The past year has been particularly busy, with many activities and accomplishments.

The Senate review of academic programs in the Faculty of Agriculture was started in our Department, through which our Department completed an initial self-study report and external review for each of the three majors.

In addition, during this period, following the announcement of MPHEC approval of the new BTech (Small Business Management), we immediately started with a comprehensive marketing and communication plan which saw the development/signing of an Articulation Agreement with the Nova Scotia Community College. Plans are in progress to develop similar agreements with Holland College and New Brunswick Community College. The first cohort of BTech (SBM) students will start in Sept 2016.

Renewed student engagement resulted in some of our students participating in various activities, with remarkable achievements by several students in our academic programs, at the Diploma, undergraduate and graduate levels. Four students from our Department represented Dalhousie at the 2016 Canadian Produce Marketing Association Trade Show and Career Pathways Program in Calgary, Alberta. Emma Eisses, IFB graduate, was recipient of the 2016 Nova Scotia International Business Development Internship, under which Ms. Eisses completed a seven-month internship with the Canadian Embassy in Reykjavik, Iceland. This paid internship funded by the Nova Scotia Department of Agriculture, is a competition open to graduates from Dalhousie Faculty of Agriculture and Sobey School of Business, Saint Mary’s University. Peter Thiesen, fourth-year BSc (Agr) Agribusiness student, won first place in the Global
Student Entrepreneur Awards (GSEA) Atlantic Canada competition, and represented the region at the National competition in Toronto in February 2016.

The success was not limited to only our undergraduate students. Second year DBM student, Dan McCallum, was recipient of the 2016 Ronald A. Chisholm Scholarship, by the Canadian Meat Science Association. In addition, former MSc student, David Thibodeau (with Dr. Stephen Clark as major supervisor), won the 2016 Canadian Agricultural Economics Society masters Thesis Award. The next year is expected to be another exciting one.

Announcements/Events

We said a fond farewell to Carolyn Crewe on her retirement, after more than 30 years of dedicated service to NSAC/Dalhousie.

We wish to welcome Dr. Ou Wang to the Department, as a Post-Doctoral Research Fellow with Dr. Somogyi’s supervisor.

Dr. Wang will be working on a NS Department of Agriculture/Fisheries & Aquaculture funded Shellfish Value Chain research project. Dr. Wang arrived in June 2016, and will be working in the department for 2 years. Dr. Wang recently received his PhD from Ghent University, in Belgium.

Dr He Jin arrived in March 2016, as visiting professor from Huazhong Agricultural University in China. Dr. Jin’s sabbatical leave will end in March 2017.

Welcome to Ms. Alyssa Gerhardt. Ms. Gerhardt was a Research Associate working on Dr. Somogyi’s Genome Atlantic research project. Alyssa completed her employment in June 2016. We thank her for her hard work, and wish her success in the future.

TEACHING: INNOVATION AND TECHNOLOGY

Important Insights from Team-Teaching China Course

by Diane Dunlop

A team-teaching format was used to teach Introductory Microeconomics to second year students located in our partner institution, the Fujian Agriculture and Forestry University (FAFU), in China during Spring 2016. Ninety-one students were enrolled in the class, with the students from various academic options in the FAFU (2+2) program. The course started in March, during which some of the lectures were video-conferenced from DAL-AC (in Nova Scotia) to the FAFU campus (in China). During April/May, Prof Dunlop spent two weeks (or 30 hours in total) teaching another component of the course on the FAFU campus. For another three weeks between video conferencing and spending time on the FAFU campus, FAFU co-instructor, Dr. Junlin He, also taught the course. In total, the students had 50 hours of instruction.

The course consisted of a number of lectures, in-class assignments, in-class exercises, take-home assignments, and tests. Assignments helped the students better understand the course material, and also allowed for more interaction between the professors and the students.

Team-teaching can be interactive, participant–observer, or of a rotational form. In the interactive team-teaching format, all the professors are present in the class simultaneously, with all instructors actively participating in the lecture and commenting on each topic being discussed. The participant-observer format requires both professors to be present in all lectures, with one professor presenting while the other gives little or no dialogue. The observer-professor may only give input if students ask questions or if the instructor chooses to offer a viewpoint. In the rotational team-teaching format, the individual professors teach classes separately and attend class only when teaching their specific areas of the course.

The FAFU course was offered using the participant-observer team-teaching format. In the video conferencing lectures and while Prof Dunlop was in China, both professors attended all lectures, but Prof Dunlop was the main presenter. Dr. He added input to the class when students asked questions or when she thought students were not understanding the content. This allowed students to better understand the course material from two different instructor viewpoints.
Team teaching in a different culture also offers a number of challenges and opportunities. Both professors were able to apply their unique cultural backgrounds, areas of strength and expertise to the teaching. This can have a positive impact on student learning. For example, the FAFU students were able to practice their English in and outside the classroom. Students also had access to more teaching resources outside the classroom, and were exposed to more knowledge within the classroom. Instructors from the two countries and cultures also incorporated Chinese and Canadian experiences and examples, thereby increasing the students’ breadth of knowledge.

