

# LOUD AND CLEAR

The Agriculture in the  
Classroom-Manitoba Story



CULTIVATING AN INTEREST IN AGRICULTURE

[aitc.mb.ca](http://aitc.mb.ca)



## KIDS ARE CONSTANTLY CONSUMING MESSAGES ABOUT FOOD.

In the time it takes for food to move from a farmer's field to a child's lunchbox, they hear it all.

For every new food trend, there's a variety of voices chiming in, creating a mix of facts and opinions that can be hard to untangle. Meanwhile, the labels on grocery store shelves feature buzzwords, often without explaining what they truly mean.

It's no wonder kids are confused about food — everyone is talking at once. By the time kids open their lunchboxes, they don't know what to think. AITC-M's goal is to help teachers and their students learn more about agriculture and the important role it plays in our province.



TECHNOLOGY essential FUN OPPORTUNITY innovative  
SUSTAINABLE \* essential FUN OPPORTUNITY innovative  
lots of kids live in urban areas. They aren't able to experience first-hand where their food comes from.  
That's why we bring curriculum-linked agriculture resources and experiences to kids at all grade levels, helping them unpack what they've been hearing about the food they eat.  
Our staff and volunteers work hard all year to be a clear voice for agriculture, teaching kids their ABCs – accurate, balanced and current information on farming and our food. Because, the next generation should be interested in food – not overwhelmed by it.  
important AWESOME  
PEOPLE health exciting NECESSITY  
possibilities

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*"I thought flour came from marshmallow powder, but now I know it's from wheat."*  
– Student, AAA Brandon



*"Just being on a farm out of the inner city was an incredible experience."*  
– Teacher, Tyndall Park





## OUR INSIDE VOICE.

We're helping teachers get the conversation started.

Teachers are always looking for hands-on activities and teaching tools to energize and educate their students. They trust us to provide accurate, balanced and current information that links directly to their curriculum. We give teachers and kids the tools to think critically about agriculture and make their own decisions. Here's how we used our inside voice in Manitoba classrooms.

3596  
students

over 30,000  
students and teachers  
reached every year

12 schools  
visited Ag Days

148 STUDENTS  
pizza farms were grown by

## OUR OUTSIDE VOICE.

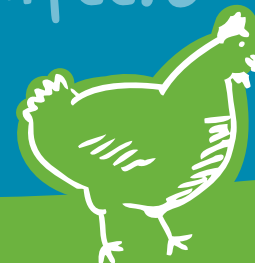
We're connecting kids and agriculture.

Sometimes the best way to learn is to see agriculture up close or hear from some of the authentic voices that help kids discover why agriculture should matter to them. That's why we have many interactive and hands-on learning outreach opportunities for teachers and students.

AMAZING  
RANGELAND  
ADVENTURE  
featured  
11 stations

Amazing Ag  
Adventure  
had 107 volunteers

Two students  
participated in the  
Global Youth Institute  
WORLD FOOD  
PRIZE



225 STUDENTS

attended career days

MIMB visited  
41 schools  
200  
CLASSROOMS

participated in  
Canadian Ag Literacy Week



# OUR COLLECTIVE VOICE.

What kids learn today can inspire them to be the industry leaders of tomorrow.

AITC-M cuts through the noise to maintain public trust, pique interest in agriculture and prepare our industry's future employees and consumers. The agriculture industry is complex and multi-faceted, but our story is unified, genuine, and dynamic. In other words, it's something to celebrate!

Thank you to our staff, board, volunteers, and other partners who make it possible.

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MONSANTO



RICHARDSON

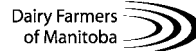
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