

An Ontario Dairy Research Investment Strategy

Presentation by Wes Lane
to the
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Famous Quote

“Everything that can be invented has been invented.”

Charles H. Duell,
Commissioner, U.S. patent office,
1899 (attributed)



Another thing to keep in mind

“There are at least a half a million people in the GTA who know how to run the Toronto Maple Leafs better than Brian Burke and Ron Wilson”



Ontario Dairy Research Strategy



- Process involved a couple of meetings in late summer and early fall of 2009
- Producers, processors, gov't, academia
- Purpose to develop a strategy to guide investment of DFO research funds over the next five years
- Still a work in progress



The Process

- Issues Identification

- Global

- National

- Provincial

- Local

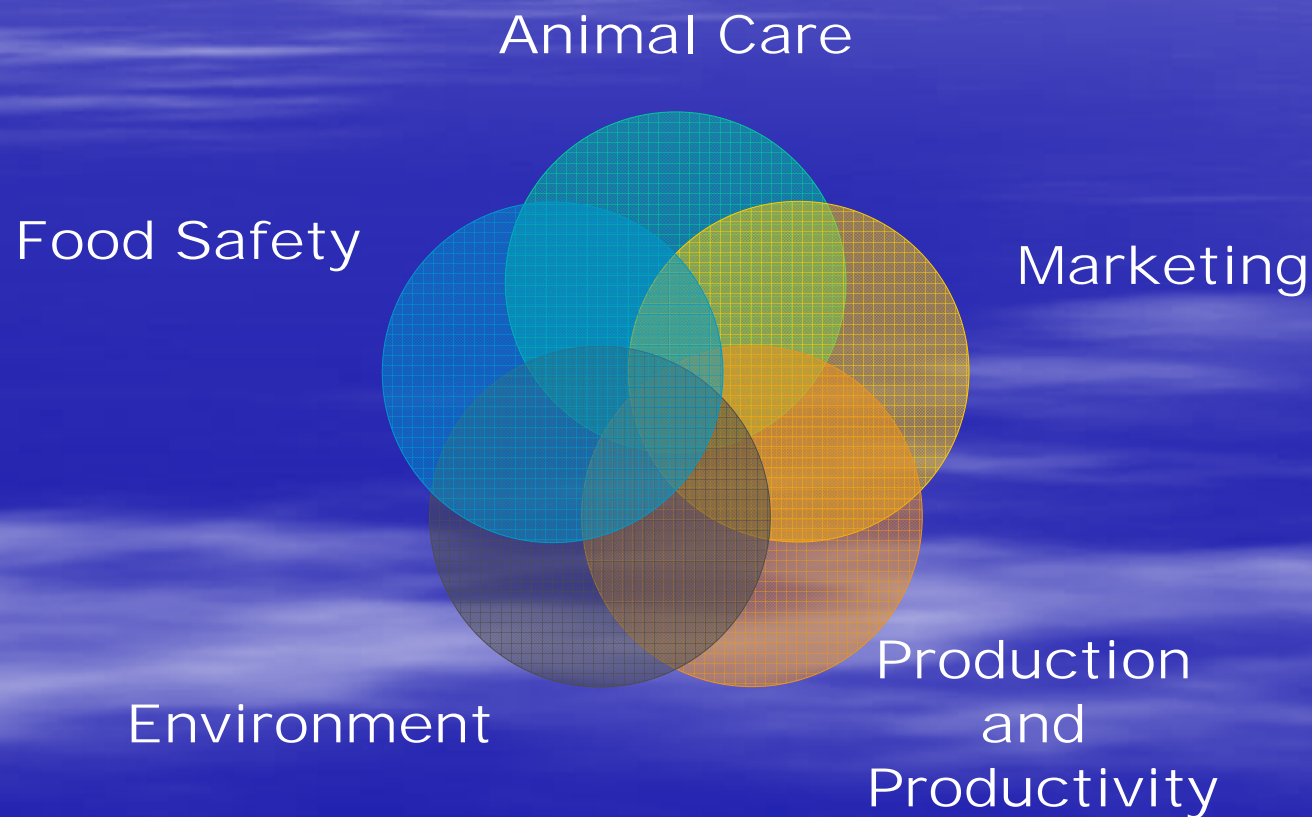


19 Issues Identified

- Climate/weather
- Biosecurity
- Food system security
- Water
- Food safety
- Urbanization
- Changing demographics
- Gov't regs & policies
- Marketing
- Novel Products
- Energy
- Environment
- Animal care and welfare
- National pooling
- Production & productivity
- Genetics
- Research capacity
- Policy
- Trade



Overarching Research Themes





Research Themes

- Environment – water, energy, pathogens
- Food Safety – monitor, trace, novel products
- Marketing - ethnic, aging population, packaging, nutrition and health
- Animal Care – animal welfare, health and disease
- Production and Productivity – animal biology and management, human resources, dairy business management



Ranking of Priorities

1. Marketing
2. Food Safety
3. Environment
4. Production and Productivity
5. Animal Care



6/16/2010

Dairy Farmers of Ontario

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Ranking of Priorities

1. Marketing
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Our Visions

- Ontario Dairy Council

A dynamic, profitable and growing dairy processing industry, competitive domestically and internationally

- Dairy Farmers of Ontario

A dynamic profitable growing dairy industry



Potential Collaboration Opportunities

- ODC \Leftrightarrow DFO
- Processor \Leftrightarrow DFO
- Processor \Leftrightarrow Researcher \Leftrightarrow DFO



National Opportunities

- Dairy Farmers of Canada has research programs geared to human health and nutrition as well as animal production
- Ontario needs to ensure that what we do is complimentary to the DFC programs
- May be opportunities for collaboration with DFC for both producers (DFO) and processors (ODC and its members)



Summary

1. We are in the final stages of formulating a dairy research strategy
2. It is based on the 5 priorities of marketing, food safety, environment, production and productivity and animal care.
3. DFO is open to discussions with processors, collectively or individually, on how we can collaborate on research to help us achieve our visions.



Thank You