In June this year, we welcomed Heather Brown, as full-time Administrative Coordinator in our Department, and indeed the very first Department level Admin. Coordinator on the AC campus. In addition to this happy welcome, BSS said thank you to Prof Sanderson, who ended her five-year term as Department Chair, and also retired after more than 30 years of dedicated service as a university professor. Prof Sanderson reminded me that she is not retiring but simply changing gears and direction in what she will be doing. I am personally grateful to Lauranne for the many years I was privileged to work with her. I will also like to congratulate Dr. Kevany who received tenure, as well as promotion to Associate Professor during the summer.

The Newsletter is not a new concept in our Department of Business and Social Sciences. What is new this time around is that we are relaunching it with a more professional design and expanded content. In this Newsletter edition, you will find content and reports on activities related to traditional areas such as teaching and research, as well as highlights on BSS engagement with our students, and outreach activities.

In this edition of the Newsletter, you will learn about BSS faculty/staff new
research initiatives and recent publications. I am excited about the research information, in part because it covers a diverse range of scholarly disciplines and research areas.

In addition, we have an excellent informative article on Clickers, a new teaching innovation that AC students have rave reviews about, and which the few Professors who have tried it wish they had used it earlier. BSS is also proud to highlight a new collaboration with Nova Scotia Department of Agriculture, under which NSDA has funded an internship position to be affiliated with the Canadian High Commission in Iceland for one our IFB graduates. I am also excited about sustained numbers in the IFB program this year. The article on the first year Iceland study trip and tour highlights the importance and integration of this activity to IFB programming. I trust that you will find many of the articles and information in this edition of the Newsletter insightful.

Announcements/Events

A Fond farewell to Lauranne Sanderson as she entered retirement from the Faculty and as Department Chair.

Welcome to Heather Brown as the new Administrative Coordinator and Emmanuel Yiridoe as the new Department Chair.

Congratulations to Kathleen Kevany for receiving tenure and promotion to Associate Professor.

Greg Cameron and Lindsey Clowes will be organizing a conference for the SSHRC national project that he is a member of, entitled Agricultural Land Use Planning in Canada. It will be at the Faculty of Agriculture campus, Dalhousie University in spring 2016 (with details to follow in early 2016). Building upon the knowledge accumulated from our Nova Scotia case study in Kings and Antigonish Counties, this regional conference aims to generate discussion among academics, policy-makers, practitioners, farmers, educators and the general public (and the collective actors that represent some of their interests), who are interested in agricultural land use planning and farmland preservation. The Nova Scotia workshop is part of a series of workshops that will be held in Quebec, Ontario, Manitoba, Alberta, and British Columbia where the other team members’ fieldwork took place. The main outcome of the provincial workshops will be to mobilize knowledge and people in order to help formulate more integrated agricultural land use planning solutions for farmland preservation. The following year will see a national workshop held in Ottawa.

Atlantic Canada Economics Association (ACEA): is pleased to announce the Final Call for Papers for the 43rd Annual ACEA conference, hosted by the Department of Economics at Acadia University on October 23-25, 2015 at Wolfville, NS. The theme of this year’s conference is Policy for Economic Development in Atlantic Canada: What Can Economists Offer?

Keynote Speaker: David Audretsch (Indiana University): “Entrepreneurship and Strategic Management of the Place”


Panel Sessions: The Role of Universities in Economic Development; Economic Development in Atlantic Canada

~ Emmanuel Yiridoe

April, 2015 Dr Simon Somogyi, Shelby Jamieson (Agbus major), Sam Fanning and Courtney Blois (IFB) and Nicole Allan (Dip Bus Management) attended the Career Pathway Program at the Canadian Produce Marketing Association Trade Show in Montreal.

In collaboration with the NSDA and Canadian Embassy in Iceland the creation of the NS International Business Development Internship. Emma Eisses has been selected and will begin her 7 month internship in early September 2015.


~ Simon Somogyi
Summer Adventures

Seattle, Washington
I watched Hisashi Iwakuma become the second Japanese-born pitcher in Major League Baseball to pitch a no-hitter on August 12th in Seattle. The last time I went to a game in Seattle I saw Jay Buhner hit for the cycle (first player to do that in team history) in June 1993. ~ Chris Hart

Dog Welks at Burntcoat Head, NS
We went on two trips to Burntcoat Head Park in the Maitland area this year. Excellent area to explore when the tide is out. I didn’t have to worry about slipping in the mud because the Dog Welks were what caused me to fall – good thing they are not any bigger – they are carnivorous. ~ Heather Brown

TEACHING: INNOVATION AND TECHNOLOGY

Clickers in the Classroom:
An Active Learning Approach
by Diane Dunlop

Clickers, or a student response system, promotes active learning. This technology encourages students to become more engaged, and allows the instructor to interact with all the students in the classroom.

