



Agriculture for Life
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For Immediate Release

- NEWS RELEASE -

Ag for Life Receives Funding from The McCain Foundation

\$50,000 Provided to Support 'Know Your Food' Initiative

CALGARY – Alta. – Agriculture for Life (Ag for Life) is delighted to announce the renewal of grant funding received from The McCain Foundation. The generous donation will help the organization to continue its mission of providing invaluable agriculture education through the 'Know Your Food' initiative.

The 'Know Your Food' initiative includes a unique and thought-provoking mobile education trailer showcasing Alberta agriculture and food production. The exhibit introduces visitors to Alberta's very own farm-to-table story, engaging participants with interactive education stations that deliver curriculum-linked, science-based, fun and relevant agriculture and food knowledge. The delivery format offers a blend of digital, tactile and conversational style learning, appealing to intergenerational families, junior and senior high teachers and students.

Agriculture and food production are critical to every aspect of life. Through the development and delivery of education programs such as the 'Know Your Food' initiative, Ag for Life is educating and inspiring people of all ages to understand the integral role agriculture plays in our society, the environment and our economy.

“We are extremely grateful for the support we have received from The McCain Foundation,” says Luree Williamson, CEO, Agriculture for Life. “Their continued partnership is a testament to their dedication to the community and the agriculture industry. The renewed funding enables us to expand and enhance our Know Your Food initiative and reach even more individuals across the province.”

For more information on the 'Know Your Food' initiative please visit www.knowyourfoodab.ca.

About Ag for Life

Since its founding in 2011, Agriculture for Life (Ag for Life) has played a vital role in educating Albertans about agriculture, food, farming and safety. Working in collaboration with agriculture and education communities, Ag for Life offers hands-on educational programming to children, youth and adults throughout the province.

About The McCain Foundation

The McCain Foundation has a deep appreciation for the contributions rural communities have made to McCain Foods Limited, especially those near production facilities in the Atlantic Provinces, Alberta and Manitoba. The Foundation's efforts are focused on addressing challenges in these regions and empowering communities.

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