



MONSANTO FUND

For Immediate Release

Made in Manitoba Breakfast Set to Soar

(Winnipeg, MB March 16, 2011) – Agriculture in the Classroom-MB Inc. (AITC-M) will announce an exciting expansion of its *Made in Manitoba Breakfast Program* at Discover Agriculture in the City at the Forks Market in Winnipeg on Friday, March 18th at 9:50am.

The expansion - which will bring the famous, locally produced breakfast and agriculture education program to 30 new rural communities - was made possible through a generous \$140,000 grant from the Monsanto Fund.

“We are thrilled with the support extended by the Monsanto Fund,” stated Johanne Ross, AITC-M Executive Director. “This is by far the largest injection of support AITC-M has ever seen and will allow us to take the program to new heights, expanding to thousands of students all across Manitoba.”

Ross added that the funds will also support the development of curriculum related resources for teachers to continue the learning after AITC-M delivers the breakfast in the school.

“At Monsanto we truly believe in and support the engagement of students through interactive, hands-on experiences that get them up close and personal with agriculture”, says Trish Jordan, Public Affairs Director with Monsanto Canada. “We appreciate the opportunity to play a strong role in supporting Agriculture in the Classroom and its critical role in increasing agricultural awareness and understanding in young people, while supporting rural schools and rural communities across the province.”

Schools can apply for a Made in Manitoba Breakfast to visit their school by visiting www.aitc.mb.ca .

Also participating in the announcement will be an energetic group of 50 grade 10 students from Elmwood and Stonewall high schools who will learn all about agriculture. The lucky students will bring their appetites to AITC-M’s successful Made in Manitoba Breakfast program when they arrive at the Forks, tasting delicious food products, which were all produced right here in Manitoba by Manitoba farmers. These farmers will also be on hand to interact with the

students and serve up the food! Living in the city may feel a long way from the farm, but every day we eat, wear, drive, or touch a piece of agriculture.

Following the breakfast, the students will take part in a Discover Agriculture Race. Students will work their way through the agriculture booths on display answering questions and gathering clues. Once they gather all of the clues they will work to decode the answer and quickly text it in to win great prizes.

Everyone is invited to visit Agriculture in the City at the Forks Market and test your knowledge of our “Career Trek” at the AITC-M’s display. Hours of the event are Friday: 9:30am – 9:00pm and Saturday/Sunday 9:30am – 6:30pm. For a complete schedule of activities check out the website at www.aginthecity.ca

Agriculture in the Classroom- Manitoba Inc. is a non-profit organization supported by individuals and the agriculture industry. The organization runs several programs throughout the year including the Amazing Agriculture Adventure, The Amazing Agriculture Race, farm tours and other special events. AITC-M also develops and distributes teacher resources to help deliver agriculture information for use within the school curriculum.

Established in 1964, the Monsanto Fund (www.monsantofund.org) is Monsanto Company’s philanthropic arm. It aims to bridge the gap between people’s needs and their available resources. Monsanto is an agricultural company and a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. Monsanto remains focused on enabling both small-holder and large-scale farmers to produce more from their land while conserving more of our world’s natural resources such as water and energy. Learn more about our business and our commitments at www.monsanto.ca.

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Media are encouraged to attend these events. Please contact us to make arrangements.

For more information, please contact:

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