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

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1. OMAFRA KTT projects
   - Extension and education of producers
     - Biosecurity DVD involving student clubs
     - Decision tree

2. OMAFRA / U of G – Emergency Management
   - Primary research
     - Inclusion body hepatitis
     - Enhanced Surveillance project
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!