



2021 ANNUAL REPORT

Agriculture 
in the Classroom
— MANITOBA —



Just like seeds need water and plants need sunlight, Agriculture in the Classroom-Manitoba wouldn't be where it is today without the help of our incredible partnerships! And in no other year were those partnerships more vital than in 2021!

The pandemic may have kept us physically out of classrooms, but it couldn't keep us from doing the important work of teaching Manitoba's students about agriculture. And with some amazing partners, we were able to reach more students in more areas of the province than we ever have before!

We may have not been together in-person, but we worked closely with our partners to be *Better Together* all year long!

Our Mission:

To develop and deliver accurate, balanced and current agriculture literacy programs and resources that help educators and students across Manitoba to understand the value of agriculture to society, and to become informed consumers and decision-makers.

Our Vision:

All Manitoba educators and students understand and value the contribution of agriculture to society.



Agricultural Literacy is What We Do!

Agriculture in the Classroom-Manitoba (AIRC-M) is a non-profit, charitable organization dedicated to developing curriculum-linked programs, resources, and activities to help teachers and students learn more about the importance of agriculture in Manitoba.

In everything we do, we strive to achieve our ABC mandate by delivering ACCURATE, BALANCED and CURRENT resources and information. This allows students to develop critical-thinking skills related to agriculture, food, fibre, bioproducts and life sciences.

Your support allowed us to provide agriculture education to more Manitoba educators and students than ever before. Thank you for a successful 2021!





A Message from the President

As I reflect on the past three years as president of Agriculture in the Classroom–Manitoba, I am truly amazed by the support from individual members and the agricultural community here in Manitoba. In 2019, I wrote about the importance of strong partnerships being the key to propelling AITC-M into the future and enabling the organization to achieve their vision; today, we are realizing how very true that is.

2021 was the year of partnerships! AITC-M focused on collaboration with individual organizations to find out exactly what was important to them and how AITC-M could help them reach their goals. This tailored approach with each donor and sponsor helped AITC-M discover the best fit for each individual organization and business, which led to working with organizations AITC-M had never worked with before.

Without these partnerships, our brand new and very popular, Follow the Farmers virtual farm tour program would not have been possible. Penner Farm Services worked with AITC-M to develop the virtual program that has already engaged 4,764 students from 122 schools across Manitoba in an in-depth look at Manitoba farms. Students get to connect with farmers to learn about where their food comes from right from their classroom!

AITC-M is leading the way in delivering agricultural education in Manitoba schools and cannot do it without their invaluable partnerships. We know, and I hope that you can agree, that we're all better together.

– Laurel Lyons

A Message from the Executive Director

At AITC-M, we are so fortunate to have so many incredible partnerships to help us work toward our vision. Our work may be powered by partnerships, but it would not be possible without our passionate and dedicated team. With just five full time and two part-time staff members, we have managed to accomplish so much in 2021 that it is sometimes hard to believe it was all done in only one year.

From piloting new programs and creating new resources, to a full rebrand and new website, to working with programs and technology we never have before, this team has worked so incredibly hard this year that when I hear the theme Better Together, I can't help but also think of them. Even though we are not physically "together" very often, the AITC-M team works in synergy every day to accomplish so much fabulous work.

We also couldn't have done what we did this year without the help of volunteers! Volunteering at AITC-M has looked different over the past few years, and this year was all about videos. And though they're short, filming videos takes a lot of time and we are so thankful for all the amazing volunteers who starred in our Healthy Foods from Healthy Farms video for CALM 2021 (see page 7) and our Follow the Farmers videos (see page 6)!

Are we Better Together? Yes, of course we are, and the best is yet to come. Stay tuned in 2022 to see the amazing new programs and resources being launched with your support.

– Sue Clayton

THE STAFF

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Finance Coordinator



KIRA ROWAT
Program Manager

Follow the Farmers

A new program, A new partnership

When Penner Farm Services approached us in early 2021, we had piloted one virtual farm tour and the teachers and students of Manitoba were hungry for more!

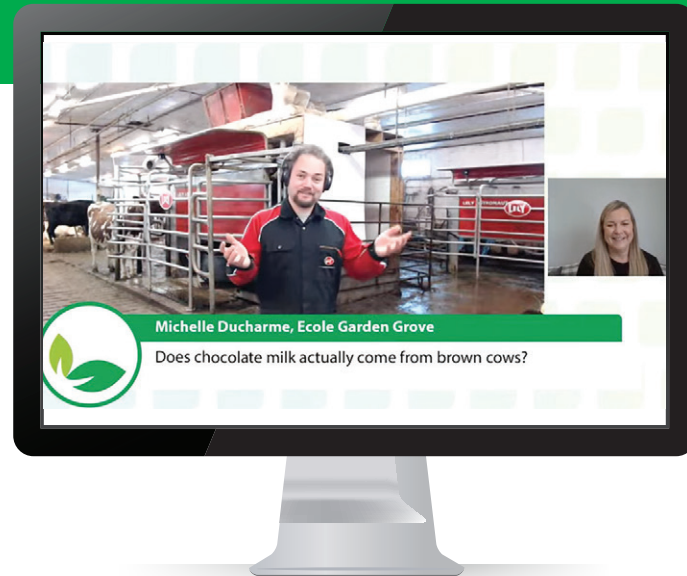
Penner's goal was to help increase agriculture education in our province. They wanted to create videos to help teach students about farming and all the amazing people who farm in Manitoba. We had already started to develop a virtual farm tour program and had planned to pilot a second tour in June, using some of the learning we gained from our first in March.

