

Introduction to the Products & Value Chain Research Theme

Erna van Duren, Research Program Director

**Professor, School of Hospitality, Food & Tourism
Management (evandure@uoguelph.ca)**

Products & Value Chains

Our aim is to fund and support projects that develop or enhance **products** and **value chains** that anticipate market opportunities and contribute to a strong and resilient agri-food and rural economy

Products

Are solutions to problems that someone will pay for!



Value Chains

Linkages among businesses and supporting organizations that provide products, services and/or technologies that solve a problem



Robots see Red when Picking Tomatoes

Technical challenge of designing a robot to complete tasks requiring judgment in lower predictability environment

Business challenge of determining which data has value for different activities across the value chain

Governance challenge due to the considerable possibility for economic, social and political implications

Photo and story at

<http://news.uoguelph.ca/2016/03/19374/>



Medhat Moussa, School of Engineering

- Product enhancement and cost reduction in greenhouses through application of advanced robotics systems (2009-12) (PDVC)
- Robotics in greenhouses: precision scouting for disease detection and yield prediction (2015-18) (PDVC)
- Field testing and validation of Greenhouse Robotics System (Gryphon's Laair, Commercial Development Grant)

Sharing just some of our successful research

More red means more green

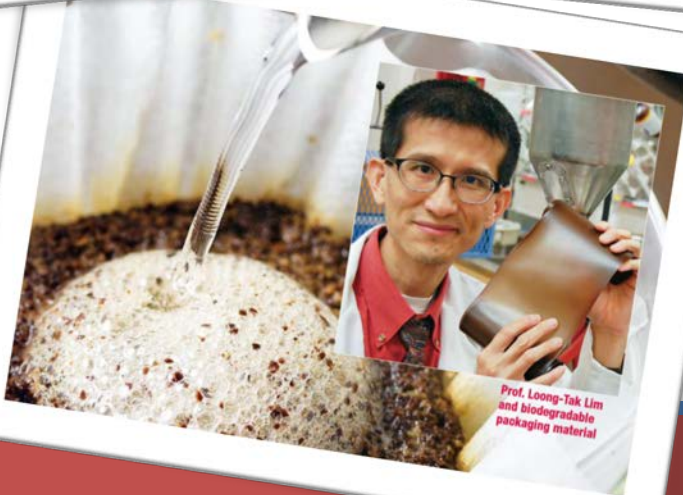
New LED light bulb boosts hen reproduction and profitability—and cuts energy costs

BY SAMANTHA BEATTIE

A six-watt LED light bulb designed for poultry barns significantly boosts egg laying while reducing on-farm energy consumption. This unique bulb emits red-spectrum light—casting a reddish-purple glow—that stimulates the release of reproductive hormones in hens.

Graduate student Mikayla Baxter (left) and Prof. Gregory Bedecarrats are developing new technology that promotes egg

Cheers
to the real deal



Prof. Loong-Tak Lim and biodegradable packaging material



Functional flora

Patentable technologies are being developed on roofs

26 Posters submitted from ...

