



For Immediate Release

AGRICULTURE IN THE CLASSROOM CELEBRATES 10 YEARS OF CANADIAN AGRICULTURE LITERACY MONTH IN MARCH

Saskatoon, SK - March 1, 2021 -- [Agriculture in the Classroom Saskatchewan \(AITC-SK\)](#), along with its national and nine other provincial [AITC member organizations](#), is excited to announce its 10th annual Canadian Agriculture Literacy Month (CALM).

Each year in March, CALM encourages thousands of Canadian students from K to 12 to celebrate Canada's agriculture and food story. CALM is a hands-on program designed to educate students about the significant affect the agriculture and food sector has on our daily lives.

"This year marks an important milestone for the invaluable work done by AITC," said the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food. "I wholeheartedly support their mission to engage our youth in the great story our farmers have to tell about how our food is made. Hopefully, more Canadians will see the exciting and fulfilling career opportunities in the agriculture sector. Agriculture in the Classroom is helping to close the gap between urban and rural, which is more important than ever, and our Government will continue to support them in this vital work."

Like most events in 2021, CALM activities and events across Canada are going virtual. AITC-SK is coordinating virtual classroom visits with local farmers and agriculture professionals for the students to build a personal connection with people involved in producing food in our province. Personal experiences engage students in learning about food and where it comes from, leading to a better understanding and appreciation of agriculture.

"It's remarkable to reflect on 10 years of Canadian Agriculture Literacy Month and the thousands of meaningful student connections we've made with the agri-food sector" says Sara Shymko, Executive Director of AITC-SK. "As this program continues to grow, we are proud to provide volunteers with the opportunity to share their incredible food story! And to commemorate 10 years of CALM, we are excited to launch a new educational resource!"

Healthy Foods from Healthy Farms is exclusively available for CALM and explores Canada's new Food Guide through a book, interactive activity, and video series of farms and processing facilities. Students explore healthy snack stickers and are encouraged to discover and learn about the producers who grew the food and the processors who made the food.

CALM began as Canadian Agriculture Literacy Week in 2012 reaching 1,155 Saskatchewan students in its inaugural year. It has grown to a month-long celebration every March that is



observed in classrooms from coast-to-coast. Over the past nine years 42,452 Saskatchewan students have experienced the rich learning opportunity of Canadian Agriculture Literacy Month with help from more than 1,100 volunteers.

CALM would not be possible without the generosity of Cargill, Corteva Agriscience and Agriculture and Agri-Food Canada's Canadian Agricultural Partnership.

Follow along on social media: #CALM2021 #OurFoodOurStory

About Agriculture in the Classroom Saskatchewan

Agriculture in the Classroom Saskatchewan (AIRC-SK) is a charitable organization working to enhance the knowledge, understanding and appreciation of agriculture. AIRC-SK partners with the agriculture and education communities to connect kids and agriculture through innovative, experiential, and curriculum-based programs and resources.

To learn more visit www.airc.sk.ca or follow us on [Twitter](#) or [Facebook](#) @airc.sk.

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