

Interdisciplinary Product Development

Bringing creativity and innovation to the classroom

overview

- ❖ Once upon a time...
- ❖ Shared appreciation and perspective
- ❖ Interdisciplinary teams (Science and Management)
- ❖ Industry sponsored (understand the issues)
- ❖ Common goal

Thanks to our Sponsors

- ❖ We are grateful for the continued support of our students



Ontario Centres of
Excellence
Where Next Happens



How it works

- ❖ The 8 month course is advertised through the Colleges, although mostly word-of-mouth
- ❖ The applicants are screened
- ❖ All the while communicating with industry about their needs
- ❖ Once class has been formed, students pick their top industry choice

The team

- ❖ Each year, 18-20 students enrolled
- ❖ Teams consist of at least one management and one science student
- ❖ Rely on our GRAs to help guide the students
- ❖ Working in the lab, market research, building business plans

New this year

- ❖ Further expanding our interdisciplinary reach
- ❖ Studio Art majors will be joining our students and helping them with their branding and marketing
- ❖ Students will receive course credit for their work :
business cards, brochures, flyers, logo design, package design, etc.

Why this is needed

- ❖ This course reinforces, strengthens and supports the agriculture tradition of the University of Guelph through leading edge cross-campus interdisciplinary teaching and research.

Our impact

- ❖ Looking at the value chain of the food industry, this course covers the spectrum from production to commercialization and requires students to be mindful of agri-management principles intertwined with food-safety and consumerism.
- ❖ It is an application of new technology and the introduction of complimentary areas of teaching, research and applied transformational learning.

Opportunities

- ❖ KTT training for our GRAs
- ❖ Competitions
- ❖ Commodity Board AGM presentations
- ❖ Newsletter submissions
- ❖ College Royal exhibit
- ❖ Industry connections
- ❖ Gained perspectives and insight

Moving forward

- ❖ Expand the program - available to more students
- ❖ Synchronize this course with a capstone Food Science product development course
- ❖ Working to build capacity and opportunity
- ❖ Create further linkages with industry partners across broader sectors