



cultivating an interest in


# AGRICULTURE


# Agriculture in the Classroom's Core Values


 **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.

# from farm to fridge

# AGRICULTURE



## Helping kids make the connection

**Agriculture in the Classroom—Manitoba Inc.** is a non-profit 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, Agriculture in the Classroom 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 to 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.

Agriculture in the Classroom 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 and 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 **close to 20,000 students and teachers each year.**



Wheat, rice and corn  
account for three-quarters  
of the calories and  
protein in the human diet  
across the world.

win



# Integrity

**“Who you are, what you do, it all starts with Agriculture”**



**“This way exceeded my expectations.  
Keep up the great work!”**

*Grade 11 Foods and Nutrition teacher, St. James School Division*

Agriculture in the Classroom-Manitoba (AITC-M) has been operating since the early 1980s. 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 curriculum, 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 explain the process of food and fibre production from farm to consumer;
- 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.

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.

The AITC-M 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 co-ordination with commodity and industry organizations, AITC-M's programming, events, and services will further develop future decision-makers and entrepreneurs.

**For every pound  
of honey made, bees  
have to fly 80,000  
kilometres and visit  
two million flowers.**

**Scott Van Alstyne**, President

Financial Products Specialist, Carbon Credit Program, Viterra

*"It is great to provide a hands-on approach to agriculture and teach people with no connection to the farm where their food and agricultural based products come from."*

**Ellen Pruden**, Vice President

Education and Promotion Coordinator, Manitoba Canola Growers

*"As an educator, I strongly believe in the importance of informing our youth about agriculture. I am proud to be a part of AITC-M and our work to make this happen."*

**Trish Jordan**, Secretary

Public Affairs Director, Monsanto Canada

*"Agriculture today is an incredibly complex business and most people have little understanding of what agriculture is all about. Through AITC-M, kids have the opportunity to learn about agriculture in a fun and experiential way."*

**Derek Read**, Treasurer

Retired, RBC, Winnipeg

*"Agriculture is very important to our economy and I am pleased to be part of the efforts of AITC-M to be a leader in agricultural education with the school children of Manitoba."*

**Bob Bartley**, Director

Producer, Roland

*"AITC-M can make a positive contribution to finding solutions to help children better understand the importance of agriculture in their day-to-day lives and help consumers better understand the important role farmers play in providing high quality, reasonably priced food."*

**Marlene Baskerville**, Director

Curriculum Specialist, MAFRI

*"The programs and services AITC-M have been involved with are exciting, dynamic activities that foster excitement and learning which will have long-lasting results and it is a pleasure to be a part of it."*

**David Day**, Director

Producer, Deloraine, Keystone Agricultural Producers

*"There are many ways we can connect kids to agriculture in fun, interactive and educational ways. The direct link from our farm gate to the plate is very important."*

**Marvin Elder**, Director

Retired Producer, Oak Lake

*"I am very pleased to represent the western region on the board of AITC-M, and hope to bring more agriculture into the school curriculum through my involvement."*

**Kelly Funke**, Manager

Communications and Media Programs, Manitoba Pork Council

*"AITC-M can cultivate a generation of adults who have a better understanding of agriculture, and who will be better prepared to make informed decisions about food."*

**Brian Hellegards**, Director

Manager, Kelburn Farm, Richardson International

*"I really enjoy being part of AITC-M and being able to host the groups that are so eager to learn about where their food comes from and how it is grown."*

**Brian Kenyon**, Director

Regional Manager, Yara Belle Plaine Inc.

