



# Academia–Industry Collaboration: Successes and Lessons Learned from an Academic Perspective

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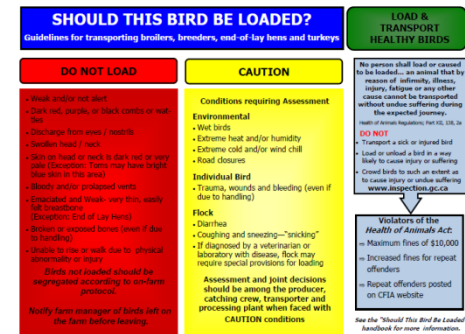
# Types of collaborations

## 1. OMAFRA KTT projects

- Extension and education of producers
  - Biosecurity DVD involving student clubs
  - Decision tree



## Poultry Loading Decision Tree



## 2. OMAFRA / U of G – Emergency Management

- Primary research
  - Inclusion body hepatitis
  - Enhanced Surveillance project



# Benefits to academics



1. **Industry perspective** on analyses and interpretation of research results
2. **Wide communication of results by end-users** (not just scientific journals)
3. Involvement of students in industry initiatives will lead to some seeking **careers in industry** (extension capacity building and awareness)
4. Recognition by producers and key industry people – these **networks** inevitably lead to more and varied collaborations
5. Collaborations “**make it real**”

# Challenges



- ▶ **Scheduling meetings** – teaching, industry events, and busy veterinary schedules make scheduling more difficult
- ▶ **Different motivations and desired outcomes**
  - Academics need to train students and publish!
  - Industry needs answers, often right away (timelines often differ)
  - Industry wants to build capacity – how to get students engaged!



# How academics can approach industry to develop collaborations

1. Go to industry events (farm shows, conferences geared toward producers) and **learn about issues that concern farmers**
  2. Contact marketing boards and producer associations and **present your ideas** to the board
  3. Contact **veterinary associations** and meet industry veterinarians
  4. Utilize **OMAFRA extension specialists** – they know everyone!
  5. Find out **who funds research** or promotes education in your field (e.g. Poultry Industry Council) – they know everyone!
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