



# News Release

For immediate release

## Government of Canada Boosts Horticultural Exports by Investing in Winter-Hardy Rose Varieties

**Toronto, Ontario, January 10, 2012** – A new series of Canadian winter-hardy roses will bring improved marketing opportunities and profitability to the ornamental horticulture sector thanks to the support of the Government of Canada. Member of Parliament Royal Galipeau (Ottawa - Orléans), on behalf of Agriculture Minister Gerry Ritz, announced today an investment of \$400,000 to the Canadian Nursery Landscape Association (CNLA).

“The government's top priority remains the economy, and Canada's horticulture sector is a prime example of agriculture continuing to drive economic growth,” said MP Galipeau. “This investment will allow the ornamental horticulture sector to develop rose varieties that can endure winters in Canada, as well as those in Northern Europe and Russia, creating new export opportunities for our hardworking producers and the entire value chain.”

The CNLA, in partnership with the Vineland Research and Innovation Centre, will direct an advanced breeding program to create new hardy "signature" rose varieties that can thrive in a wide range of climatic conditions. Growers and retailers will benefit directly from this research through expanded export opportunities and increased sales in both domestic and foreign markets. The sale of these new rose varieties will also generate royalty revenue for re-investment in breeding research and the sustained release of new varieties, resulting in a more profitable and sustainable future for the ornamental horticulture sector.

Of this investment, \$369,000 is sourced through the Canadian Agricultural Adaptation Program (CAAP), a five-year (2009-2014), \$163-million program with the objective of facilitating the agriculture industry's ability to seize opportunities, test solutions and respond to new and emerging issues.

Another \$36,000 comes through the AgriMarketing Program, under Growing Forward, enabling the CNLA to participate in the International Plant Fair in Germany, one of the world's premier horticultural fairs, and enhance their website to promote sales abroad. As a recipient of AgriMarketing funds and registered Canada Brand members, the CNLA will help develop Canadian agricultural products around the world, building greater recognition for the quality, safety and environmental benefits of Canadian products.

“We see this as an innovative partnership model between industry, government and research institutions which allows industry to take greater charge of both product and market development,” said Bill Stensson, CNLA president. “The opportunity to respond to market demand through the development of in-demand varieties contributes to the profitability of the grower sector and the collection of royalties allows for a continuing cycle of new variety development. It's a win-win for all parties.”



The Next Phase of Canada's Economic Action Plan, coupled with other Government of Canada programs and initiatives such as CAAP, continues to help farmers by focusing on creating jobs and strengthening the economy. Investments in new and emerging market opportunities will help build an even stronger agriculture industry and Canadian economy for the future.

For more information on CAAP, please visit [www.agr.gc.ca/caap](http://www.agr.gc.ca/caap). To find out more about the AgriMarketing Program or the Canada Brand international strategy, please visit [www.agr.gc.ca/agrimarketing](http://www.agr.gc.ca/agrimarketing) or [www.marquecanadabrand.agr.gc.ca](http://www.marquecanadabrand.agr.gc.ca).

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