

AITC Collective Connection

MARCH 2024



NATIONAL UPDATES

Happy Canadian Agriculture Literacy Month!

Today kicks off the 13th Annual Canadian Agriculture Literacy Month (CALM)! We're excited about the great initiatives that all of our provincial members will be putting into classrooms across the country this month. A new storybook, *All The Farmers You Will Know*, is being introduced to younger students this year. Written by WS Marketing, the book highlights the wonders of the modern farm and the farmers and families who work and live on them.

Throughout March, we are also encouraging youth to discover career possibilities in agriculture and agri-food by promoting and encouraging students to use the video tool at [I Am The Future](https://www.thinkAG.ca). The tool generates a list of potential career options based on their personal attributes and invites youth to learn more about those roles at www.thinkAG.ca.

AITC-C National Team Meeting

AITC-C staff will be gathering in Montreal from March 11 to 15 for a week of team meetings. This is the first time the current AITC-C team will be meeting in person and will be planning for the next year, which begins April 1.

Mission Explorium Takes Off!

The first-ever Mission Explorium national competition is underway. Over 6,200 students from across the country began a sustainability journey on February 19. In the coming weeks, 280 classrooms, including 40 participating in French, will compete against each other to create the world's most sustainable society. Follow along with us on the AITC-C social channels.

MEET YOUR AI SELF



I Am AG / I Am the Future

Our social media campaign is getting another boost this month to promote ag careers. We're still encouraging industry to share their ag pride with I Am AG, but now focusing marketing efforts on I Am the Future. We've engaged WS to ramp up our social media efforts and new ads targeted at Canadian youth are running through the month of March. Social assets and copy will be shared with the CNN committee early next week.

NATIONAL UPDATES

CFA and CAHRC Endorse AITC-C

The Canadian Federation of Agriculture (CFA) and the Canadian Agricultural Human Resource Council (CAHRC) have recognized AITC-C as the leader in agriculture education. Both organizations provided official endorsements for AITC-C at the CFA's Annual General Meeting in Ottawa on February 28. Christa Wright and Mathieu Rouleau attended multiple events at the AGM, including a session on Growing Canada's Farm Financial Health and a panel on supply chain dynamics in Canadian agriculture, and networked with the wide variety of industry members in attendance. Christa presented to over 200 delegates on the work of AITC-C and the importance of agriculture education, which was met with resounding applause.



[L to R] Jennifer Wright, Executive Director, CAHRC; Cyr Couturier, Director of CAHRC; Christa Wright, Relationship Manager, AITC-C; Keith Currie, President, CFA; Mathieu Rouleau, Executive Director, AITC-C; Scott Ross, Executive Director of CFA.

PROGRAMS AND RESOURCES

New Resource Library

AITC's new Resource Library is set to launch on March 5. Thank you to all provinces for completing your portion!

The CNN committee has received copy and a photo for social media. Please use this to create your own post, or share AITC-C's post on Tuesday to spread the word about this valuable new resource!

Project Reports Due For 2023-24

With the fiscal year coming to a close at the end of the month, provinces are required to submit final project reports by March 31. This includes I Am Ag, CALM, thinkAG and Journey 250. These reports can be submitted through the Project Report form found on the AITC Hub [here](#). If you have any questions, reach out to Mercedes at munwin@aitc-canada.ca.

Great Canadian Farm Tour - Season 3!

Season 3 of The Great Canadian Farm Tour will begin in April! There are 10 confirmed stops, with the season kicking off in Ontario on April 11. Along the tour, we will visit some cool areas of the agriculture industry, including a cricket farm, alpacas, a greenhouse and an aquafarm! Make sure you have provided Mercedes with all the necessary information for your tour stop.

FROM COAST TO COAST...

Newfoundland and Labrador



Canada's Agriculture Day Celebrations

AITC NL hosted an agriculture exhibit at All Hallows Elementary in North River on February 13, Canada's Ag Day, with over 300 students. Volunteers from various commodity groups and agriculture professionals shared their knowledge and offered students an interactive and hands-on learning experience, with exciting giveaways provided by the School Milk Foundation of NL, Egg Farmers of NL and AITC NL. Special guests included MHA Lucy Stoyles and MHA Helen Conway Ottenheimer. Other partner organizations who participated in the celebration, include the Newfoundland and Labrador Federation of Agriculture, the Department of Fisheries, Forestry and Agriculture, NL Beekeeping Association, Ripple Trail Farms, Let's Talk Science and Chicken Farmers of NL.

All Kindergarten to Grade 12 teachers throughout the province had the opportunity to participate in a Twitter contest showing us how their classes celebrate Canada's Agriculture Day. We encouraged all teachers to show us how they celebrate the food we grow in Newfoundland and Labrador.

PRINCE EDWARD ISLAND

Celebrating CALM with Care

genAG continues to grow in the hearts of teachers. This spring, there will be six schools and seven classes of students from Grades 10-12 participating in the program. There's so much to look forward to in addition to genAG programming. AITC PEI will be sharing a variety of thinkAG activities with all of their ag teachers and students in PEI high schools during Canadian Agriculture Literacy Month. [CALM].

