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For Immediate Release

Ag Career Video Meant to Inspire

(Winnipeg, MB February 3, 2014) – Agriculture in the Classroom-MB Inc. (AIRC-M) today launched a new video aimed at high school students to inspire them to take an interest in agriculture as a career opportunity.

The video, which will be incorporated into the Made in Manitoba Breakfast program, is aptly named *“Your Life - Your Agriculture”*.

Focusing on the dynamic agriculture industry, the video encourages students to get curious about the many exciting and diverse careers available in agriculture, while sharing some real stories from those already involved in the industry.

“We have seen the need for a resource such as this for quite some time,” stated **Johanne Ross, AIRC-M Executive Director**. “Any engaging programming we can offer high school students just adds to AIRC-M’s efforts to inspire young students to turn their heads toward agriculture. By letting them get up close and personal with other young people who love this industry, we may just open their eyes to opportunities they never considered before!”

Ross added that the video will provide exciting perspectives from a current agribusiness degree student as well as a well-known personality in a senior position in the Canadian seed industry. The video was made possible with funding from the Monsanto Fund, the philanthropic arm of Monsanto Canada. The Monsanto Fund has provided multi-year funding to AIRC-M’s Made in Manitoba breakfast program since 2011, allowing AIRC-MB to significantly expand its programming to over 100 rural schools, reaching over 15,000 students across the province.

“The Monsanto Fund is pleased to continue our relationship with Agriculture in the Classroom and bring exposure to the agriculture industry and all it has to offer young people.” added **Trish Jordan, Public and Industry Affairs Director, Monsanto Canada**. “This industry is exciting and growing and we are going to need young people to fill countless roles in all aspects of agriculture in the future. The Monsanto Fund is thrilled to play a strong role in supporting AIRC-M and its critical role in increasing agriculture awareness in young people, while supporting

rural schools and rural communities across the province.”

As the video states, employment opportunities in agriculture are set to increase 15% in all regions across Canada over the next five years, so it is an exciting time to share the potential opportunities with students.. The video will be used at all high schools participating in the Made in Manitoba Breakfast program and will also be shared across the province through social media venues such as Facebook, Twitter and YouTube. View the video now at www.youtube.com/watch?v=rXmyFcqhd2c&feature=youtu.be or at 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.

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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