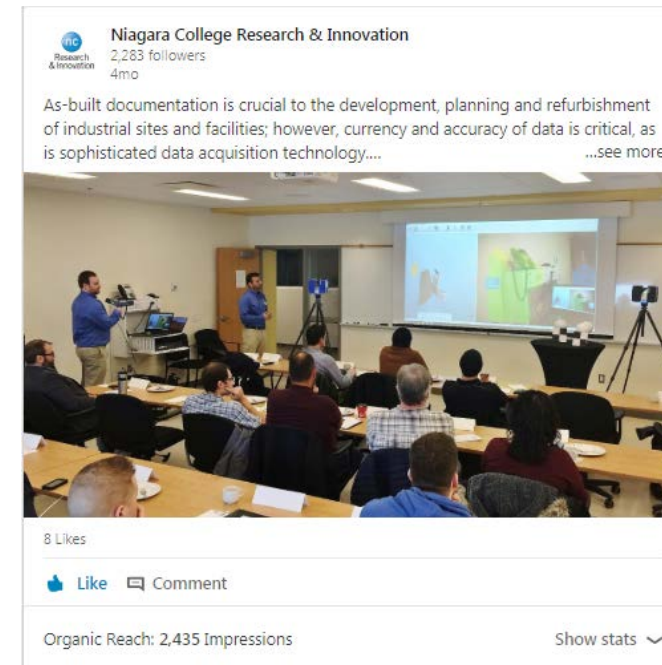
2,216 followers

SOCIAL MEDIA: [LinkedIn](#)

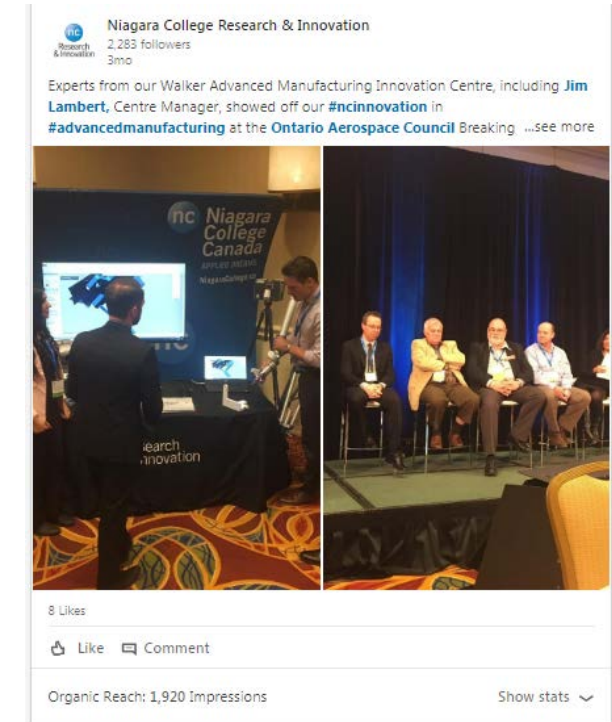
TIMELINE As of March 2018



January 13,505 impressions



February 32,278 impressions



March 10,709 impressions

For more information visit: **ncinnovation.ca**

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