



For Immediate Release

Annual Canadian Agriculture Literacy Month Returns

Saskatchewan, March 1, 2018 – Agriculture in the Classroom - Canada (AITC-C), representing nine provincial Agriculture in the Classroom organizations, will participate for the seventh year in Canadian Agriculture Literacy Month (CALM) in schools across Canada for the month of March.

CALM is a hands-on program that encourages children to learn about and celebrate Canada’s agriculture and food story in various ways, including reading books about farming and food, watching videos and meeting with farmers and others in the agriculture industry. Building awareness for students about the connection they have to local farmers and the agriculture and food sector is what makes CALM so impactful.

“Our Food. Our Story” is the 2018 theme and will see AITC-C organizations deliver programming to over 30,000 students in more than 800 classrooms across Canada in March. An exciting component to the CALM program will involve over 700 volunteers spending time in Canadian classrooms, sharing their personal story of agriculture and food.

In 2018, Agriculture in the Classroom Saskatchewan is organizing 337 classroom visits with 176 volunteers from the agriculture and food industry. During these presentations, volunteers will share their personal, agriculture stories and lead students through a brand-new activity “What’s in Your Lunchbox?”.

A new teaching resource called *connectAG - Piecing Together Our Food Story* will be piloted through CALM 2018. This interactive resource will encourage students in Grades 7-9 to learn and explore using a series of real Canadian farmer profiles. Critical thinking and discussion will be encouraged, as students experience through team-role play, where and how food is grown and produced.

“AITC-C is thrilled to host and deliver Canadian Agriculture Literacy Month 2018 for the 7th consecutive year,” said Johanne Ross, AITC-Canada Executive Director. “CALM provides an inspiring opportunity to spend time celebrating and sharing the Canadian agriculture and food story with students across Canada. The reality is that many families are two or three generations away from the farm gate.”

CALM provides the important setting to help young Canadians understand the importance and value of agriculture to their lives and their communities. This year, CALM will build on its past success of engaging and connecting producers and other sector members to teachers and students across the country, which is imperative for the future of Canadian agriculture and food production.



CALM would not be possible without the generous funding from Farm Credit Canada, the country's leading agriculture lender.

"Agriculture Literacy Month plays an important role in educating future consumers on where their food comes from and how it is produced, building a stronger appreciation for the dedication and care that is put into food production every day," said Michael Hoffort, FCC president and CEO. "There is also a need to attract talented, energetic and educated young people to Canada's agriculture and agri-food industry, so this is an opportunity to generate passion and interest in an industry that offers many career opportunities."

Agriculture in the Classroom Canada is a charitable organization with nine provincial member 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 #CALM18 #OurFoodOurStory

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