

The Hub has four key priority areas:

Stewarding land and water resources

Reduce water use; improve soil health; improve air quality & limit use of land resources; develop alternative uses and markets for manure; and minimize nutrient losses to lakes and rivers.

Enriching human health and nutrition

Limit risk of food-borne illnesses; reduce obesity & preventable health problems; create lactose-intolerant & allergy-free alternatives; improve the nutritional value of milk & meat; minimize pathogen risks in soil & water; and design packaging for convenience & shelf life

Ensuring animal health and welfare

Find effective alternatives to antibiotics; monitor animal health with sensor technologies; improve reproductive rates & replacement policies; reduce animal stress & enhance consumer trust; minimize risk of disease from animal contact; and deploy genomic selection for healthy animals.

Growing farm businesses and communities

Establish agricultural technology start-ups; use big data to optimize dairy farms; market specialty milk & meat products; develop skilled & tech-savvy rural workforce; improve financial literacy & return on assets; and understand supply chains, global markets and areas of opportunity.

