



May 21, 2024

Reeve Barry Kalinski
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RE: INVESTING IN TOMORROW

Food connects us all to agriculture, yet our youth are becoming increasingly disconnected from the story of their food and Alberta's rural heritage. At Agriculture for Life, Inc. (Ag for Life), we envision a province where all Albertans understand and appreciate the agriculture industry and the impact it has on their lives. Education is the key to achieving this vision.

As members of Alberta's agriculture community, we need:

- *Tomorrow's consumers to understand the care, excellence, and pride Alberta's agriculture industry dedicates to producing safe, healthy foods for our communities, our province, and our world. This understanding is essential for Alberta producers and agriculture communities to continue to grow and prosper.*
- *Tomorrow's decision-makers to appreciate the challenges our producers face and the importance of our industry to the economy – and our lives.*
- *Tomorrow's workforce to be excited and inspired to consider a career in the agriculture and agri-food sector.*

Misconceptions about agriculture are widespread, parents don't always have the answers, and teachers often lack the resources. This is where Ag for Life steps in, providing essential support to bridge these gaps. As the voice of Agriculture in the Classroom Alberta, Ag for Life provides factual, balanced, curriculum-linked agriculture literacy programs and resources to Alberta's educators and students.

Like us, the Rural Municipalities of Alberta recognize the importance of education in sustaining the agriculture industry and vibrancy of rural communities. Their Position Statement emphasizes that **"Teaching children in schools about farming and ranching is vital for building understanding between agricultural producers and non-farming Albertans."**

Sharing this aligned vision, Ag for Life offers invaluable support in advancing this by:

- *Developing and delivering new educational programs, resources, and activities tailored to Alberta's unique agricultural landscape.*
- *Reaching more classrooms across the province, ensuring widespread agricultural literacy.*
- *Empowering teachers with the knowledge and tools they need to educate the next generation about agriculture.*
- *Connecting students directly with the food they eat and the people who produce it, fostering a deeper appreciation and understanding.*
- *Inspiring students to consider careers in agriculture, ensuring a robust and skilled future workforce.*



Ag for Life is your bridge to future innovators, educators, consumers, and decision-makers. By partnering with Ag for Life, you can directly contribute to the education and empowerment of our youth, securing a strong future for Alberta's agriculture industry and its rural communities.

We invite you to make a difference, showing your support of this mission. An annual membership of \$2,500 will significantly enhance our ability to provide these essential educational resources and programs. Your support will directly impact the future of agriculture in Alberta, fostering a generation that is informed, engaged, and connected to their food and its sources.

Join us today in making a difference. Together, we can build a more informed and connected community, ensuring the sustainability and success of Alberta agriculture and rural communities for years to come.

I'd be delighted to arrange a call to provide more details about the membership or to explore further collaboration opportunities.

Sincerely,

A handwritten signature in blue ink, appearing to read "Beth Halford", is written over the typed name and title.

Beth Halford
Manager, Strategic Partnerships

CC: Matt Janz, Agricultural Fieldman

Ag for Life

About Agriculture for Life

For over a decade, Agriculture for Life (Ag for Life) has been connecting educators, as well as students and their families to the food they eat through our science-based, balanced, curriculum aligned programs and resources.

We have established partnerships with a wide range of professional organizations, government agencies and academic institutions to advance the public understanding of Alberta agriculture and food systems.

Our goal is to educate Albertans about agriculture's role in feeding the world as it relates to food security, environment and climate change, economic diversification, innovation, careers and sustainability while building public trust along the entire value chain.

We bring agriculture to life!

Partnering With Ag For Life

Ag for Life is a strong voice in the promotion of agriculture and food literacy - combating myths and misperceptions, while building greater trust in our food system. But we don't do it alone! Ag for Life is supported by a diverse group of stakeholders with shared-values and a commitment to communicate and advance agriculture education that drives sound food policies and consumer choices now and into the future.

If your organization shares our vision, we would be proud to have your support. For more information contact info@agricultureforlife.ca.



agricultureforlife.ca



Our Priority Areas

Agriculture and Food Literacy

Ensuring that all people have access to sustainable, sufficient, safe, healthy and culturally relevant food is a key global challenge today. Human health and wellbeing are inextricably linked with a sustainable food system. Today more than ever, people are disconnected from agriculture with many being two or three generations removed from the farm. This disconnect leaves questions about food, its origins and its production. There is a real need for agriculture and food education if we are to cultivate informed and healthy citizens alongside a vibrant, healthy, sustainable industry. The good news is that there is a demand for this knowledge in schools, communities and homes across Alberta. We believe everyone should understand where their food comes from.

Advocacy

Consumers have questions about their food and how it is being produced. There is a myriad of complex, mis- and contradictory information, from Netflix documentaries to BuzzFeed articles, to the grocery store aisle and Instagram posts, leaving many consumers generally confused about agriculture and food production practices. This confusion, if not addressed, can become irrationally contagious and quickly spiral into mistrust of the entire industry. Misinformation feeds mistrust and we need to be proactive to negate this effect.

Ag for Life advances science-based information, promotes critical-thinking and amplifies Alberta agriculture's story through our robust media and public relations efforts and original content disseminated through our communications channels. Ag for Life is active on Facebook, Twitter, Instagram, LinkedIn, and out in the communities with our Know Your Food Mobile Education Unit.

Rural and Farm Safety

We believe anyone who gets to work, grow up on or visit a farm is blessed. Agriculture is full of possibilities. However we know it can be a dangerous occupation for primary producers and their families. While some injury risks for youth exist in both urban and rural environments, there are major injury risks that are unique to rural settings such as large equipment, livestock, open bodies of water, rural roads and suffocation hazards. Ag for Life's goal is to greatly reduce the number of rural and farm injuries and fatalities by providing educational safety awareness programming to rural youth and their families.

Our Reach

Our unique combination of programming has allowed us to foster deep grass-roots relations with multiple target audiences including primary producers, landowners, and farm families, educators, students, consumers, government, corporations and other industry stakeholders. In 2022, Ag for Life initiatives reached over half a million Albertans.