

cultivating an interest in agriculture



[www.aitc.mb.ca](http://www.aitc.mb.ca)

## Who We Are

Agriculture in the Classroom—Manitoba Inc. (AITC-M) is a non-profit charitable organization that works in urban and rural schools, with students and teachers at all grade levels, to help create an understanding of the importance of agriculture in our daily lives.

Based on the belief that there is a disconnect between young Manitobans and agriculture, AITC-M has taken the lead in the development and distribution of **Accurate, Balanced** and **Current** agricultural information for use as education resources in school curriculum. This ABC principle has helped foster an interest in agriculture while creating more informed future consumers and inspiring young people to enter the dynamic world of agriculture as a career.

AITC-M promotes the development of critical thinking skills through the many engaging and curriculum-connected teaching tools offered by the organization and its many partners. With in-school workshops, field trips, professional development initiatives for teachers, and hands-on, interactive, experiential learning opportunities for students, Agriculture in the Classroom continues to provide a winning formula to over 25,000 students and teachers each year.



Executive Director **Johanne Ross** works with the Board of Directors, staff, members and volunteers to develop and deliver the programs to Manitoba schools. AITC-M's Board of Directors is an elected board that represents a cross section of the industry. There are 15 members who exhibit a commitment and dedication to delivering an accurate, balanced and current message about agriculture. This is AITC-M's ABC principle and it is on the membership's behalf that the organization demands accountability to it.

- **Ellen Pruden**, President  
Education and Promotion  
Coordinator  
Manitoba Canola Growers
- **Scott Van Alstyne**, Past  
President  
Financial Products Specialist,  
Carbon Credit Program  
Viterra
- **Trish Jordan**, Vice President  
Public Affairs Director  
Monsanto Canada
- **Derek Read**, Treasurer  
Retired, RBC  
Winnipeg
- **Brian Kenyon**, Director  
Regional Manager  
Yara Belle Plaine Inc.
- **Bob Bartley**, Director  
Producer, Roland
- **Marlene Baskerville**, Director  
Curriculum Specialist  
Manitoba Agriculture,  
Food and Rural Initiatives
- **Marvin Elder**, Director  
Retired Producer  
Oak Lake
- **Kelly Funke**, Director  
Manager, Communications  
and Media Programs  
Manitoba Pork Council
- **Brian Hellegards**, Director  
Manager, Kelburn Farm  
Richardson International
- **Roxanne Lewko**, Director  
Executive Director  
Manitoba Pulse Growers  
Association
- **Kristen Lucyshyn**, Director  
Communications Officer  
Keystone Agricultural Producers
- **Raymond Mangin**, Director  
Producer, Bruxelles  
Dairy Farmers of Manitoba
- **Patsy Michiels**, Director  
Land Resource Specialist  
Agri-Environment Services  
Branch, AAFC  
Brandon
- **Don Winnicky**, Director  
Producer, Piney  
Manitoba Beef Producers



# Our Core Values

Our mission is to lead in the development and distribution of accurate, balanced and current information for use as education resources in school curriculums.

Our organization will promote the development of critical thinking skills related to the businesses of agriculture, food, bio-products and life sciences in all Manitoba students. In coordination with commodity and industry-related organizations, Ag in the Classroom – Manitoba's programming, events and services will further develop future decision-makers and entrepreneurs.

How we accomplish this mission is as important as the mission itself. Fundamental to our success are the core values we believe in and practice.

**Innovation** – We strive to continually improve and add value for our members, partners and school communities.

**Integrity** – We act with honesty and fairness. We treat people with respect and compassion. We respect the trust placed in us to provide the most accurate, balanced and current information available.

**Collaboration/Teamwork** – We work in partnership. We build consensus and facilitate understanding. We value everyone's contribution and recognize that success is achieved through sustained teamwork within our Board, staff, members and partners.

**Passion** – We are passionate about agriculture awareness and education and the importance of lifelong learning. We are motivated and committed at all times to acting in the best interests of agriculture and all the individuals, commodities and industries it represents.

**Health** – We value the health of students and teachers, the environment, the industry, and our employees and we work toward improving it.

**Fun** – We believe in the importance of enjoyment, fulfillment and self worth in the learning experience.



# Our Members

Agriculture in the Classroom—Manitoba (AIRC-M) is supported by a variety of partners, sponsors and members, without whom the organization could not function. These supporters are directly responsible for the success of AIRC-M's programs.