In this system, the instructor can pose questions (for example multiple choice) to all the students using a PowerPoint like presentation. Students answer these questions using a handheld transmitter (the clicker) that beams a signal to a USB receiver attached to the Professor’s computer. Student responses can either be tracked or be anonymous. The results are then reviewed by the instructor in the form of a bar chart showing how many students chose each of the multiple choice options. The results are displayed anonymously on the screen, without attribution to individual students. This allows the instructor to lead a discussion on the merits of each response. Clickers can also be used for testing purposes.

I use clickers mainly in my first year economics (ECOA1000: Principles of Microeconomics) class. Students find the use of clickers helps them learn course material better, and they express the desire for more faculty to use them in their classrooms.

I use the clickers as a way to assess students’ understanding of the material but not as part of the students’ formal evaluation. I typically find them most useful for review sessions prior to a test and for specific discussion–based lectures that benefit from student interaction.

After students respond to a question by using the clicker, I am able to see immediately the answers to the questions and if they understood the course material being taught. My experiences with clickers have been exciting, and they have improved my teaching. Students also enjoy the interaction. As one student said to me “clickers make learning fun”.

The use of a student response system in my classroom has provided the following benefits:

A. Increased class participation
B. Generated discussion between students before answering questions. Students learned from one another in a collaborative way.
C. Provided students with an active learning process.
D. Provided data to decide if concept review is required or if I can immediately move onto new material.

In general, clickers are a great educational tool for promoting collaboration and interaction between students and faculty, as well as providing instant feedback to questions.
I arrived at the Faculty of Agriculture in July 2014 where I took up the position of Associate Professor in Business. Prior to arriving at the AC I was a Lecturer (Assistant Professor) in Agribusiness at the University of Queensland and I am currently an Honorary Fellow in Agribusiness at that same institution. To put it in one sentence, my research is focused on agri-food value chain analysis and management.

Value chain analysis and management is a research process whereby the researcher examines the flow of material and communication along the supply chain to the consumer. The relationships between members of the chain are also examined in addition to how well the chain understands the consumer and works to deliver the product to the consumer in the way they want it. Under this theme I have completed research and development projects, mainly in the wine and horticulture industries, in countries such as Singapore, Pakistan, China, The Philippines, Japan and Australia. These projects have generally resulted in greater returns for all members of the supply chain, whether they be primary producers, intermediaries or retailers.

As an example of a project, I was asked to perform a value chain research project for broccoli exported from Australia to Singapore in 2012. Sponsored by broccoli growers, and an Australian vegetable exporter, the project’s aim was to uncover the cost in the chain, identify critical control points, examine competitor product in Singapore, understand market specification and make linkages with chain member in Singapore.

The initial stage of the research was to map the Australian section of the chain (grower, packer, exporter, port) prior to leaving for Singapore where that part of the chain was analyzed (importer, retailer). The process involved walking each part of the chain, understanding costs, relationships between members and, particularly at the Singapore end of the chain, market specification and making retailer and importer contacts. This information was taken back to growers and the importer in Australia. The resulting information lead to the importer gaining contacts that eventuated in business relationships and the growers change production methods to meet market specification. As a result of the study, the growers and importers were planting and exporting 40-50% more broccoli and receiving a 20-30% higher return than their traditional domestic retail markets.

In my spare time I like to work out at the gym and explore good food and drink outlets in Nova Scotia. My wife, Justine and I also spend a lot of our free time chasing after our dog, Anouk who is a Cavalier King Charles Spaniel.

Atlantic Canada’s Value-Added Food Sector Export Opportunities and Challenges in the Asia-Pacific Region
by Steven Russell

Steve Russell spent much of the summer working on a research project commissioned by the Asia-Pacific Foundation of Canada and funded by ACOA. The 44 page report is titled: Asia Factor in Atlantic Canada’s Value-Added Food Sector: Opportunities and Challenges. In it the Atlantic Canadian value-added food sector is examined and its strengths and weaknesses related to exporting to Asia-Pacific are identified; current trends in global trade and the implications for Atlantic Canada are discussed; a SWOT analysis of the food retailing sector in five countries (China, India, Indonesia, South Korea, and Vietnam) is performed; and specific value-added food opportunities are suggested for each country.

