

For Immediate Release

Annual Canadian Agriculture Literacy Week Expands To Full Month

Headingley, MB, March 1, 2017 – Agriculture in the Classroom - Canada (AITC-Canada), representing eight provincial Agriculture in the Classroom organizations, will participate for the sixth year in a newly expanded format Canadian Agriculture Literacy Month (formerly Canadian Agriculture Literacy Week) in schools across Canada for the month of March. “Our Food. Our Story.” is this year’s theme. AITC-Canada organizations will deliver to over 30,000 students in over 800 classrooms across Canada in March.

Canadian Agriculture Literacy Month (CALM) is a hands-on program that encourages children to learn about and celebrate agriculture in various ways, including reading books about farming, watching videos and meeting with farmers and others in the agriculture industry. Building an awareness for students on the connection they have to local farmers and agriculture industry representatives is an important to the success of CALM.

Nationally, AITC-Canada will offer a live stream Webinar entitled “Trashing Food Waste with Technology”. Teachers and Students will be able to view this live presentation with Jessica Brady, Okanagan Specialty Fruits who have developed Arctic Apple (www.arcticapples.com) and will include pre and post lesson planning as well as a live interactive opportunity to ask questions. An exciting, new National initiative will encourage producers, industry members, and students to share their food story on Twitter using #MyFoodStory #CALM17, and includes the opportunity to win cash prizes. This twitter campaign will highlight the diversity of food in Canada, highlight the people who work hard every day to ensure the production of safe, high quality food, and offer consumers the chance to talk about their food as well!

“Due to increasing demand by schools to participate, AITC-Canada is thrilled to expand this important event from a week to a month. This gives us the opportunity to spend further time celebrating and sharing the Canadian agriculture story to more students, in more schools across Canada ” said Johanne Ross, AITC-Canada Executive Director. “In Canada, many families are two or three generations away from the farm. CALM provides an opportunity to help young Canadians understand the importance and value of agriculture to their lives and their communities. For the sixth year, this initiative will engage and connect producers and industry members to teachers and students across the country which is imperative for the future of agriculture.”

The change from a week of ag literacy to a month is possible through generous funding from Farm Credit Canada. “The additional funding this year means that we can reach more students in each participating province – as the agriculture industry grows, so does the need for additional talented, energetic and well-educated young people.” said Michael Hoffort, FCC President and CEO. “We are making more direct connections between students and their food, so they can understand more about a vital Canadian industry and the opportunities available to them.”

Farm Credit Canada is Canada’s leading agriculture lender, with a healthy loan portfolio of more than \$28 billion. Our employees are dedicated to the future of Canadian agriculture and its role in feeding an ever-growing world. We provide flexible, competitively priced financing, management software, information and knowledge specifically designed for the agriculture and agri-food industry. Our profits are reinvested back into agriculture and the communities where our customers and employees live and work. Visit fcc.ca or follow us on [Facebook](#), [LinkedIn](#), and on Twitter [@FCCagriculture](#).

Agriculture in the Classroom Canada is a non-profit organization made up of provincial AITC organizations working together to enhance the knowledge, understanding, and appreciation of agriculture. AITC- Canada achieves this goal through national initiatives, sharing of information and educational resources, development of educational programs aimed at enhancing agricultural classroom literacy, and coordination of professional development opportunities. Visit www.aitc-canada.ca or on Twitter @AITCCanada

Follow Canadian Agriculture Literacy Month #CALM17 #MyFoodStory

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