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For Immediate Release

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– N E W S R E L E A S E –

Ag for Life Highlights Agriculture Careers During Canada Career Month

Calgary, AB – As Canadians recognize Canada Career Month this November, Agriculture for Life (Ag for Life) is highlighting the importance of introducing young people to the diverse career opportunities within Canada's agriculture and agri-food sector.

From science and technology to engineering, environmental sustainability, business and skilled trades, agriculture offers career pathways that extend far beyond traditional farming.

According to the Canadian Agricultural Human Resource Council (CAHRC), Canada's agriculture sector could face a domestic labour shortage of more than 100,000 workers by 2030, with over 85,300 workers expected to retire between 2023 and 2030. These projections highlight the importance of introducing young people to career opportunities in agriculture.

"Many young people don't realize just how many career opportunities exist within agriculture," said Luree Williamson, CEO of Ag for Life. "By introducing students to the people, skills and professions behind the industry, we can help them discover possibilities they may never have considered."

Alberta's education system is placing greater emphasis on career exploration, with a new Grades 7–9 career education and financial literacy curriculum being piloted during the 2026/2027 school year. As schools put more focus on helping students explore future career opportunities, Ag for Life helps bring career education into the classroom through resources that introduce students to the many career paths available in agriculture.

To celebrate Canada Career Month, Ag for Life is encouraging educators to explore its Agriculture Career Bingo resource, a fun classroom activity that introduces students to a variety of agriculture professions. Using bingo sheets featuring different careers and corresponding job description cards, students match each description to the correct career, learning about the diverse roles that contribute to Canada's agriculture industry.

"As agriculture continues to evolve, it offers exciting opportunities for people with a wide variety of skills and interests to help shape the future of food, innovation, and rural communities. By connecting young people to careers available in agriculture, Ag for Life helps build a strong and vibrant future for our industry," says Darryl Kay, CEO of Agriculture Financial Services Corporation (AFSC).

Through resources like Agriculture Career Bingo and other curriculum-connected programs, Ag for Life continues to help students make connections between their interests, classroom learning and future career opportunities.

Educators can explore Agriculture Career Bingo and other learning resources at www.agricultureforlife.ca.

About Ag for Life

Ag for Life (Agriculture 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, Nutrien, Rocky Mountain Equipment and UFA Agricultura Community Foundation.

Find out more at agricultureforlife.ca.

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