

Agriculture for Life
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For Immediate Release

- NEWS RELEASE -

New Ag for Life Resource Encourages Albertans to Explore Crops Across the Province

Calgary, Alberta – July 15, 2025 – Whether you’re driving down a busy highway or taking a scenic backroad, Alberta is bursting with fields full of growing crops. But how many of us really know what’s out there? Agriculture for Life (Ag for Life) wants to help families discover the answer with its new, free guide: *What’s in the Field? A Closer Look at Alberta’s Crops — and Why They Matter*.

This fun and easy-to-use guide is perfect for kids, families and anyone who loves exploring the outdoors. It helps you learn about common Alberta crops like canola, wheat, barley and silage — all through real photos, descriptions and examples you can spot on your next road trip or walk. *What’s in the Field?* turns everyday moments into a chance for youth and families to connect with the land and understand where our food begins.

“Fields are more than just pretty scenery — they’re where our food starts and a reminder of the hard work farmers do to keep Alberta growing,” said Luree Williamson, CEO of Ag for Life. “This guide makes it easy and fun for families to learn about the crops all around them and why they matter.”

To make summer even more exciting, Ag for Life is also running the “Ag is All Around Us” Summer Photo Contest, open to all Alberta residents until August 31, 2025. Participants of all ages are encouraged to capture and share photos that showcase agriculture in everyday life — from canola fields along a summer drive to fresh produce at the market or even a scoop of ice cream. Three lucky winners will receive an Ag for Life prize pack.

Ready to explore Alberta’s crops and join the fun?

Download your free copy of *What’s in the Field?* at <https://tinyurl.com/3z7a6rk9> and don’t forget to enter the “Ag is All Around Us” Summer Photo Contest by visiting agricultureforlife.ca/agisallaroundus.

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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