## Cultivator



## Core



## Patron



## Builder

Bayer Crop Science	Manitoba Agriculture, Food and Rural Initiatives	TD Canada Trust
Dairy Farmers of Manitoba	Manitoba Education, Citizenship & Youth	Think Shift
Dow Agro Sciences	Provincial Exhibition of Manitoba	U of M Faculty of Agricultural & Food Sciences
Manitoba Beef Producers		Viterra
MB Corn Growers Association		

## Partner

Access Credit Union	Danny's Whole Hog	Manitoba Egg Producers
Beemaid Honey	Farm Credit Canada	Manitoba Pulse Growers
Border Chemical Co. Ltd.	Husky Energy	Manitoba Veterinary Medical Association
Canada Green Natural Products Inc.	Jeff Miller 100 Acre Photography	Mazer Implements
Canadian Wheat Board	Keystone Agricultural Producers	Meyers Norris and Penny
CANTERRA SEEDS	Leo's Sales & Service	Oakbank Credit Union
Countryside Farms	MacDon Industries	Recognition Express
CropLife Canada – MB Council	MB Auctioneer Association	Red River Co-op
D'Arcy & Deacon LLP	Manitoba Chicken Producers	Syngenta Crop Protection

## Levels of Membership

CULTIVATOR	\$ 20,000.00 +	BUILDER	\$ 5000.00 +	SUPPORTER	\$ 150.00 +
CORE	\$ 15,000.00 +	PARTNER	\$ 1000.00 +	INDIVIDUAL	\$ 30.00 +
PATRON	\$ 10,000.00 +	CONTRIBUTOR	\$ 500.00 +		

Please visit [www.aitc.mb.ca](http://www.aitc.mb.ca) for full member listing



## What We Do

Agriculture in the Classroom—Manitoba (AITC-M) delivers curriculum based programs, activities and tools for teachers and their students to learn more about agriculture and the role it plays in our province. AITC-M is a non-profit, charitable organization supported by sponsors and members who share the organization's goal.

With a vision to lead in the development and distribution of accurate, balanced and current information for use as education resources in school curriculums, our core objectives are:

- To enhance awareness of agriculture in Manitoba schools.
- To develop an appreciation and awareness of the importance of agriculture, socially and economically.
- To inspire interest in agriculture and agricultural careers.
- To provide a supporting role to Manitoba Education in the linkage of accurate agricultural resources to existing course curriculum.
- To work collaboratively with industry partners to develop engaging, interactive agricultural experiences for youth.
- To develop resource and programs with the guidance and expertise from agricultural and educational communities.



# The Amazing Agriculture Adventure

The Amazing Agriculture Adventure (AAA) is a full day, hands-on, interactive event geared to the Grades 4 and 5 Science curriculums. Various activities are centred around Habitats and Communities, Rocks, Minerals and Erosion, Maintaining a Healthy Body, Properties of Changes in Substances, Weather, Forces and Simple Machines.

Students move through 18 interactive stations covering a variety of agricultural topics. The event is successfully held in two venues each year, Brandon in June and Winnipeg in September. AAA brings students from Winnipeg, Brandon and across rural Manitoba to experience agriculture up close and personal. From crushing canola and grinding wheat, petting piglets and milking cows, to learning how a combine works and digging in the soil, this event brings all of this and more to over 2500 students each year. Students even take part in a real farm auction with live auctioneers, bidding on Made in Manitoba cookies for their class.

In 2010, we added yet one more stop to the AAA agenda as we visited Russell, Manitoba with a one-day satellite program for over 370 students. We also launched four new stations around the themes hemp, corn, pulses and sheep.

In 2010, the Amazing Agriculture Adventure-Winnipeg celebrated its 11th year of success. Helping make AAA a TRUE experience in agriculture, Agriculture in the Classroom—Manitoba (AITC-M) partnered with the University of Manitoba's Glenlea Research Farm and Richardson International's Kelburn Farm to host these events. Students were able to experience hands-on activities at these two farms and see real hog barns, actual working farm equipment and many other true to life farm scenarios, all with the back drop of farm fields being harvested. AITC-M is proud to always be expanding and improving its flagship program.

An event like this does not happen without the many industry volunteers who donate their time and expertise to "spend a day at AAA!" Over 80 volunteers per day participate to bring an exciting new world of agriculture knowledge to the students, teachers and parent volunteers who attend this exciting field event.

