



Agriculture for Life
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For Immediate Release

- NEWS RELEASE -

‘Feed Your Future’ is Back This November

An Event to Empower, Connect and Inspire Young Women in Agriculture

CALGARY – Alta. – Agriculture for Life (Ag for Life) and presenting partner Farm Credit

Canada (FCC) are proud to announce the return of Feed Your Future, an event designed to empower, connect and inspire young women who have an interest in pursuing a rewarding career in agriculture and food production.

Agriculture is a big part of Canada’s economy, accounting for one in every eight jobs and employing over 2.3 million people (Statistics Canada, 2021). The industry has several exciting career opportunities in a number of disciplines that go well beyond farming and ranching. With this event, Ag for Life is supporting young women on their agriculture journey by allowing them to connect and learn from industry leaders. Feed Your Future will engage young urban and rural women with diverse backgrounds who have one thing in common, a keen interest in agriculture.

Participants will hear from distinguished female professionals as they explore topics of leadership, personal brand development and networking in order to create meaningful connections that will contribute to long term success in the sector. The virtual half-day event is set to take place on Nov. 17, 2021 and is available to young students in grades 9 to 12 and post-secondary school, for no charge.

“With the success of the last Feed Your Future event, we are looking forward to empowering more young women and giving them the confidence to make their dreams a reality,” says Luree Williamson, CEO of Ag for Life. “By providing these changemakers with opportunities to connect with industry leaders, we are helping them discover their

own passions while highlighting the fundamental skills required to support a more female-forward future in agriculture.”

More information about this event and to register, go to Ag for Life’s website: www.agricultureforlife.ca/feed-your-future.

Ag for Life aims to foster through education, an understanding and appreciation of agriculture and its fundamental connection to life.

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, Glacier FarmMedia, Nutrien, Rocky Mountain Equipment, TC Energy and UFA Co-operative Limited. Find out more at agricultureforlife.ca.

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