

Agriculture in the Classroom - Manitoba Inc.



Your Partner in Agricultural Awareness

Board of Directors



*AITC-M Board of Directors: (back l to r) David Day, Marvin Elder, Brad Friesen, Ray Pelletier (chair) Scott Van Alstyne, Bill Ridgeway, Jim Berry. (front l to r) Johanne Ross, Jocelyn Froese, Ellen Pruden, Karen Hill
Missing: Marlene Baskerville, Rosa-Lynne Way*

Thank you to all our partners and supporters. Without you, we could not develop and deliver our programs to Manitoba students.

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Report from the Chair - Ray Pelletier

Agriculture in the Classroom-Manitoba Inc. (AITC-M) has had an incredible year! I am pleased to have been able to carry out the role of Chairman of such a committed Board of Directors. As with any non-profit organization, the efforts of the AITC-M Board have been born out of a passion and belief in what we are doing. I commend the Board members and the staff for their dedication and countless hours of work and thought they have put into AITC-M in 2002. These efforts have proven to be the fuel for AITC-M's great successes in the past year.

AITC-M has been able to grow not only in member and sponsor support but also in the varied programs and resources we are offering to Manitoba teachers and students. The importance of agriculture awareness has become everyone's business as we enter a new millennium in the agriculture industry. Agriculture in Canada is facing many challenges. However, with all challenges come new opportunities.

AITC-M is out across the province explaining the good work that is being done in our industry. It has never been more important to make the link between agriculture and its importance in everyday life to Manitoba's youth: our future decision makers, consumers and leaders.



Our efforts are supported greatly by our members. I would like to especially thank our Patrons: Agricore United, the Manitoba Canola Growers Association, The Manitoba Milk Producers, The Manitoba Pork Council and The Red River Exhibition Association who have seen the importance and put their trust in us to deliver agriculture messages to Manitoba schools. Without the support of all our partners, we would not be in existence.

We have come a long way over the years of my chairmanship. Programs such as Amazing Grains have been born and have grown to two locations and several days at each. AITC-M has partnered with other provinces to bring new resources to our youth. In the past year we outgrew our space at The Manitoba Milk Board and made the move to the Red River Exhibition Park. Throughout all this, our staff and volunteers have spent hundreds of hours inside schools and at outreach events delivering the positive messages about our industry. It has been a real thrill to be part of this and to experience

"The importance of agriculture awareness has become everyone's business as we enter a new millennium in the agriculture industry."

AITC-M's growth.

There are over 1000 schools in our province. AITC-M has reached over 700 of those schools with our programs and resources. This is something to be proud of, however we must continue to work towards reaching all schools in



Manitoba, keeping in mind our "ABC"

principle. Being accurate, balanced and current is the cornerstone of our success. With your continued support, AITC-M will continue to succeed in delivering agriculture awareness to Manitoba's schools.

Respectfully submitted,

A handwritten signature in cursive script that reads "Raymond Pelletier".

Raymond Pelletier



From the Executive Co-ordinator - Johanne Ross



2002 proved to be another incredible year for Agriculture in the Classroom-Manitoba Inc. The organization was able to boast several new successes in many areas of agriculture awareness. Through tremendous efforts and dedication from the Board and support staff we were able to exceed our expectations in building new and maintaining existing partnerships, reaching many teachers and students through our programming, increasing AITC-M's profile, enhancing our links with the agriculture industry in Manitoba and fostering growth within our own organization. It is indeed an exciting time to be involved with agriculture awareness!

New and Existing Partnerships

AITC-M prides itself on the many supportive partnerships that have been developed over the years. In 2002, some exciting partnerships were initiated. The Ag Ambassador Program was one of these, which brought together The Red River Exhibition Association, The Provincial Exhibition of Manitoba, Manitoba 4-H, Manitoba Agriculture and Food, The Manitoba Farm Animal Council and Growing Manitoba. There is a great need to have individuals out in our schools and at industry events who are able to tell the good stories about our industry and the importance of agriculture to Manitoba's economy. The Ag Ambassador Program will help to train participants to be able to speak to a wide variety of audiences and to bring their messages of agriculture awareness in the best possible way. This partnership will bring together a program that can be tailored for specific users with different needs.