Eight recommendations are also made to the industry and government to better position themselves to benefit from expanding exporting of value-added food to Asia.
There are many challenges inherent in exporting value-added foods from Atlantic Canada to the Asia-Pacific region. However, this region represents perhaps the best opportunities for the value-added food sector in Atlantic Canada to expand and prosper.

The final report, which has been peer-reviewed and accepted by the Asia-Pacific Foundation of Canada will be disseminated to various government representatives and businesses in the Atlantic Region. It will also be accessible from ACOA’s website in the near future.

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


Huang, L. & Lu, J., (In Print) The Impact of Package Colors on the Perception of Food Healthiness and Purchase Intention. Journal of Food Products Marketing. (SJR:0.2)


**Conference and Other Presentations**


Conference and Other Presentations (continued)

Somogyi, Simon, February 2015. Presentation to the Minister of Agriculture on Future Directions for Agriculture in Nova Scotia at Dalhousie AC.


Somogyi, Simon, February 2015. Invited presentation by the Minister of Fisheries & Aquaculture at the annual Minister of Fisheries Conference, Chocolate Lake, Halifax. Presentation title was Seafood Export Market Development (ATTACHED PHOTO)

Somogyi, Simon, March 2015, Nova Scotia Department of Agriculture, “Talk at 10”. A talk about value chain analysis and development to NSDA staff at Bible Hill.

Somogyi, Simon, May 2015, Presentation at Perennia Innovation Center to representatives from Nestle, Switzerland on food consumer behavior and value chain analysis.


CAMPUS AND ABROAD

Vancouver, BC
The day after I presented my paper in Vancouver my son Josh presented his paper on Hockey Analytics to the Joint Statistical Meeting (an international conference hosted by the American Statistical Association Conference) in Seattle. His paper on Hockey was tweeted about by TSN – mine on business ethics textbooks not so much….. ~ Chris Hartt

ICE CREAM SOCIAL AND SOCCER GAME ~ HEATHER AND STEVEN ~ STEVEN, GREG, CHRIS AND SIMBA ~ 2015 DAL AC
More than 40 students and faculty just returned from a week in Iceland – that small island nation sandwiched between Canada and Western Europe in the north Atlantic. Who were these intrepid explorers and why were they in Iceland?

The students, from around the world, were commencing their first year in International Food Business (IFB) a four-year, double degree program. About half of the students are enrolled at Dalhousie University and the others at CAH Vilentum University in The Netherlands. They are accompanied by professors from the two universities who also teach in the IFB program. This is the seventh and largest group to make the annual trek to Iceland since the program began.

While in Iceland students are immersed in an intensive and exhausting schedule. They experience intercultural training and teambuilding; attend seminars on value chains and trade, consumer behavior, and marketing communications. They also have guest lectures from faculty at University of Iceland and, in international groups, begin work on Module 1 related to the global food industry. Oh yes, they also tour food enterprises and have some time to experience Iceland’s natural wonders.

Since most IFB students have common interests in travel and learning about new cultures, the program developers considered an early opportunity for international travel and meeting the full first year cohort essential to a positive start. Despite the cost (= $2500 for Canadian departure) it has proved an overwhelming success. Students return to their respective campuses excited and highly motivated to get to work learning more about international food business.

**FAST FACTS**

**176.92%**

Student Enrolment for the IFB Program from 2009 to 2015 increased from 13 students to 36.

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**What is a Sandbox?**

by Casey Spears

What is a sandbox? What is Cultiv8? What can it do for BSS students?

These are questions that have been asked since Cultiv8 launched last year. At Cultiv8, we believe it all starts with an idea. This idea doesn’t have to be big – just a seed that has the potential to grow into something magnificent! For entrepreneurship to flourish in Nova Scotia, that environment must include people with the right skills, attitudes and support systems to endure the journey from idea to launch. Cultiv8 has a presence on both the Dalhousie Agriculture and Acadia campuses, both of which have strong ties to rural Nova Scotia.

Cultiv8 agricultural sandbox is a playground for those who are still dedicated to their studies, but are looking to test the entrepreneurial waters. It’s a safe and supportive environment to throw around ideas and get students thinking about entrepreneurship. By collaborating with industry on tackling real problems, challenges can be turned inside out and explored to provide solutions that support growth in agriculture and possibly create business opportunities.