Students were very active participants in the classroom and were very interested in the course content. This teaching approach resulted in the students doing very well in the course (course average was high). In addition, the students were excited about what they had learned (as illustrated by the level of interaction and discussion in the classroom). Apart from the positive impact on student learning, this teaching style also increased the experience of Prof. Dunlop in teaching undergraduate students in a different culture.

Shortly after joining Dal-AC in 2011, I received my PhD in marketing from McGill University in Montreal. My research primarily focuses on food consumption and eating behaviors. In the context of healthy eating promotion, I have been studying social-cultural influences, personalities, lifestyles, and contextual factors that shape consumers’ food choice and eating patterns.

Part of my PhD dissertation focuses on how social and family environment can influence daily food consumption. Built on this, my first study after joining Dal-AC revealed a protective mechanism of home environment on healthy food consumption, that is, the home is a privileged environment that nurtures healthy eating, in which healthier food choices trigger and are triggered by positive emotions. Such positive feedback between good mood and healthy food choices is a unique feature of the home and family environment, and this led me to further investigate the critical variable of family environment, namely, parenting practice.

Partly because I am a proud father of two lovely children, I am very interested in studying the impact of parent-child interaction on children’s food preferences. One of my recent survey studies finds that the parental use of highly rewarding food, such as candy and chocolate, meant to encourage children’s good behavior, is actually associated with children’s increased preference for high sugar-fat diet. This effect is particularly strong for boys. Another study that investigated the impact of neighborhood food retailing environment, and “junk food” media exposure, on the nutritional profile of children’s diet, found a link between reward sensitivity and the vulnerability to obesity.

My childhood hobby of doodling had driven me to get into my early career in graphic design and eventually to the world of advertising and marketing. The love of “visual arts” is still motivating my research. Shaped by social-cultural background and personal experience, intuitive beliefs regarding colors tend to strongly influence consumers’ attitude, judgment, and preference for food products. One of my research projects reveals package colors can intuitively influence consumer’s perception and attitude toward food products, and the package color effect on taste and healthiness perception is particularly prominent for individuals who are highly sensitive to hedonic experiences.

Socio-technological innovations are rapidly transforming the agri-food industry with the potential to contribute to environmental sustainability, social equality, and healthy lifestyles. I believe a better understanding of
consumers’ acceptance of innovative product alternatives is one of the key research themes to foster such social and industrial change. Looking ahead, I would like to study consumers’ intuitive beliefs that influence the acceptance of innovative healthy products, including functional food and wholesome food. I would also like to study consumers’ intuitive responses to social innovations, such as Corporate Social Responsibility initiatives, and the ways in which consumer ethical activities impacts consumers’ nutrition sensitive behaviors.

BUSINESS AND SOCIAL SCIENCES: RESEARCH

External Funding
The Department wishes to congratulate the following for success in obtaining external research and other funding during the reporting period (i.e., from June 2015-July 2016). The information does not include internal funding obtained, although such funding amounts may be significant in some cases.

Dr. Greg Cameron: obtained $7,200 from Global Affairs Canada from its Emerging Leaders of the Americas Program (ELAP). This funding will support a PhD scholar from the University of Cienfuegos, Cuba for four months beginning October 2016, and builds on a recently-concluded LACREG grant. Greg and his research collaborator will investigate agricultural co-operatives and family farms in Nova Scotia and Cuba.

Dr. Simon Somogyi: obtained $41,000 from Genome Atlantic to analyze the market potential for an agri-food byproduct.

Dr. Simon Somogyi: obtained $144,000 for a two-year research project, funded by Nova Scotia Department of Agriculture/Fisheries and Aquaculture. The study will analyze and develop shellfish value chains from Nova Scotia to China.

Peer Reviewed Journal Articles (Graduate students and Post Docs are underlined)


Peer Reviewed Journal Articles (Graduate students and Post Docs are underlined) - Continued


Book Chapters


Conference Presentations


Conference Presentations - Continued


Conference Proceedings


**Presentations to Government & Industry**


Somogyi, S (2016). Direct to Consumers research: a tool for beverage businesses, "Liquid Courage" Beverage workshop, February, Acadia University, Wolfville, NS.


**Other Publications: Technical Reports**


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**CAMPUS AND ABROAD**

**Chamonix Mont-Blanc, France**

No sign of Frankenstein - or author Mary Wollstonecraft Godwin (Shelley) - but Montenvers and the ‘Mer de Glace’ (glacier) figure heavily in the story! Humanities professor begins her Frankenstein Foray...reconnaissance for a potential future literary and historical research project, as well as a potential new humanities course....& on the 200th anniversary of Shelley's beginning her now classic novel.~ Deborah Stiles

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**DAL AC Langille Athletic Centre**

ICE CREAM SOCIAL AND SOCCER GAME ~ MARCO AND KATHLEEN ~ MARIE LAW (HAPPY RETIREMENT MARIE!), GREG AND SIMBA ~ 2016 DAL AC
Undergraduate Students Attend CPMA Trade Show and Career Pathways Program. In late April 2016, Dr. Somogyi led a Department and Agriculture Campus team to the annual Canadian Produce Marketing Association Trade Show and Career Pathways program, in Calgary, Alberta. The students were represented by IFB students Emilie Labossiere, Titus Schier, and Laura Quinn, along with fourth-year Agricultural Economics student, Ji Cao. The Careers Pathways program involves numerous professional development activities such as workshops and networking opportunities and each student is assigned an industry mentor to guide them through the process. The group also went on two association-sponsored tours related to produce supply chains.

