



For Immediate Release

Inaugural Canadian Agriculture Literacy Week Launches

Winnipeg, Manitoba, February 22, 2012 – Agriculture in the Classroom (AITC) organizations launch the first-ever Canadian Agriculture Literacy Week (CALW) in schools across the nation from February 26 to March 3, 2012.

CALW is a hands-on program that encourages children to learn about and celebrate agriculture in various ways, including reading books about farming, watching videos and meeting with farmers and other agricultural representatives. An important element to the success of the CALW is the connection between students and local farmers and/or agriculture industry representatives.

This year, Agriculture in the Classroom-Manitoba (AITC-M) will deliver CALW to Grade 3, 4 and 5 students in over 20 schools across Manitoba.

“We are thrilled to participate in the first ever Canadian Agriculture Literacy Week in Manitoba,” said Johanne Ross, AITC-M Executive Director. “In Canada, most families are two or three generations away from the farm. CALW provides an opportunity to help all young Manitobans understand the importance and value of agriculture. As consumers, our personal connection with agriculture can affect our food product selection. Knowledge of local farm communities positively impacts public support for a viable agricultural sector in our province.”

This initiative is made possible through generous core funding from Farm Credit Canada.

“Agriculture matters to Canadians,” said Ron Podbielski, FCC Vice-President, Communications and Corporate Social Responsibility. “Canadian Agriculture Literacy Week is an opportunity for students across Canada to learn more about the industry and its valuable contributions to the economy and world. The students of today will be the producers and consumers of tomorrow. Increasing their ag literacy is an important part of our long-term commitment to growing the business of agriculture.”

Agriculture in the Classroom Manitoba is a non-profit organization supported by individuals and the agriculture industry. Its mandate is to heighten awareness and importance of agriculture in Manitoba schools. The organization runs several programs throughout the year including the Amazing Agriculture Adventure, the Made in MB Breakfast program, farm tours and other educational events. AITC-M also develops and distributes resources to help teachers integrate agriculture information into the school curriculum.

Contact AITC-M for a list of participating schools or to arrange a visit to a CALW event.

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For more information, contact:

Johanne Ross, AITC-M Executive Director

Phone: 1-866-487-4029 Cell: 1-204-867-0437

Email: johanne@aitc.mb.ca Web: www.aitc.mb.ca