

**\$70,765.91**  
funds raised



**17,500**  
students benefited



**700**  
classrooms impacted



**68**  
charitable donors



Students visit a local farm during AITC-SK's Food Farm program.

Acres for Education is a campaign dedicated to building a strong agriculture future by investing in agriculture education for K-12 students today. In its inaugural year, over \$70,000 in donations were received from Saskatchewan farmers and ranchers. These funds equipped over 700 classrooms in Saskatchewan with agricultural information to build understanding of our food system and support for our farmers and ranchers.

Learn more: [aitc.sk.ca/acresforeducation](http://aitc.sk.ca/acresforeducation)

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## Campaign Reach

Oct-Dec 2023

### SOCIAL

**130,642** impressions  
**5,400** engagements  
**86,080** reach  
**91** posts



### ONLINE

**159,065** impressions  
**424** clicks

### WEBPAGE

**680+** visitors  
**1,500** pageviews

### MEDIA

**18** articles  
**379,101** reach

**Agriculture**  
in the **Classroom**

Connecting Kids and Agriculture