Experience from Iceland Internship is Priceless. In April 2016, Emma Eissses returned from her seven-month internship in Iceland. The internship is funded by Nova Scotia Department of Agriculture and for this year, Dalhousie University Faculty of Agriculture and IFB student, Emma Eissses, was the beneficiary of the program, with Dr. Simon Somogyi as an intern supervisor. The internship opportunity allowed Emma to work with exporters and importers in Iceland and Nova Scotia in developing products for various markets. Emma is building on the Iceland internship experience with a current work placement in various communities in South America.

Master of Agriculture Graduate Student Winner in National Competition: David Thibodeau, 2015 MSc. (Agr) graduate, won the 2016 Canadian Agricultural Economics Society Masters’ Thesis Award. David’s masters’ thesis was entitled “Two Essays on the Estimation of Agricultural Trade Flows: Model Selection and Endogeneity of Trade Agreements”. The thesis was supervised by Dr. Stephen Clark.

IFB UPDATE

Scotland!

From Iceland to Scotland: International Food Business Class on the Move. Thirty-eight first year International Food Business (IFB) students from Europe and Canada will be traveling to Scotland (Sept. 11-18) as part of the IFB program requirements. The first IFB class of this “dual degree” and dual university program travelled to Iceland in 2009. The change in venue (from Iceland) for this important annual study trip is partly due to cost considerations and partly due to weather complications, as this year’s trip will occur during the third week of September.

Students will tour agrifood businesses such as Grahams Family Dairy, and Albert Bartlett Potatoes in the southern part of Scotland, as well as JM Whiteford and Sons (a livestock and grain crop farming estate), and Glenmorangie Distillery in the Scottish Highlands. The first full day will be spent in the classroom, hosted by the Scottish Rural College (formerly Scottish Agricultural College). Throughout the week, students will work on a project comparing the milk and milk product value chains of Canada and The Netherlands, with those in the United Kingdom.

BSc (Agr) Agribusiness Student Winner of Dr. Gerry Friar’s Award: Andrew Wajda’s fourth year project won the 2016 Dr. Gerry Friar’s Award. The award is Faculty of Agriculture competition involving the best projects reports nominated by all Departments in the faculty for each academic major. The fourth year project, entitled “From Murderer to Victim: Shifts in Canadian Newspaper Framing of Sharks”, applied qualitative research methods to investigate this topical issue. Andrew’s project was supervised by Dr. Steven Dukeshire.
Living Earth Council (LEC) is a Truro-based grassroots, advocacy organization that is also a catalyst for sustainable change, encouraging action at the local level for a vibrant, sustainable future. The mandate of LEC fits well with Dr. Kathleen Kevany's volunteerism and personal lifestyle. Kathleen has served for several years with the Living Earth Council (LEC) in Truro, which allows her to engage the local community and to educate the community members about how we affect the environment and how the environment affects us. In this Anthropocene Age where humans contribute to climate change at a faster rate than natural bio-self-remediating systems can mitigate, public education about the causes of climate change and individual actions to mitigate a warming planet are important. This year Kathleen began a term as Chair of the LEC. The local organization also has Dal-AC representatives from the MacRae Library (represented by Jolene Reid), the Seed Bank, and an expert in Horticultural Studies (Dr. Lord Abbey), along with Kendra Mellish who has a wide range of interests and perspectives from International House. LEC hosts several events each year to raise awareness about options for heating, transportation, eating, and enjoying life.

Electoral reform in Canada is a topical issue in Canadian politics, and invariably raises questions among the public.

In response, organizations such as Fair Vote Canada design and provide fora to debate and discuss the issue, while also providing an opportunity for public education. Political Science professor, Greg Cameron and leadership expert, Dr. Kathleen Kevany, were panelists on two Spring 2016 forays to provide insights on pertinent issues and possibilities for a different electoral system in Canada. This event must be seen in the broader context of the All-Party Parliamentary Committee on Electoral Reform set up by the House of Commons, tasked with proposing a new electoral system in time for the 2019 federal election.

The deliberations took place in Tatamagouche in March 6, and in Mahone Bay in April of 2016. Dr. Cameron discussed possible electoral scenarios in a “post-first-past-the-post system”, while Dr. Kevany’s talk was about the possibilities for deeper citizen engagement by opening up of the current ‘first-past-the-post’ system. Both events were sponsored and organized by the Council of Canadians.
Adventures from the Faculty and Staff

Steven Dukeshire in an existentialist vacuum analogous to Edvard Munch’s ‘The Scream’.

Guess where this anomie is happening?

Something Fishy is Going on Here!

But Where is ‘Here’?

Cox Renovations – Summer 2016

Dr. Grant’s office features the extensive renovations at the Cox Institute department offices during the summer of 2016.