

For Immediate Release

Agriculture in the Classroom-Canada Formalizes and Appoints Chair

WINNIPEG, MANITOBA – May 20, 2015 - Johanne Ross, long-time national supporter of and current executive director for Agriculture in the Classroom-Manitoba, will be the new chair of Agriculture in the Classroom-Canada (AITC-Canada). Ross was officially elected at AITC-Canada's inaugural annual general meeting held in Saskatoon on May 4, 2015.

"Johanne has worked passionately over the past 10 years to help the national group to formalize officially as a not-for-profit organization. She has gained the respect of partners and stakeholders, which has allowed her to champion national AITC-Canada initiatives like Canadian Agriculture Literacy Week, introducing the importance of agriculture to over 30,000 students in 2015. Her collaborative nature and knowledge of agriculture issues across Canada makes her the ideal leader to shepherd AITC-Canada into this exciting next phase," said Christa Wright, (Agriculture in the Classroom-Newfoundland and Labrador) vice-chair of the newly elected AITC-Canada board of directors.

Ross has lead AITC-Manitoba over the past 15 years, fostering its growth in membership, financial resources and programming, reaching over 40,000 students and teachers each year. She has also been instrumental in the success of AITC-Canada initiatives including the development of a new storybook "*Stewards of the Land*" for elementary students and the *All About Food* high school resource (<http://allaboutfood.aitc.ca/>). Ross's new role as AITC-Canada Chair will find her spending half her time working to develop the national organization further and generate AITC-Canada funding support, partnerships and interest in national agriculture education initiatives and projects.

"I am motivated by my AITC colleagues and encouraged by the support of the current AITC-Manitoba board of directors to take on this exciting role. It has never been a more important time to bring accurate, balanced and current information on agriculture to young people across Canada through the important work that provincial AITC organizations deliver. By leading the way with a strong national organization, we can support provincial activities, raise awareness of the importance of curriculum linked agriculture education, and bring this critical effort to the national stage," said Ross. "AITC-Canada represents and will support the provincial organizations that bring agriculture to life in classrooms across Canada."

Newly formed Agriculture in the Classroom-Canada has a strong commitment to educating Canadian youth about the importance of agriculture and thereby contributing to a strong, sustainable, viable Canadian agriculture industry. As evidenced by its combined reach of hundreds of thousands of students and teachers across Canada, AITC member organizations have a substantial impact and influence on the attitudes of future generations. AITC-Canada and its many contacts have expanded this reach by influencing friends, families, and the communities in which they live by the education received through AITC educational programs and resources.

AITC-Canada invites interested stakeholders to get in touch and get involved in this critical, national initiative.

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Visit the AITC-Canada website for further information
www.aitc-canada.ca

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