Emergency Management Research Expo
Industry and Academia Collaborations
An Industry Perspective

Sarah Thomson, MSc
Poultry Industry Council
Why is it Important for Industry & Academia to Work Together?

- Communication of Results
- Applicability of project to future industry practises
- Unbiased, Non Proprietal Research + Consumer Confidence

- Journal Articles & Conferences
- Industry Magazines
- Mailing Lists
- Producer Meetings

KTT
How Does PIC work with Academia?

Events

UNIVERSITY OF GUELPH

Projects

Poultry Loading Decision Tree

Should this bird be loaded? Factors for transporting broilers, breeders, and day-old poulters.

Poultry Clubs

Professors
How Does PIC work with Academia?

1. Develop a Draft Proposal with desired Outcomes (based on Research Strategy)
2. Identify & Contact Department or Individuals with the appropriate expertise and interest in the project
3. Collaborate on methods and milestones, and decide on a project manager
4. The collaborating partners can contribute different strengths to work through and complete the project
How to Approach Industry and Develop a Project Collaboration

- Look on their website or for a Research Strategy and make sure the project fits

- Come with a plan
  - Timelines
  - Commitment Level
  - Funding
  - Pitch – how can we get Board of Directors (Producers) onside with the project?
  - Capacity Building (Student Involvement)
Thanks!

Sarah Thomson, M.Sc
Poultry Industry Council
www.poultryindustrycouncil.ca
sthomson@poultryindustrycouncil.ca