The Manitoba Conservation Districts have expressed great interest in partnering with AITC-M to initiate some projects within Manitoba's schools that link agriculture to conservation. AITC-M believes that through this new partnership, the message of farmers being good stewards of the land can be delivered.

The Red River Exhibition Association has shown its support of AITC-M with a new partnership agreement. AITC-M has run its annual Amazing Grains Winnipeg-area field event at

Exhibition Park for several years. With this partnership, AITC-M's offices are now located at Exhibition Park and the park will take an enhanced role in supporting Amazing Grains and the organization's other activities.

The Red River Exhibition Association, The Manitoba Farm Animal Council, Growing Manitoba

partnered with AITC-M to host a special evening for industry at Amazing Grains this year. The evening saw over 200 industry representatives tour the various stations to discover how we provide information to students. It was very exciting to see all the stakeholders sharing in the great success of Amazing Grains.



Manitoba Ag Days continues to be a great partnership for AITC-M. We were able to conduct school tours for senior students at this event. Once again Manitoba schools showed how valuable they feel our programming is with over 400 students attending from across the province.

Outreach Activities

Activities and initiatives targeted directly to schools and students continues to be the number one priority for AITC-M.

Our in-class resources are still very



popular with teachers in Manitoba. Because these resources are linked to curriculum, the interest and usage of the tools continues to rise every year. AITC-M's resource sales are ever increasing, with 2002 seeing an all time high.

In-class workshops were carried out in over 20 schools. This demand continues to be a challenge, however it is a tremendous opportunity to reach small groups of students with an agriculture message.

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Teacher in-services were also a part of 2002, with AITC-M conducting workshops at 3 different divisional in-services. The provincial in-services in October are a critical place for AITC-M to attend every year and 2002 saw us represented at 5 different locations (Science, Social Studies, Human Ecology, Manitoba Elementary Teachers Association and LIFT in Brandon.)



Our links to the Division Scolaire Franco-Maintobaine is very strong and we attended a french immersion workshop with our many bilingual resources on display. AITC-M was also an integral part of the Manitoba Science Symposium at which we arranged for the delivery of 5 different sessions on agriculture.

School tours were conducted at Manitoba Ag Days and at the Red River Exhibition in the Farm Fun Zone.



A Made in Manitoba Breakfast concept was initiated at Tanners Crossing school in Minnedosa where 500 students were served breakfast from products produced in Manitoba. Various commodity groups sponsored the milk, pancake mix, eggs, oil and

margarine and each of the groups was represented by local farmers who prepared and served the meal to the students. The concept was brought together by a presentation from AITC-M to explain the linkages between agriculture and our food.

This was an amazing opportunity for students to understand the importance of local producers in their own community.



Speaking of amazing, this brings us to Amazing Grains 2002. The event was fully booked without much promotion and was another fantastic success. 450 Grade 4 to 6 students per day went through the four stations and the lunchtime auction.

2002 also marked our first year of holding Amazing Grains in Brandon. In our initial year, 2 days of Amazing Grains were held at the Provincial Exhibition of Manitoba. Over 400 students per day proved to create enough demand for a waiting list of over 500 for 2003.



This event held a different slant with the addition of a machinery station highlighting farm safety. The two events are a perfect example of the outstanding support

extended to AITC-M from the many commodity groups, government and industry partners who make Amazing Grains what it is. A big salute must also go to the over 100 volunteers per day who give their heart and soul to the event. These are the people who make the experience so very amazing for the participants. Amazing Grains this year was honored with an award for agriculture awareness from the International Association of Fairs and Exhibitions.



