



**For Immediate Release**

### ***Annual Canadian Agriculture Literacy Week Returns***

Winnipeg, Manitoba, March 1, 2015 – Agriculture in the Classroom Canada representing seven (AITC) organizations will participate in the fourth annual Canadian Agriculture Literacy Week in schools across the nation from March 1<sup>st</sup> to 7<sup>th</sup>, 2015.

Canadian Agriculture Literacy Week 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 Canadian Agriculture Literacy Week is the connection between students and local farmers and/or agriculture industry representatives.

This year, Agriculture in the Classroom Canada organizations will deliver Canadian Agriculture Literacy Week to over 20,000 students in over 500 classrooms across Canada.

“We are thrilled to participate in the fourth annual Canadian Agriculture Literacy Week,” said Johanne Ross, AITC-Canada Chair. “In Canada, most families are two or three generations away from the farm. Canadian Agriculture Literacy Week provides an opportunity to help all young Canadians 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 country.”

The Canadian Agriculture Literacy Week initiative is made possible through generous core funding from Farm Credit Canada.

“Canadian agriculture has never been more important here at home or around the world. It’s a major driver for jobs and economic growth, and perhaps more importantly, our producers are helping to meet an ever-growing global demand for safe, nutritious food,” said Michael Hoffort, FCC President and CEO. “Canadian Agriculture Literacy Week is all about sharing the passion we see in the industry every day with children across the country.”

New for the 2015 event is an AITC-Canada commissioned storybook, “The Adventures of Michael and Mia: Stewards of the Land”, written by Edward Willett and illustrated by Val Lawton. As students follow along on Michael and Mia’s gardening adventure, they will learn how farmers utilize modern farm practices and technology to care for our land and at the same time produce food to feed the world. With generous support from Viterra and Growing Forward 2, a federal-provincial-territorial initiative.

“Our partnership with Agriculture in the Classroom Canada to develop this book is part of our overall commitment to support educational opportunities and initiatives that promote agriculture and its importance to Western Canada,” said Kyle Jeworski, Viterra’s President and CEO for North America.

FCC is Canada’s leading agriculture lender, with a healthy portfolio of over \$27 billion and 21 consecutive years of portfolio growth. FCC is strong and stable – committed to serving the industry through all cycles, and to being socially and environmentally responsible. FCC provides financing, insurance, software, learning programs and other business services to producers, agribusinesses and agri-food operations. Employees understand agriculture and are committed to the success of customers and the industry. With FCC in the market, producers benefit, agriculture benefits, rural Canada benefits and so do all Canadians. For more information, visit [www.fcc.ca](http://www.fcc.ca). Follow Farm Credit Canada on Facebook and



LinkedIn, and on Twitter [@FCCagriculture](https://twitter.com/FCCagriculture).

Viterra is Canada's grain industry leader, supported by the expertise of its people, a superior network of assets, and unrivalled connections to world markets. Headquartered in Regina, Saskatchewan, its commitment to agriculture goes back nearly 100 years, partnering with farmers to market and move their crops to areas of need around the world. Their continued focus on operational excellence throughout North America allows them to efficiently handle, process, distribute and transport grains and oilseeds. They provide further value to their partners through a wide variety of contracting and risk management tools to help them realize the full potential of their crops. For more information on Viterra in North America, please visit [www.viterra.com](http://www.viterra.com).

Agriculture in the Classroom Canada is a non-profit organization made up of provincial AITC organizations working together to enhance the knowledge, understanding, and appreciation of agriculture. AITC Canada achieves this goal through national initiatives, sharing of information and educational resources, development of educational programs aimed at enhancing agricultural classroom literacy, and coordination of professional development opportunities.

Contact AITC-Canada at [aitc-canada.ca](http://aitc-canada.ca) for a list of participating provinces and to find out more.

-30-

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