We will be celebrating CALM with our storybook, Care, and have partnered with the Dairy Farmers of PEI to promote PEI's dairy industry throughout March. We're looking forward to hosting our Ag Adventure Days and connecting students with our local agriculture industry.



FROM COAST TO COAST...

NOVA SCOTIA

Meet Your Farmer

AITC-NS's Lisa Patton and Jacqueline Hoyt attended the annual Meet Your Farmer Nova Scotia event put on by the Nova Scotia Federation of Agriculture on Heritage (Family) Day on February 19. The event was held at a recreation facility in Cole Harbour, Nova Scotia where families were taking advantage of free events at the facility. There were many seed necklaces created by the children and some adults who also wanted to partake in the fun! Our team was joined by different agricultural commodity associations, trying to spread the word about agriculture.



NEW BRUNSWICK

thinkAG and Expos

Agriculture in the Classroom New Brunswick will be hosting hands-on activity booths at events across the province over the next month. The Anglophone School District West STEAM (Science, Technology, Engineering, Art and Mathematics) Expo is an occasion to highlight science, and technology in agriculture.

Two thinkAG events are coming up in March, with the opportunity to engage with hundreds of students. These events have been built with the support of partnerships with groups like 4H, Nutrients for Life and the Anglophone School District West.

Website Launch

École-O-Champ has launched a new website, which is now clearer and better referenced. Check it out here at www.ecole-o-champ.org

QUEBEC

New Territory Open

There was an official opening of a new territory in Quebec for in-person workshops. Abitibi had the opportunity to benefit from Mélanie's dynamism, who led the Career Case game!

Congratulation, Julie!

Congratulations to Julie Huberdeau, who has been appointed as General Director of École-O-Champ!



FROM COAST TO COAST...

ONTARIO

Virtual Field Trips: Coffee Farm and Dairy Museum

In February, AgScape hosted two engaging Virtual Field Trips for students across Ontario. The first event allowed K-8 students to learn about Canada's rich history of dairy farming at Gay Lea Dairy Heritage Museum in Aylmer, Ontario. The second event allowed Grade 4-12 students to learn about the exciting world of coffee farming at Greenwell Farms in Kona, Hawaii.

Celebrating CALM

AgScape will commemorate Canadian Agriculture Literacy Month (CALM) 2024 with engaging initiatives to foster agriculture and food literacy among K-12 students across Ontario. Specifically, AgScape will deliver curriculum-linked agriculture and food lessons and host Virtual Field Trips for students across Ontario. AgScape has also developed a Teacher Discovery Kit containing lesson plans and activities that Ontario educators can download. Lastly, students will go on their own agriculture and food education journey online at Camp AgScape, now available in English and French. To learn more about AgScape's initiatives for CALM 2024, [click here](#).



MANITOBA

CALM to Bring Watershed Learning in Manitoba

This March, AITC-M's Canadian Agriculture Literacy Month (CALM) program is set to visit 345 classrooms across the province, reaching over 7,300 students in Grades 2-4 with a visit from a producer or agriculture professional, an agriculture book, and a hands-on activity.

The 2024 edition includes a new resource, Caring For Our Watersheds. In this resource, students will explore watersheds – what they are, which one students belong to, how they function and why caring for our watersheds is important. Students will discover what farmers do to keep the water clean and ensure the sustainability of our watersheds and then propose ways they, too, can care for their watershed. The new resource was created with assistance from an AITC-M partner who recently came on board, the Manitoba Association of Watersheds.

For remote classrooms or those without available volunteers for in-person visits, virtual sessions are arranged, ensuring widespread access. This year, CALM in Manitoba will be going as far north as The Pas, with in-person visits stretching over 500 kilometres north of Winnipeg.



FROM COAST TO COAST...



SASKATCHEWAN

Ag in the City

A local shopping mall hosted Ag in the City during Saskatchewan's February break. Open to the public, families had the opportunity to participate in fun activities and see live animals to learn about where their food comes from!

The Wild Warehouse

February was an incredibly busy time at our warehouse with so many fun things making their way out the door and into classrooms:

- Canada's Ag Day - plantable bookmarks were sent to students who shared with us how they were celebrating #CdnAgDay.
- Mission Explorium - kits were assembled and distributed to provinces to kick off this extremely cool new program!
- Canadian Agriculture Literacy Month - volunteer packages were assembled with volunteer t-shirts, All the Farmers You Will Know storybooks and accompanying activities.

ALBERTA

Spreading the Word About Ag Education

February has been a busy month for the Ag for Life team! The team has been on the go, spreading the word about agriculture education at teacher conventions across the province.

From captivating presentations to hands-on activities, the Ag for Life team has been tirelessly promoting the significance of agriculture in education. Recently, they were in Calgary for the Palliser District Teachers' Convention. Next up, the team is gearing up to attend the Greater Edmonton Teachers' Convention Association, bringing their passion for ag education to the teachers' convention in the capital city.



UPCOMING EVENTS

March 1-31 - Canadian Agriculture Literacy Month (CALM)

March 11-15 - AITC-C Team Meetings - Montreal, QC

March 21 - Agriculture in the Classroom Board Meeting

July 8-12 - AITC National Meeting - St. John's, NL