

# INNOVATION NOW

A MONTHLY SHOWCASE OF CANADIAN RESEARCH THAT IS TRANSFORMING OUR DAILY LIVES

## At work for the economy

### Sustainable caviar among “world’s best”

Thanks to sturgeon stock reared at **Vancouver Island University**, B.C.-based Target Marine Hatcheries is now selling its Northern Divine caviar from Canada’s first farmed white sturgeon roe. The caviar, rated among the world’s best, sells for more than \$2,800 a kilogram and Target Marine plans to produce 600 kilograms of the delicacy this year. The annual global caviar market is estimated at \$100 million, but stocks of Caspian Sea beluga sturgeon, considered to produce the highest quality of caviar, have fallen 95 percent over the last 20 years, opening opportunities for new caviar sources.

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### A tourist attraction that keeps on giving

*The Image Mill*, the largest projection show in the world, has attracted more than a million visitors to Quebec’s capital since it was launched in 2008. Last summer alone, the show generated \$4.3 million in economic activity and created or maintained some 97 full-time jobs. The show’s producers relied on a CFI-funded lab at **Université Laval** to access the historical imagery of Quebec City’s colourful past, which is projected onto grain silos in the city’s harbour. [READ MORE](#)

### Healthy herds for a healthier bottom line

A program that tests for an insidious disease affecting dairy cattle is improving the health of cows in Atlantic Canada, and will save the region’s 700 dairy farms millions of dollars each year. The initiative, based at the **University of Prince Edward Island’s** Atlantic Veterinary College, is designed to better understand and eliminate Johne’s disease, which affects the amount of milk cows produce and, as a result, the bottom line of farming operations. [READ MORE](#)

## Spotlight on research

### Opening the soundscape

**Research being conducted at the National Centre for Audiology is giving a boost to the hearing-aid industry and setting standards for clinicians around the world**

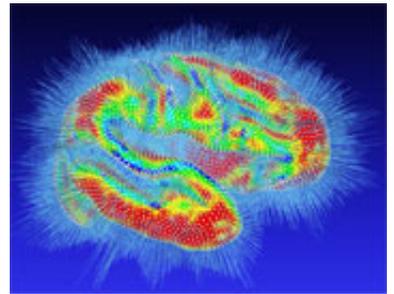
In the space of a decade, the National Centre for Audiology (NCA) at Western University in London, Ont., has grown from a small start-up lab to a world-class research hub that helps millions of adults and children with hearing-related disabilities.

And it’s no wonder. The cost of hearing loss to the Canadian economy has been estimated at \$18 billion annually, and the problem affects adults and children alike, however differently. “In a child, it may limit the ability to learn and to develop social skills and can have a huge bearing on career choice,” says Prudence Allen, NCA’s director. “The elderly sometimes stop going out, they become less active, and people think they’re senile.”

The NCA is trying to ensure that these scenarios become a thing of the past. Now the largest research and teaching facility in Canada dedicated entirely to the study of hearing and hearing loss, the centre opened in 2001 with funding from the Canada Foundation for Innovation and four researchers. Today, 14 faculty from disciplines as diverse as audiology, speech pathology, neuroscience, medicine, engineering and psychology are associated with the NCA. It also supports 15 full-time researchers and many master’s and PhD students, who are often snapped up by the private sector. [READ MORE](#)

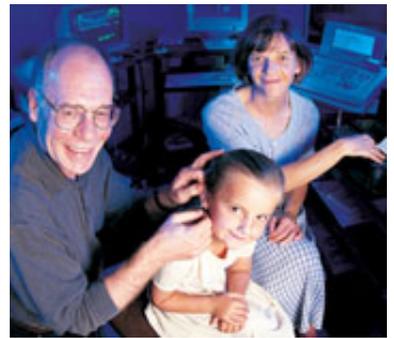
## PICTURE THIS

### A GROWING BRAIN



Fluorescent patterns represent the electrical activity in the brain of a premature baby. The different colours highlight the changes in curvature in a developing brain between the ages of seven and nine months, with blue indicating the oldest areas and red showing recent growth. The length of the lines emanating from the brain indicates electrical activity as a function of anatomical growth.

*(Image by CFI-funded researcher Marc Fournier, Université de Montréal; finalist in the Association francophone pour le savoir « La preuve par l’image 2012 » contest.)*



*Richard Seewald and Frances Richert of the National Centre for Audiology demonstrate hearing-aid fitting procedures for children.*

## CFI-funded research in the news

**NUTRITION** — Genetic testing for nutrition — it’s finally here! A genetic test that will allow dietitians to provide clients with personalized dietary advice based on their genes is in its pre-launch phase. (*CTV News Online, June 19, 2012*)

[LINK TO STORY](#)

**ENGINEERING** — Groundbreaking two-way wireless technology resulting in vastly superior voice and data services has been developed by a University of Waterloo engineering research team. (*Waterloo Chronicle, June 14, 2012*)

[LINK TO STORY](#)

**ENVIRONNEMENT** — La décontamination par excavation d’un hectare de terrain industriel peut coûter jusqu’à 25 millions de dollars. Avec la méthode douce à laquelle travaille Mohamed Hijri et ses collègues des universités de Montréal et McGill, la facture pourrait se réduire à seulement 10 000\$. (*La Presse.ca, le 12 juin 2012*)

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**SYLVICULTURE** — Des géants solitaires, les arbres de nos forêts? En fait, ils tissent des liens sous terre, entremêlant discrètement les doigts de leurs racines. (*La Presse.ca, le 12 juin 2012*)

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Look for the next issue of *Innovation Now* in mid-September.

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