

Agriculture for Life
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For Immediate Release

- NEWS RELEASE -

Ag for Life and AdFarm Renew Commitment to Agricultural Education and Farm Safety

CALGARY, AB – Agriculture for Life (Ag for Life) proudly announces the continuation of its longstanding partnership with AdFarm, marking over a decade of collaboration aimed at advancing agricultural education and promoting farm safety.

Since its inception in 2011, Ag for Life has been privileged to work alongside AdFarm, Canada's largest agriculture-focused marketing agency and an invaluable partner in amplifying Ag for Life's outreach efforts. This renewed commitment reflects shared values and objectives, underscoring a mutual dedication to fostering a deeper understanding of agriculture's crucial role in our daily lives and advocating for rural and farm safety.

"The partnership with AdFarm has been instrumental in our ability to reach and educate communities about the importance of agriculture and farm safety," said Luree Williamson, CEO at Ag for Life. "As we renew our partnership, we are excited about the possibilities ahead and the positive impact we can continue to make together."

Looking ahead, Williamson expresses enthusiasm for the collaborative journey, stating, "The coming years hold exciting possibilities for our partnership. Together with AdFarm, we aspire to continue making positive strides in promoting agriculture's significance and ensuring the well-being of farming communities."

"At AdFarm, we prioritize hiring, partnering and working with people and companies that share our vision," says Ben Graham, AdFarm's president. "We're proud to give back to the agriculture community through partnering with non-profit organizations like Ag for Life."

Ag for Life and AdFarm look forward to building on past successes and creating meaningful new ways to promote agriculture education and safety, fostering a sustainable and thriving future for the agricultural industry.

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 and UFA Co-operative Limited. Find out more at agricultureforlife.ca.

About AdFarm

AdFarm is a leading North American full-service communications agency with award-winning expertise in agriculture and food. Celebrating 40 years of business, AdFarm has built trusted relationships with agriculture associations, media, key influencers and thought leaders; providing in-house strategic public relations counsel, creative, branding, and a full suite of digital services. For more information, please visit www.adfarm.com.

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