

**Our food has a story.
And we need your help to
ensure it is told.**

**REACH MORE. GROW MORE.
TOGETHER.**



**YOUR
COMPANY**

If you are reading this, chances are you care deeply about the future of agriculture.

In a complex and changing world, it is more important than ever to inspire the next generation to care about the food they eat, where it was grown, and the farmers who grew it.

Food connects us all to agriculture. Now more than ever, our young people deserve to know where their food comes from.

And they have a lot of questions. But where will they find the answers?

It comes as no surprise that young people today are incredibly inquisitive. They are hyper-connected to vast amounts of information from a very young age. With the click of a button, they can find answers to even their most curious questions.

But as you know, the world is full of false or misleading information – especially when it comes to our food.

Parents don't always have answers. Teachers don't always have the resources they need. And while agriculture connects us all, too many of us are disconnected from those who are producing our food.

**There is a story to be told about agriculture in Saskatchewan.
Who will tell it?**





We will. Together.

Since 1994, Agriculture in the Classroom Saskatchewan (AITC-SK) has been helping kids across the province discover themselves in agriculture. Our programs and resources are designed to bridge the gap between kids and farmers through hands-on, meaningful, and curriculum-based experiences.

We believe it is important for our future generations to understand that our farmers work hard to produce good, safe, and healthy food. We want them to see for themselves that our farmers care about their land and animals. And we want to help them see that there is so much to learn about agriculture in our community and our world.

We know you want the same.

And we can't do it without your help.

Hands-on experiences. Trusted information. Real agriculture.

"No matter your interest, you can find yourself in agriculture." – Grade 11 student.

We have the mission.

Kids are hungry to learn, and we are ready to serve. But it is crucial that these consumers of the future get the balanced, fact-based information they need to make good choices. AITC-SK is committed to developing and delivering high-quality educational resources and programs that build understanding, respect, and support for Saskatchewan food producers.

We have the experience.

Our passionate team has grown to 12 members who are devoted to inspiring the next generation to care about food and the farmers who grow it. Their experience, wisdom, and dedication make AITC-SK leaders in agriculture education.

We have the reputation.

With truth comes trust, and AITC-SK has a reputation for both. We were founded on the belief that educating young people about agriculture requires strong partnerships with the education and agriculture communities in our province. Today, we are the go-to source for agriculture education resources – trusted by the ag industry, government, teachers, parents, and most importantly, students.





And we have the demand to prove it.

Our unique hands-on approach to agriculture education has educators from across the province lining up to get involved. And because of the strength and commitment of our partnerships, all AITC-SK programming is easy to incorporate into the classroom and completely free for teachers to access.

Last year we reached over 74,000 students from 580 schools in 224 communities.

But we have a lot more work to do.

Not long ago, most people in Saskatchewan had a close connection to farming and food production. But this is no longer the case. And because of this, it is critical that young people have the information they need to make informed choices.

The good news is kids these days are ready to get their hands dirty.

Are you ready to roll up your sleeves and join them?



You may be asking... if AITC-SK is getting such great results, why do we need your help?

The answer is simple: we can't keep up. Our programs and resources are so successful and in demand that we can't possibly deliver them to every school that wants them.

And without the generous support from partners like you, none of this success would be possible. Our partners play a vital role in expanding agriculture education opportunities for all kids. Their donations, ideas, volunteer power, and in-kind support are helping cultivate understanding and curiosity in students across the province.

When a school reaches out, we don't want to turn them away.

Every time we have to say no to a teacher, we are saying no to classrooms full of eager kids. We are saying no to teachers who genuinely need our free resources to help them meet curriculum goals. We are turning down the opportunity to help our kids appreciate the diversity of agriculture in our province.

But it is not just kids who are losing out when we say no. The agriculture community loses, too.



When people understand where their food comes from, they trust where their food comes from, and in turn make better choices that support producers. They will be better informed of issues that affect the sector and see just how deeply agriculture touches our lives. And when young people begin to see these connections, they will be more inspired to pursue careers in agriculture.

Supporting agriculture education today means informed consumers tomorrow – consumers who care about the food they eat, where it was grown, and the farmers who grew it.

And without ongoing support from partners like you, we simply won't be able to keep up with the demand for these programs.

Your generosity today will help us say yes to more teachers, more schools, and more kids who are curious about where their food comes from.

Help us say yes every time a teacher reaches out for help.



We are stronger together.

The agriculture industry is made stronger by the trust, support, and involvement of well-informed consumers. And right now, the future of agriculture is sitting in classrooms across the province, with their hands enthusiastically raised.

You can ensure their questions are answered.

What your generosity means to students and teachers across the province:

Your support will allow us to continue delivering accurate, balanced, and current agriculture education programs and resources to schools across Saskatchewan.

Your partnership will enable us to develop new programs and enhance our reach and impact.

Your investment will ensure teachers and schools have the resources they need to implement strong agriculture education experiences in their classrooms.

Your generosity will strengthen our ability to connect young people to the incredible people who are growing food right here at home.

If you care about the future of agriculture, please help us share the truth about Saskatchewan's incredible food story with our young people by becoming our sponsor today.

Contact Sara Shymko, Executive Director, to learn about how your partnership will bring agriculture to life in classrooms across the province:



306.933.5224



sara@aitc.sk.ca

Visit our website to make a generous donation:



www.aitc.sk.ca

Charity Number: 88687 4692 RR0001