“ Wonderful as usual! I brag to everyone who will listen that this is the best field trip of the whole year!! Thank you! ”

Grade 5 Teacher, Winnipeg



## Made in Manitoba Breakfast

The Made in Manitoba Breakfast program (MIMB) travels across Manitoba feeding breakfast to students and connecting them to where their food comes from. Students in all grades enjoy a Made in Manitoba breakfast cooked and served by Manitoba producers from a variety of sectors.

The MIMB celebrates agriculture while bringing back the valuable connection to land and food that so many young Manitobans have lost.

Last year, 15 breakfasts were served to over 4000 students and teachers. What was on the menu? A wide variety of local agricultural products, such as flax pancakes, canola margarine and oil, hard cooked eggs, pork sausage, honey, saskatoons, strawberries and of course, all were washed down with wholesome chocolate milk. Students also experienced using fully bio-degradable, compostable eating utensils and plates made from potatoes and corn starch.

Before breakfast, students took part in an educational presentation where they explored the agricultural industry. They discovered where their food comes from and that agriculture produces a lot of non-food products that they use every day. They also learned about the many exciting and dynamic careers that are involved in getting the food past the farm gate to their plates.

The students were also introduced to producers and other industry representatives who were in attendance representing each commodity. The students had the opportunity to interact with these producers as they went through the food line to receive their food. It was truly an agricultural event from top to bottom!

“ So positively well-received, informative, fun, nutritional, community building, great resources, local producers a must have, puts a face to where and how their food comes from, promotes sustainability in farming. ”

Elementary School Teacher, Rural Manitoba



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## Outreach Activities and Resources

Agriculture in the Classroom—Manitoba (AITC-M) delivers other outreach activities and resources to schools in Manitoba at all grade levels. Here are some more highlights from the past year:

### **The Manitoba Ag Days Adventure, Ag Days in Brandon**

Students participated in a morning group session to explore world agriculture and then headed over to the big show at the Keystone Centre for the afternoon. Using a map of the grounds, eager participants navigated their way through the hundreds of agricultural displays at Manitoba Ag Days to find the answers to questions they were given at each stop. The race also included “road blocks” where the students had to complete a task before they were able to move on. Geared to Grade 7 and 8 students, participants gained an understanding of the dynamic and diverse agriculture industry, while racing to find out fun facts about agriculture careers. We were once again full all three days with a waiting list of students to get in. Over 350 students and 39 industry partners participated last year.

### **The Amazing Rangeland Adventure**

Running its second year of success, over 200 Grade 10 students participated in this beef cattle management, range and pasture program at the Manitoba Livestock Expo. This day-long field trip linked to the Grade 10 Geography curriculum (Food from the Land) used 12 Interactive Stations including: Beef Cattle Production and Management, Pasture and Sustainability, Forage Management, Auctioneering and Career Opportunities. There was even a “Steak Holders Session” with three beef farmers fielding questions from the students over lunch. Teachers took home heaps of resources to use back in their classrooms.

### **Discover Agriculture in the City**

AITC-M is a part of the Agriculture and Agri-Food Canada event held at the Forks in Winnipeg every March. It celebrates agriculture and teaches urban consumers that agriculture is around us everyday... even in the city. AITC-M delivered a kick off Made in Manitoba Breakfast for the event and invited an inner city school to attend. They had the opportunity to meet some producers and take part in several agricultural education activities.

In 2010, to much media and public excitement, AITC-M was part of the Guinness World Record attempt for the biggest bowl of oatmeal! On Friday morning at Agriculture in the City 327.5 kilograms of oatmeal was prepared, close to double the old record of 171.9 kilograms set in Salford, United Kingdom in 2009. The oatmeal was served to about 80 high school students attending AITC-M's Made in Manitoba Breakfast as well as a few hundred members of the general public. The leftover oatmeal was donated to Siloam Mission and Agape Table. Over 25,000 visitors attended the event and AITC-M played an integral role in ensuring its success.



## Seeds that Feed Garden Project

This year AITC-M piloted a small garden project. Teachers were given everything they needed for their students to grow a small garden right in their classroom. The students were excited to watch their gardens grow and lessons were developed to connect the garden to the real life agriculture happening in fields across Manitoba. Farmers came into the classroom to interact with the students while teachers had curriculum linked assignments to work through with their students. Students gained an understanding that every seed that is planted really does feed each one of them. Watch for this program to expand in the upcoming months.

