

For Immediate Release

- NEWS RELEASE -

Canadian Agriculture Literacy Month continues to bring innovative learning experiences to students through agri-food connections

Flagship program from Agriculture in the Classroom Canada celebrates 11 years by launching The Great Canadian Farm Tour

Calgary, Alta. - March 1, 2022 – Canadian Agriculture Literacy Month is back this March, bringing agriculture and food learning experiences to students across Canada. The celebrated flagship event from Agriculture in the Classroom Canada (AITC) and its 10 provincial members offers hands-on activities and programs for students that help them learn about, understand, and appreciate Canada’s agriculture and food story.

Keeping with the theme ‘Our Food, Our Story’, AITC-C is excited to premiere *The Great Canadian Farm Tour*, a month-long, virtual field trip for educators and students to connect with real farmers across Canada and learn about the diversity of commodities they produce. This eleven-stop tour features a range of farms – from dairy to aquaculture to maple syrup – and is integrated with interactive learning opportunities and in-classroom, curriculum-linked resources.

“Over the last 11 years, CALM has become a staple learning experience in classrooms across Canada and continues to encourage curiosity, connection and a life-long learning about agriculture and food,” says Johanne Ross, Executive Director of AITC-C. “Collectively, AITC-C and all ten of our provincial members work to provide interesting and engaging experiences to foster inspiration and motivation for students to discover their role in the agri-food system.”

In addition to co-hosting *The Great Canadian Farm Tour*, Ag for Life is also offering its own learning opportunities to students including the Farm to School classroom series, featuring live interactive sessions that connect students with members of the agriculture community, so they can learn about Alberta agriculture and where food comes from. Students will hear behind-the-scenes stories and interact with scientists, veterinarians, researchers, farmers, ranchers, foodies, nutritionists and other amazing people along the food value chain. By connecting classrooms with farmers and people with a passion for agriculture and food, students and teachers will learn first-hand about this sector through the incredible story shared by the volunteers visiting with them.

“With this program, we are bringing agriculture to life in the classroom and empowering young minds to become leaders in agriculture, sustainability, food production and nutrition,” says Luree Williamson, CEO, Ag for Life. “After all, the future of agriculture depends on the next generation to create solutions for feeding a growing population while protecting our planet.”

Although AITC-C offers resources and programs year-round, it takes extra pride during the month of CALM, as hundreds of ag-proud volunteers sign up to give of their time to meet with students from coast to coast. In 2021, CALM provided more than 53,000 student experiences with agriculture and food in all ten Canadian provinces. Together with its supporting partners Cargill and Agriculture and Agri-Food Canada's Canadian Agricultural Partnership, AITC-C will

expand its reach and get closer to its vision of having agriculture in every classroom, inspiring every student.

“Inspiring the next generation of leaders to connect with our food and agriculture systems is critical to building a strong future,” said Jeff Vassart, President of Cargill Canada. “Cargill is proud to support Canadian Agriculture Literacy Month and help prepare bright young minds across Canada to nourish the world in a safe, responsible and sustainable way.”

For more information about CALM and the Great Canadian Farm Tour, please visit www.aitc-canada.ca/calm or www.agricultureforlife.ca/calm. Follow along on social media: #CALM22 #OurFoodOurStory

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 the Alberta representative for AITC-C.

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. To learn more visit agricultureforlife.ca.

About Agriculture in the Classroom Canada

Agriculture in the Classroom Canada (AITC-C) is a Canadian charitable organization with a vision to bring agriculture to every classroom, inspiring every student. Alongside ten provincial member organizations, AITC-C provides accurate, balanced and current, curriculum-linked resources for students at all grade levels.

We are proud to work with our network of partners, stakeholders and volunteers to provide educational experiences that will foster a passion for lifelong learning through collaboration, creativity, critical thinking and communication by sharing Canada’s remarkable agriculture and food story.

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