*"This is an exciting time to be a part of agriculture. AITC-M has the ability to make a difference and can help create an interest in agriculture that may someday lead to a career in this industry."*

**Raymond Mangin**, Director

Producer, Bruxelles, Dairy Farmers of Manitoba

*"Through AITC we can run programs to create an understanding and an appreciation for agriculture. I desire to share my experiences and knowledge of our industry with the next generation. Together we can succeed."*

**Marlene McDonald**, Director

Retired, Home Economist, Winnipeg

*"Students need to know about modern farming practices, the business of agriculture and the great contribution agriculture makes to our provincial economy. No small task, but AITC-M is up to the challenge!"*

**Patsy Michiels**, Director

Land Resource Specialist

Agri-Environment Services Branch, AAFC, Brandon

*"AITC-M plays an important role in developing an appreciation and awareness of the agricultural industry in the classroom and I am very proud to be a part of it."*

# board of directors





ten years  
of growth



“What a fantastic day! So informative! Students had a great learning experience! Resources were wonderful! Great hands-on!”

*Grade 4 teacher, Brandon School Division*

## The Amazing Agriculture Adventure

The Amazing Agriculture Adventure (AAA) is a full-day, hands-on, interactive event geared to 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 eighteen interactive stations covering a variety of agricultural topics. The event is successfully held in two venues each year, in Brandon in June and in Winnipeg in September. AAA brings students from Winnipeg, Brandon and across rural Manitoba to experience agriculture up close and personal. From crushing canola, to grinding wheat, to 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 2009, the Amazing Agriculture Adventure-Winnipeg celebrated TEN years of success! Making AAA even more authentic, AITC-M partnered with the University of Manitoba's Glenlea Research Farm and Richardson International's Kelburn Farm to host the event at these two working farms. Students were able to experience the hands-on activities at the two farms and see real hog barns, actual working farm equipment and many other true-to-life farm scenarios, all with the backdrop of farm fields being harvested! With the new host farms for AAA came a few new stations; a grower hog barn and a sow barn area as well as a whole lesson on bio-security.

An event like this doesn't happen without the many industry volunteers who give of their time and expertise to “spend a day at AAA!” Over 80 volunteers per day participate to bring an exciting new world of agricultural knowledge to the students, teachers and parent volunteers who attend this exciting field event.

passion

# Health



## Made in Manitoba Breakfast Program

The Made in Manitoba Breakfast program travels across Manitoba feeding breakfast to students and connecting them to where that food comes from. Students of all ages and grades enjoy a Made in Manitoba breakfast cooked and served by Manitoba agricultural producers from a variety of sectors. Before breakfast, students take part in an educational presentation where they explore the agricultural industry and discover where their food comes from and that agriculture produces lots of non-food products that we use every day. As well, we celebrate the many exciting and dynamic careers that are involved in getting the food past the farm gate and to their plates.

Fourteen breakfasts were delivered in 2009 in Manitoba with over 3500 students and teachers being served a hot breakfast. So what's on the menu? A wide variety of local agricultural products are celebrated! Flax pancakes, canola margarine and oil, hard-cooked eggs, pork sausage, honey, saskatoons and strawberries are of course, all washed down with wholesome chocolate milk. In 2009, students also experienced fully bio-degradable, compostable eating utensils and plates made from potatoes and cornstarch! Truly an agricultural event from top to bottom!

Before the students eat they are introduced to producers and other industry representatives who are in attendance representing each commodity. The students have the opportunity to interact with these producers as they go through the food line to receive their food.

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

**“Fantastic presentation, well organized, delicious food, great community event, positive message for students.”**

*Principal Roland School*



**“The resources and visuals were outstanding. My students really enjoyed the event and I feel it is perfect the way it is.”**

*Grade 2/3 Teacher, Fort Rouge School, Winnipeg*

**Fruits and vegetables  
are the most  
exported food group  
in the world.**



**India uses 30% of their renewable water for agriculture while Canada only uses 0.18%.**

**“It was everything you told me it would be—very informative, well organized, fit into curriculum, the volunteers were so knowledgeable and I am telling everyone else in my school it is well worth attending.”**

*Grade 5 teacher, South West Horizons School Division*



**Agriculture in the Classroom delivers other outreach activities and resources to schools in Manitoba at all grade levels. Here are some more highlights from the past year:**

## **The Amazing Agriculture Race at Manitoba 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 are able to move on. Geared to Grade 7 and 8 students, participants gained an understanding of the dynamic and diverse agricultural industry, while racing to find out fun facts about agricultural careers! Over 400 students and 30 industry partners participated last year.

