

Agriculture for Life
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For Immediate Release

- NEWS RELEASE -

**AFSC and Ag for Life – A Continued Partnership Supporting
Agriculture Education and Careers**

Agriculture for Life (Ag for Life) is proud to announce its continued partnership with Agriculture Financial Services Corporation (AFSC), reinforcing a shared commitment to advancing agriculture education and inspiring the next generation of industry leaders across Alberta.

Since its inception in 2011, Ag for Life has worked with valued partners like AFSC to deliver impactful programs and resources that connect youth and communities to agriculture. Together, the organizations are empowering students to explore the diverse opportunities within the agriculture and agri-food sectors – helping them see agriculture not just as an industry, but as a meaningful and rewarding career path.

“Our partnership with AFSC has been key in helping young people understand the vital role agriculture plays in their lives and their future,” said Luree Williamson, CEO at Ag for Life. “AFSC’s support allows us to continue developing engaging educational experiences that spark curiosity, build awareness and showcase the many exciting careers within agriculture.”

Thanks to AFSC’s continued commitment, Ag for Life is expanding its educational programming and bringing agriculture to life in classrooms, community events and through digital learning initiatives that reach thousands of students across Alberta each year.

"Agriculture connects with each one of us, regardless of where we live or how we make a living. Ag for Life is doing important work sharing the 'culture' of agriculture and inspiring the next generation”, said Darryl Kay, Agriculture Financial Services CEO.

Together, Ag for Life and AFSC remain dedicated to highlighting the impact of agriculture on everyday life, showcasing the wide variety of careers the industry offers and building connections that ensure a strong and prosperous future for Alberta’s agriculture sector.

About Ag for Life

Ag for Life has the mandate to deliver educational programming designed to improve rural and farm safety while building public understanding around the agricultural industry. 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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