

PRODUCT DEVELOPMENT RESEARCH DAY

Erna Van Duren



Erna became a member of the School of Hospitality and Tourism in 2012, and was previously a faculty member in the Department of Business (2006-2012), as well as Food, Agriculture and Resource Economics (1990-2006).

Her longstanding interest in food and resources stems from an early interest in food security and sustainability. She was part of the team that developed the College's industry focused MBA, and has taught and advised extensively at the graduate level. Erna has worked with industry associations and a variety of organizations on policy and economic analysis and strategy development. She has published a variety of cases, journal articles and research monographs, and has developed several distance learning courses and a textbook.

PRODUCT DEVELOPMENT RESEARCH DAY

Jessica Taylor



Jessica Taylor is the Sr. Analyst in Food and Food Systems at Bioenterprise Corporation, a national not-for-profit business accelerator focused on commercializing new and innovative agri-technologies throughout the value chain. Working with companies across the food, beverage and Natural Health Product sectors, Jessica provides business advisory services and mentorship to help companies grow their businesses

PRODUCT DEVELOPMENT RESEARCH DAY

Heather
Vander Schaaf



Heather Vander Schaaf is a Partner and the Director of Projects for IFAB Engineering Partners LP in Cambridge. IFAB means “Integrated Food and Buildings” – and the IFAB team delivers engineering expertise to clients across North America for both process optimization and hygienic building design. Heather worked for several years in the food industry, and then moved to project management and design consulting. She has led engineering teams on multi-million dollar projects for many industrial food buildings, including four of the critical food groups: cheese, bacon, chocolate, and bread.

PRODUCT DEVELOPMENT RESEARCH DAY

Steve De Brabandere



Steve is the Interim Director for the Catalyst Centre at the University of Guelph. He has worked with a wide variety of researchers and their Intellectual Property over the years, has successfully negotiated dozens of licence agreements and continues to support the University's technology transfer process. Steve has a Master of Biotechnology degree from the University of Toronto and a MBA from University of Guelph. His background also includes a Bachelor of Science degree in chemistry from the University of Guelph, and experience in agricultural production.

PRODUCT DEVELOPMENT RESEARCH DAY

Tyler Whale



Along with two decades of farming experience, Tyler's work experience includes Research and Development within the Comparative Medicine division at Johns Hopkins University in Baltimore; Business analysis at a biotechnology company in San Diego (Favrille Inc., MBA work term); Business Development Manager at the Saskatoon Colostrum Company; and Technology Transfer Manager and Industry Liaison Officer at the University of Guelph's Catalyst Centre for six years. Tyler has also been responsible for helping to launch two companies including a household waste recycling company in Saskatoon and most recently, a green roofing company based on University of Guelph technology, Smart Green Technologies Inc., 2014, who is presenting here today.

PRODUCT DEVELOPMENT RESEARCH DAY

Greg Yuristy



Greg Yuristy left a construction career in 2010 to pursue graduate studies under the guidance of Dr Youbin Zheng. Green roofing research was a perfect field for Greg as it allowed him to passionately pursue the combination of his lives principal interests, plants and Construction. Upon completion of his studies he developed and patented several novel green roofing technologies along with Dr. Zheng, later bringing them to market under the company he founded, Smart Green Technologies. Greg presently is President and General Manager of Smart Green Technologies located in Guelph and Prince Edward County.

PRODUCT DEVELOPMENT RESEARCH DAY

Jamie Slingerland



Jamie Slingerland is the Director of Viniculture at Pillitteri Estates Winery in historic Niagara-on-the-Lake. He is the 2015 Grape King with the best vineyards as judged by his peers at OMAFRA, U of G, and CCOVI. Jamie was the recipient of the Premier's Award for Agri-Food Innovation Excellence in 2011. He is a University of Guelph OAC 79A Grad and worked at OMAFRA from 1980-85 before growing grapes full time.

PRODUCT DEVELOPMENT RESEARCH DAY

Lefa Teng



Dr. Lefa Teng is a full Professor in the Department of Marketing and Consumer Studies at College of Business and Economics, University of Guelph, Ontario. He holds a PhD in Marketing from Concordia University.

Dr. Teng was involved with a variety of research projects related to the food and beverage industries including wine research with different organizations (e.g., OMAFRA, etc.). The focus of his previous research in the wine industry has been on development of marketing and branding strategies along with investigating consumer choice behavior. As the first/corresponding author, he has published a number of papers in top and refereed journals including *Journal of International Business Studies*, *Journal of International Marketing*, *Journal of International Management*, *Journal of Business Research*, *Journal of Consumer Marketing*, *Journal of Services Marketing*, and *Psychology & Marketing*, etc.

PRODUCT DEVELOPMENT RESEARCH DAY

Grégoy Bédécarrats



Dr. Bédécarrats was born in France where he later completed his undergraduate education. He then completed a Ph.D. at McGill University, and after 3 years of postdoctoral fellowship at Harvard Medical School (Boston, MA), Dr. Bédécarrats joined the department of Animal and Poultry Science (Animal Biosciences) at the University of Guelph. Dr Bédécarrats' main research interest is to improve the reproductive efficiency of domestic birds.

PRODUCT DEVELOPMENT RESEARCH DAY

Alex Thies



Alex Thies is the Owner and President of Thies Electrical Distributing Co. Inc. for the past 4 years. Thies Electrical Distributing was established in 1987 by Alex's late father Eric Thies.

Previous career was in Quality Assurance/ Supplier Quality Engineering for over 25 years. He worked most of his career in medium to large size electrical manufacturing and automation companies such as Allen-Bradley (Rockwell Automation) and Automation Tooling Systems.

Along with the company's solid position in the High voltage electrical safety indicator markets, the company is currently focusing more on design of custom lighting products using LED technology for commercial agriculture markets.

PRODUCT DEVELOPMENT RESEARCH DAY

Brenda Murphy



Dr. Brenda L. Murphy is a professor in the Society, Culture and Environment program at Wilfrid Laurier University, Brantford Campus. Her work has focused on maple syrup production including understanding the economic value chain (OMAFRA grant) and assessing the impacts of climate change (SSHRC grant). Her work is interdisciplinary, with industry partners playing key roles. More generally, she studies risk and resilience issues within the context of small, rural, Indigenous and remote communities. Her research also encompasses emergency management and many hazards including tornadoes, water contamination, blackouts, and nuclear waste.

PRODUCT DEVELOPMENT RESEARCH DAY

Lisa Duizer



Lisa Duizer is Associate Professor in the Department of Food Science at the University of Guelph. Lisa is also a scientist with the Agri-Food for Healthy Aging research group where she is working collaboratively to understand factors contribution to the meal time dining experience of older adults in long term care.

PRODUCT DEVELOPMENT RESEARCH DAY

Dana McCauley



Dana McCauley is the Program Manager for Food Starter, a new food business incubator and accelerator, located in Toronto. Dana is a seasoned marketing executive with extensive experience in all facets of the food business and a track record of taking ideas from concept to kitchen to commercialization. Dana held the position Vice President of Marketing for Plats du Chef, an internationally successful frozen foods company, until January 2015. She was also an on-air judge for seasons one and two of Canadian reality TV show *Recipe to Riches* and continues to contribute frequently as an expert food trend and innovation source for the media. Dana's most recent media project is YouTube channel Food Trends TV where she shares industry insights in a video format. Dana has authored four cookbooks, all published by top tier publishers, which have sold over 200,000 copies worldwide.