## **The Amazing Rangeland Adventure**

A new initiative for 2009, over 200 Grade 10 students participated in this rope, range and rodeo program at the Wheat City Stampede! This day-long field trip linked to the Grade 10 Geography curriculum (Food from the Land) using 12 Interactive Stations including: Beef Cattle Production and Management, Pasture and Sustainability, Mystery Farm Tools, Rodeo Events, Auctioneering and Career Opportunities. There was even a presentation by a working Rodeo Clown! Teachers took home heaps of resources to use back in their classrooms.

## **Discover Agriculture in the City**

AITC is a part of the Agriculture and Agri-Food Canada event held at The Forks in Winnipeg each spring to celebrate agriculture and share with urban consumers that agriculture is around us every day...even in the city! AITC delivered a kickoff Made in Manitoba Breakfast at the event and invited an inner-city school to attend, have breakfast, meet some farmers and take part in several agricultural education activities at The Forks. Over 25,000 visitors attend the event and AITC plays an integral role in ensuring its success each year!



# Innovation

## High School Teacher Workshop

In partnership with the Faculty of Agricultural and Food Sciences at the University of Manitoba, AITC-M delivered a high school Science teacher workshop. Twenty-five educators from across Manitoba came to explore the science of agriculture at a full-day workshop. The teachers investigated two themes: *Manipulation of Crop Plants for Valuable Traits* and *The Real Biology of Food Science*. This proved to be an interactive and engaging workshop geared to connect to high school Biology curriculum outcomes and will be continued in the months to come!

## In-School Workshops

AITC 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 participates at the provincial teacher workshops in Brandon and throughout Winnipeg. In 2009 AITC-M was asked to deliver a Made in Manitoba Lunch to the 800 Social Studies teachers from 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 can also arrange for in-class speakers, farm visits, or other experiences in agriculture for students of all ages!

## Resources and Teaching Tools

Agriculture in the Classroom has a variety of curriculum-linked teaching tools available to 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.

We are also working to develop stronger supports 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)



Canada was the fourth largest agricultural exporter in the world in 2008. Exports were valued at \$42.8 billion.



"In youth we learn; in age we understand."

Marie Ebner-Eschenbach

## Agriculture Literacy Leaders

AITC's Agriculture Literacy Leaders make up a team of teachers who are interested in bringing agriculture to their classrooms through AITC 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 are recognized with useful awards and prizes.

This year, AITC launched the Ag Literacy Leadership Award that will honour one teacher who is considered to be a DRIVER in his/her classroom to bring agriculture into the school. Any teacher who delivers a unique agricultural 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! Each year one teacher will be awarded this prize at AITC's annual general meeting.

Plant the seeds of knowledge to watch a hearty appreciation for agriculture grow. It starts with your leadership.

**Agricultural and agri-food production and processing account for one in every eight jobs in Canada.**

# Teamwork



**AITC-M salutes its Cultivator members who lead the way in support of its efforts! These partners are the Cream of the Crop!**



Agriculture in the Classroom recognizes that its successes would not be possible without the tremendous support of partners, supporters and volunteers. We would like to thank all those who have taken the time to listen, sponsor, share ideas, spread the word and lend a hand in our effort to cultivate an interest in agriculture.

## Core Members



## Patron Members



RBC Foundation®

## Builder Members

Bayer CropScience

Manitoba Education

BCG Communications

Provincial Exhibition of Manitoba

Dow AgroSciences

TD Canada Trust

Manitoba Cattle Producers Association

U of M Faculty of Agricultural and Food Sciences

Manitoba Corn Growers Association

Viterra

Manitoba Agriculture, Food and Rural Initiatives



## Growing the Future

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 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 young students one day become better informed consumers and even leaders of our future.

Join AITC-M in its quest to cultivate an interest in agriculture in young people at all grade levels in Manitoba. It is up to us to tell the real stories of agriculture and to inspire future consumers to care about our industry!



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)