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For Immediate Release

Made in Manitoba Breakfast Hits 100 Milestone

(Reston, MB May 22, 2014) – Agriculture in the Classroom-MB Inc. (AITC-M) is celebrating an exciting milestone this week as the 100th *Made in Manitoba Breakfast* takes place at Reston School on Friday.

The successful breakfast program which brings the famous, locally produced breakfast and agriculture education program to communities across Manitoba has been making significant impacts with students and teachers since its initiation in 2011 through a generous grant from the Monsanto Fund.

“Since the expansion started in March 2011, the breakfast event has been rolling into communities across Manitoba. From Sprague, to Russell, to the Pas and Emerson, over 30,000 students have experienced this local agriculture celebration event,” said Johanne Ross, AITC-M Executive Director “It’s amazing the positive feedback we have received from teachers and volunteers who have had the opportunity to be involved. We are so proud of this program and don’t see it slowing down anytime soon, with hundreds of schools still asking to have an AITC-M breakfast take place at their schools.

Ross added over 300 industry volunteers, including local farmers, have been highlighted while working at the breakfasts.

The 100th breakfast will be a treat for the Reston students, teachers and volunteers with a regular slate of activities planned, including the full plate of hot, fresh and delicious made in Manitoba food on the plate.

“We appreciate the partnership we have been able to build with Agriculture in the Classroom-Manitoba through our financial support of the Made in Manitoba breakfast program,” said Trish Jordan, public and industry affairs director, Monsanto Canada. “We share a common desire to engage students in a discussion about agriculture and food, and highlight the important contribution farmers make in growing abundant, safe and affordable food. We couldn’t be happier to see this program flourish and reach students in such an impactful way.”

Schools can apply for a Made in Manitoba Breakfast to visit their school by

visiting www.aitc.mb.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.

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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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