## High School Teacher Workshop

In partnership with the Faculty of Agricultural and Food Sciences at the University of Manitoba and the Manitoba Canola Growers, AITC-M delivered a high school Home Ec teacher workshop. Twenty-five educators from across Manitoba came to explore the science of food and how it all connects to agriculture at a full day workshop. The teachers investigated concepts at two venues: The Richardson Centre for Functional Foods and Nutraceuticals, and at the food science labs at the faculty. The day wrapped up with a tour at the Canadian International Grains Institute. This proved to be an interactive and engaging workshop, geared to connect with high school curriculum outcomes, and will be continued in the months to come.

## In-School Workshops

AITC-M participates in countless workshops and professional development days for teachers each year. From career days at schools to professional development training, we can deliver a program to help bring agriculture into the classroom. Each year AITC-M participates in the provincial teacher workshops in Brandon and throughout Winnipeg.

In 2010, AITC-M was asked to deliver a Made in Manitoba Lunch to the 800 Social Studies teachers across Manitoba. This proved to be a grand success with teachers enjoying not only the tasty food, but also interacting with industry representatives and producers who helped them understand that there are countless ways to bring agriculture to their classrooms. AITC-M can also arrange for in-class speakers, farm visits, or other experiences in agriculture for students of all ages.

## Resources and Teaching Tools

AITC-M has a variety of curriculum-linked teaching tools available for Manitoba educators. By visiting [www.aitc.mb.ca](http://www.aitc.mb.ca) teachers can order grade-specific resources to use in their classrooms. Accurate, balanced and current information on agriculture is available and AITC-M works with partners from across the industry to gather and develop classroom-ready information.

AITC-M is also working to develop stronger support for high school teachers in the science and social studies areas. Watch for grade-specific “tool boxes for teachers” that will soon be available at [www.aitc.mb.ca](http://www.aitc.mb.ca).



## Get Involved

There has never been a more critical time to be communicating positive messages to young people about agriculture. The industry is in a time of challenge and innovation. Teachers and students are asking questions about agriculture and Agriculture in the Classroom—Manitoba (AITC-M) will be there to provide the answers.

AITC-M will also be there for students and teachers to provide engaging opportunities to experience agriculture. With experience comes understanding. All we can hope for is that one day young students become better informed consumers and leaders of our future.

There are many ways to get involved with AITC-M:

- **Become a Member**

We are the voice of agriculture and we need you to stand with us, please join us today.

- **Become a Volunteer**

Volunteers are the foundation of AITC-M's success. Please visit our website to sign up for the many volunteer opportunities that are available.



- **Become an Agriculture Literacy Leader!**

AITC-M's Agriculture Literacy Leaders make up a team of teachers who are interested in bringing agriculture to their classrooms through AITC-M programs and resources. By being involved on the Ag Literacy Team, educators are supported with curriculum resource materials, access to our industry partners for information and speakers, and networked with each other to share ideas and projects. Special events are held for team members and teachers exhibiting a unique project or initiative in their schools and they are recognized with useful awards and prizes. To date, over 55 teachers are part of AITC-M's Ag Literacy team.

In 2010, AITC-M launched the Ag Literacy Driver Award that honoured one teacher who is considered to be a driver in his/her classroom bringing agriculture into the school. Any teacher who delivers a unique agriculture initiative in the classroom or school is eligible to be nominated. The lucky recipient of the award will attend the US Agriculture in the Classroom hands-on Teacher Conference that is held each year in June. Every year, one teacher is awarded this prize at AITC-M's Annual General Meeting. Congratulations to Derek Baschuk of Garden Valley Technical Collegiate, the 2010 Ag Literacy Driver recipient.

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For more information, visit us at [www.aitc.mb.ca](http://www.aitc.mb.ca)  
Box 278, GRP 327, RR#3 Selkirk, MB R1A 2A8  
Toll-Free: 1-866-487-4029 Fax: 1-877-487-4757  
Email: [info@aitc.mb.ca](mailto:info@aitc.mb.ca)





Box 278, GRP 327, RR#3 Selkirk, MB R1A 2A8  
Toll-Free: 1-866-487-4029 Fax: 1-877-487-4757  
Email: [info@aitc.mb.ca](mailto:info@aitc.mb.ca)



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