Agriculture for Life
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*For Immediate Release*

- N E W S R E L E A S E -

**Explore a Future in Agriculture This Career Month with Agriculture for Life**

[Calgary, AB] – This November, in celebration of Career Month in Canada, Agriculture for Life (Ag for Life) is encouraging Alberta students to explore the abundant and exciting career pathways available in the agriculture and agri-food sector.

Agriculture plays a vital role in Canada’s economy, providing one in every nine jobs and employing over 2.3 million people (Statistics Canada, 2021). Careers in this sector go far beyond farming—fields such as Communications, Engineering, Economics, Food Sciences, and Animal Sciences offer diverse opportunities that continue to grow.

“Agriculture today is full of opportunity and innovation,” says Luree Williamson, CEO of Ag for Life. “Our goal is to help young people see themselves in this evolving industry. You don’t have to grow up on a farm to be part of it—whether you’re interested in animals, food, science, business or technology, there truly is a role for everyone.”

To celebrate Career Month, Ag for Life is sharing free, curriculum-aligned tools to help students explore the wide range of careers available in the agriculture and food sector. These career exploration tools include:

* A special career exploration bundle featuring the Cultivate Your Career publication and the Career Case Game, designed to help students match their skills and interests with real opportunities in agriculture
* Career profiles of real professionals working in agriculture
* Interactive lesson plans and classroom-ready activities

Ag for Life is also participating in the **thinkAG Career Fair** at Agri-Trade in Red Deer on **Nov. 5**, where students can explore careers in agriculture, meet industry professionals, and gain hands-on insights into the sector.

“Careers in agriculture are about more than just jobs—they’re about making a positive impact on our communities and the world,” says Williamson. “We’re excited to help students discover the many ways they can contribute to this vital industry and build a future they’re passionate about.”

Explore career resources on the Ag for Life website at [www.agricultureforlife.ca](http://www.agricultureforlife.ca).

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**About Ag for Life**

Ag for Life is AITC-Alberta and a proud member of AITC-Canada. Along with nine other provincial teams, Ag for Life is delivering educational programs and resources that engage, empower, and inspire students to care about food and the people who produce it.

Ag for Life is made possible through the funding and commitment of companies that employ almost 20,000 people in more than 350 Alberta communities. Founding Members include AdFarm, Glacier FarmMedia, Nutrien, Rocky Mountain Equipment and UFA Co-operative Limited. Find out more at agricultureforlife.ca.

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