

From: Marcus Duck <duckmarc@msu.edu>
Subject: 2010 Vineland Email
Date: March 31, 2010 9:45:00 AM GMT-04:00
To: Marcus Duck <duckmarc@msu.edu>



From: Ben Campbell [Ben.Campbell@vinelandresearch.com]

I am hiring an assistant to help with my consumer research, job announcement attached. The position will help me conduct consumer research on a wide variety of horticultural products throughout Canada, especially in Ontario. We will be using experimental techniques to value and identify markets for new products. There will also be some model building to help value new technologies, so some experience with simulation would be nice. The position is most suited for a MS graduate, but a high quality BS graduate would be ok as well. The pay will be at the BS/MS level, but if you have a PhD student that is interested then let me know. I fully intend this position to help lead projects and publish so if there is a MS graduate that is thinking about moving to a PhD program and would like to get a few publications, then this position could be a great opportunity. Our website is www.vinelandresearch.com.

Ben Campbell, Ph.D.
Research Scientist - Horticulture Economics,
Consumer Insights and Product Innovation

Vineland Research and Innovation Centre
p: 905-562-0320 x766 | c: 905-931-1340 | e: ben.campbell@vinelandresearch.com



Research assistant-Horticulture Economics

Vineland Research and Innovation Centre is now recruiting for a Research Assistant in horticulture economics to work in an industry-driven research environment. As a not-for-profit, international research organization, Vineland is dedicated to innovation and commercialization in horticulture. Our people are the most important asset in achieving our goals and are known in the world for excellence in science and entrepreneurship. Our staff enjoy outstanding benefits and an exciting and challenging work environment noted for collaboration and knowledge sharing all set against a backdrop of natural beauty.

The Consumer Insights and Product Innovation group is composed of consumer research, horticulture economics, sensory evaluation and sensory analytics. The group objective is to provide consumer insights to expand horticulture markets through product innovation. The horticulture economics function is to acquire and transmit new economic knowledge supporting Vineland research strategy objectives, one of which being market expansion by the introduction of new or enhanced horticulture products. The successful candidate will participate as a member of the Consumer Insights and Product Innovation group and will work within the Horticulture Economics research program.

General Outline of the Role:

- Implement projects, under the direction of the Research Scientist, relating to research on market dynamics, horticultural trends, and new product introduction potential;
- Participate in other projects when required;
- Help prepare project reports, publications in peer-reviewed journals, and industry publications;
- Assist with project logistics

Main Duties and Responsibilities

- To implement projects related to on-going research as designated by the Research Scientist
- To work with the Research Scientist to produce technical reports, scientific publications and project planning documents
- To work with the Research Scientist to identify avenues of research that will lead to funding proposals
- To provide the Research Scientist and the Consumer Insights and Product Innovation group with regular progress updates
- To participate to Vineland and Research group staff meetings

Qualifications:

- B.S. or M.S in Agricultural economics, Agribusiness or related disciplines
- Experience in sampling techniques and experimental designs that may be used to conduct different types of surveys
- Working knowledge of econometric modeling techniques, notably conjoint analysis and simulation modeling
- Experience in experimental design and project and time management

Skills:

- Exceptional communication skills, both verbal and written
- Highly developed interpersonal skills
- Leadership qualities that will foster team building and results
- Excellent organization and self-motivational skills

Location:

Vineland Research and Innovation Centre
4890 Victoria Avenue North, Vineland Station ON L0R 2E0

Please send your application in confidence to the attention of:

Human Resources
Vineland Research and Innovation Centre
4890 Victoria Avenue North, PO Box 4000
Vineland Station, Ontario, Canada, L0R 2E0
careers@vinelandresearch.com

Include:

- A cover letter explaining how your experience equips you to carry out the role and responsibilities described above.
- Résumé and three references.

Review of applications will begin immediately and will continue until a suitable candidate is identified. Vineland Research and Innovation Centre thanks all applicants. Only those who qualify for an interview will be contacted.

About Vineland Research and Innovation Centre Vineland Research and Innovation Centre is an independent, not-for-profit organization that was created to be a world-class centre for horticultural science and innovation. In its capacity to enable and foster relationships with industry, academia and government, Vineland works to deliver premium product and production innovations. Vineland brings a global perspective to the Canadian horticulture industry and offers a broad range of lasting benefits to stakeholders both locally and internationally. Aligned with industry needs, Vineland's research priorities and outcomes are focused on the growth of the entire horticulture industry.