Business and Social Sciences has been teaching the values and skills of entrepreneurship for years and therefore there is a natural fit between Cultiv8 and BSS. Cultiv8 is hoping to build on this already existing knowledge by offering exciting opportunities for BSS students to
showcase what they’ve already learned, connect them with industry mentors and make their ideas come to life!

Our goal is to provide informal and flexible programming that brings many levels of engagement. Cultiv8’s programs, space and resources are open to all students of Dalhousie and Acadia. We will give students access to mentors, work opportunities, external events, competitions and so much more. By providing opportunities for students to interact and work with members of the agricultural industry, Cultiv8 aspires to be a place where ideas grow and industry solutions develop. Cultiv8’s club meetings for the 2015-16 school year will be Tuesdays from 4-6 p.m in the new space on the first floor of MacRae Library.

We’ve been working hard on integrating Cultiv8 programming into the BSS curriculum because we feel the two can benefit each other and are a perfect fit. Last year entrepreneurship students attended Start Up Weekend and the pilot food development program Foodcamp, which was very well received by the IFB students.

Jolene MacEachern, sandbox coordinator, says “I’m looking forward to working even more closely with faculty and staff of BSS as we spread the spirit of entrepreneurship across campus!”

For more information on Cultiv8, please visit dal.ca/cultiv8 or connect with us on Facebook and Twitter @Cultiv8Ag.

COMMUNITY AND INDUSTRY OUTREACH

Nova Scotia International Business Development Internship

by Simon Somogyi

Dr. Simon Somogyi’s collaboration with the Nova Scotia Department of Agriculture illustrates Dalhousie’s renewed engagement with our partners and industry outreach. In February 2015, Dr. Somogyi was asked by the provincial Minister of Agriculture and Fisheries and Aquaculture to present a talk regarding Export Market Development at the Minister’s Fisheries Conference in Halifax. At this event, Agribusiness Value Chain professor Dr Somogyi struck up a conversation with the Minister regarding his recent trip to Iceland.

The Minister noted discussions he had with the Canadian Ambassador to Iceland regarding Nova Scotian agri-food exports to Iceland and that a “support” position to assist these exports would be a good initiative.

Dr. Somogyi took the opportunity to share information about our unique International Food Business (IFB) program offered through the Department of Business and Social Sciences (BSS) to Minister Colwell. Dr Somogyi highlighted that our IFB students not only have agri-food business knowledge and skills, but also visit Iceland as part of their first year curriculum. Subsequent meetings with Scott Hosking, Director of International Business Development in the Department of Agriculture led to the establishment of the NS International Business Development Internship. Former Dalhousie IFB student, Emma Eisses was selected as the inaugural intern, with the internship program paying all costs of the 7 month internship including a monthly stipend. BSS commends Dr. Somogyi for his efforts in this initiative.
This year has proven to be very good to me so far. During the winter semester, I had the chance to teach two excellent classes and really enjoyed getting to know the students and seeing their high quality work. I also had the pleasure of supervising Yongshan Chen's fourth year project examining how the Chronicle Herald framed the aquaculture industry and controversy in Nova Scotia. I built on the findings of his research and presented a paper at the Agriculture, Food and Human Values Society/Association for the Study of Food and Society annual conference hosted on the beautiful (and sustainable) Chatham University in Pittsburgh. The conference itself was very informative and thought provoking. And, if you are ever in Pittsburgh, I recommend trying to visit the National Aviary which was a truly great experience. I also took a week off to vacation in New York at the beginning of May. One of the many highlights for me was visiting Kew Gardens, the site of the Kitty Genovese murder which occurred over fifty years ago. It was a significant moment for me because of the murder’s importance in the history of Social Psychology. The murder supposedly occurred over a protracted period of time in the early morning hours with the attacker coming back on multiple occasions. Allegedly, there were 38 witnesses to the murder, none of whom intervened or called the police. It was this murder and apparent witness apathy that led to the famous Social Psychological theory known as the Bystander Effect. However, it appears that the circumstances surrounding the murder were mythologized in a New York Times report and that in reality there were few witnesses and those who saw the attack did intervene. For some reason, this event has had a large impact on me, so I wanted to visit the site where the attack took place, recreate both the mythologized account and the “true” account, and also pay homage to this poor woman whose brutal attack led to one of the most robust theories in Social Psychology. So, I did recreate both accounts and paid homage to Kitty by having lunch from the ale house that was located underneath Kitty’s apartment (it was formerly a store in 1964 when Kitty was murdered). It was an informative and moving experience and I will share some of the many pictures I took with my students this year when I cover the Bystander Effect in Psychology.