Increased Profile

AITC-M made many efforts to get our name and our news out into the public eye this year. Our invitations to various media outlets was met with open arms and we found our name and our stories in the media over and over again. This helped immensely to increase the profile of the organization and also to generate increased interest in and support to our activities and efforts.



AITC-M appeared with coverage and stories in many different media circulations. Coverage appeared through: The Farmer's Independent Weekly, The Manitoba Cooperator, Grainnews, the KAP Farmer's Voice, Cattleman's Corner, The Winnipeg Free Press, CKX TV, Global TV, A Channel TV, Radio Southern Manitoba, CBC radio and CKLQ radio.

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AITC-M also made a great addition to the team by contracting with Matas and Associates Public Relations, to assist with media and general public relations. Public relations for the organization has proven to be a significant part of what we do and Matas and Associates have a belief in and passion for the importance of agriculture awareness in our province.

Linkages to Industry

In order to remain accurate, balanced and current it is always important for AITC-M to maintain close contact with the agriculture industry. Throughout the year, we have tried to attend the many opportunities that are offered to us to maintain these important contacts both within our own province and nationally. This past year proved to be a busy one in this respect.

AITC-M had the opportunity to attend and/or present at the Keystone Agriculture Producers Annual Meeting, Manitoba Milk Producers Annual Meeting, Manitoba Ag Days, the Southwest Farm Women's Conference, many Manitoba Women's Institute meetings, several Rural



Municipality meetings, the Canadian Agricultural Safety Association national conference and Manitoba Conservation district meetings. AITC-M recognizes the tremendous importance of keeping close contact with our government departments

and we had the opportunity to have face to face meetings with both Minister Wowchuk of Manitoba Agriculture and Food and Minister Lemieux of Education, Training and Youth.

AITC as a national group is able to meet yearly and share resource/program ideas. AITC-M attended this meeting in conjunction with the national Ag Awareness Conference which gave us the opportunity to share our successes with the national group and exchange ideas with colleagues from across Canada.



Organizational Activities

AITC-M continues to be a strong organization with the support of all those involved--our Administrative Assistant, Elaine Fast, the Board of Directors, our supporters and the many volunteers who dedicate themselves to the cause of increasing ag awareness in our youth.

In the western region of the province, a subcommittee of

volunteers helps to coordinate and develop activities. This past year we were able to hire Barb Schroeder as Western Region Subcommittee Coordinator on a part-time basis to handle some of the affairs of this group. The committee continues to be a dynamic presence within the organization with involvement on many different school tour events.



Within the organization we were also able to develop a member newsletter which was circulated to all members and sponsors. AITC-M also used this newsletter as a sponsorship tool to promote the organization. Leanne Gregory, a third year education student was hired as a summer student for the organization and extended tremendous effort and dedication to our organizations summer commitments and fall planning.

In 2002 the organization became even more efficient by introducing various subcommittees to the Board. These committees are able to take on a more integral role in some of the functions of AITC-M such as Financial, Membership, Projects and Communications. The organization has evolved greatly over the past few years. The Board and staff continue to strive to keep up with this while still delivering the accurate balanced and current information that Manitoba schools have come to expect from us.

A Look Ahead for 2003

As AITC-M continues to grow, we look forward to many new initiatives for 2003. The organization is pursuing at least 2 new resource ideas (conservation and farm safety based) and has already initiated 2 other resources for availability in the near future. The organization is tremendously excited about our newest initiative; the Teacher Learning Adventure. This program will be much more than an educational course. The teachers will get together for one week to live an agriculture experience. It is our goal to leave the participants with a desire to bring the agriculture experience to their classrooms and students. The

week will involve lots of touring and actual participation in activities that make our industry what it is. Teachers will also learn how to link agriculture concepts to the existing curriculum. This event will be open to 20 teachers in August 2003.



A large, stylized handwritten signature in black ink, appearing to read 'Shanne'.

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