What came next was an amazing partnership in the Follow the Farmers virtual farm tour program! Throughout the summer we, along with the folks at Penner and Homefield Marketing, traveled to locations and worked with Manitoba farmers to film the four tours that would take place in the 2021-22 school year.

Through our pilots, we discovered that Wi-Fi drops when moving in and out of barns, so pre-filming the farm tours would not only offer a better experience to students but gave us the opportunity to inject additional curriculum-linked information into each video. The result is four polished videos to be played at the beginning of each livestream *Follows the Farmers* event. Following the farm tour video, students have a chance to chat live with the farmer(s) and ask questions about life on the farm.

For each tour, there is also a teacher guide and an activity that teachers can use to extend the learning even further.

This wildly popular new program was made possible by an amazing new partnership and has without a doubt contributed to more students being educated about agriculture and how food and fibres are grown in Manitoba.



Follow the Farmers 2021-22

OCTOBER – Weather

Featuring Korey Peters, Herbsigwil Farms Ltd.

NOVEMBER – Dairy

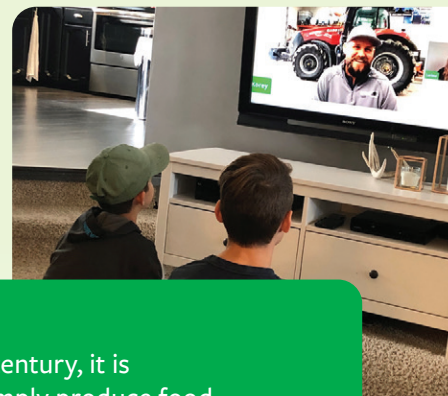
Featuring Stefan Signer, Signer Dairy

FEBRUARY – Sheep

Featuring Sherry & Harold Bosma, Dusty Ridge Ranch
and Anna Hunter, Long Way Homestead

MAY – Pigs

Featuring Andrea Elias,
Prairie View Pork and
Craig Sawatzky, Blue
Ribbon Swine



As farmers in the 21st century, it is no longer enough to simply produce food, but our jobs include the task of sharing HOW we produce food. Consumers are increasingly removed from food production, and the role of engaging with the interested public is critically important.

– **STEFAN SIGNER, SIGNER DAIRY**

Canadian Agriculture Literacy Month

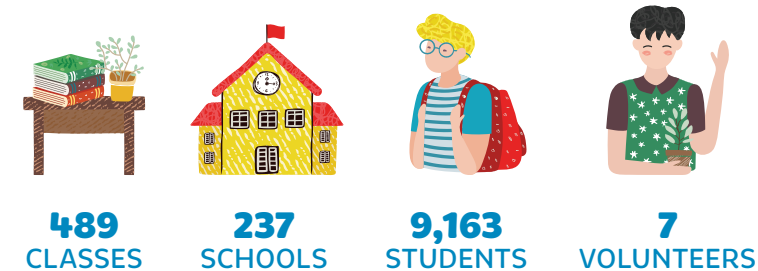
Healthy Foods from Healthy Farms

Even a pandemic and school closures did not stop Canadian Agriculture Literacy Month (CALM) from growing in 2021.

Early in our planning we had to make the difficult decision to not include volunteer visits in the CALM offering in 2021. With uncertainty of how the school year would go, we chose to create a video and do a virtual farm tour in place of volunteer visits. The theme Healthy Foods from Healthy Farms was developed in partnership with Agriculture in the Classroom-Saskatchewan (AITC-SK). Together, we created videos showcasing both how a healthy snack is grown and how it is processed and made ready for our tables. Manitoba farmers and processors were featured in the videos about wheat, dairy and carrots.

We then developed activities with AITC-SK, that included a healthy plate and fortune teller activity, complete with fun sticker sheets featuring the farmers, production facility and final food product.

Teachers loved the ready-to-use, curriculum-linked activities and videos that taught the students about agriculture as well as nutrition.



My students are all from the inner city most have never seen a farm and know nothing about healthy food choices. This was a great experience for them, thank you:)

– **ECOLE SAGE CREEK SCHOOL (WINNIPEG), GR 2, 3**

What came first... the chicken or the egg?



If we're talking AITC-M virtual farm tours, it was the egg! In March 2021 we piloted our very first virtual tour on Harley Siemens' egg farm. It was attended by a whopping 3212 students and feedback from teachers and students was very positive.

Our second pilot tour took place in June with Rachel Plett on her broiler chicken farm. We used a pre-recorded farm tour video supplied by Manitoba Chicken Producers to help alleviate any Wi-Fi issues from moving around the barn. Then, the students enjoyed watching the tiny chickens in the background while Rachel answered their questions about her work.



OUR REACH IN 2021



1126
TEACHERS
An 116% increase
from 2020



416
SCHOOLS
In every school division in MB
91% increase from 2020



16,569
ONLINE USERS
Is a 41% increase
from 2020



24
CLASSROOM
ACTIVITIES



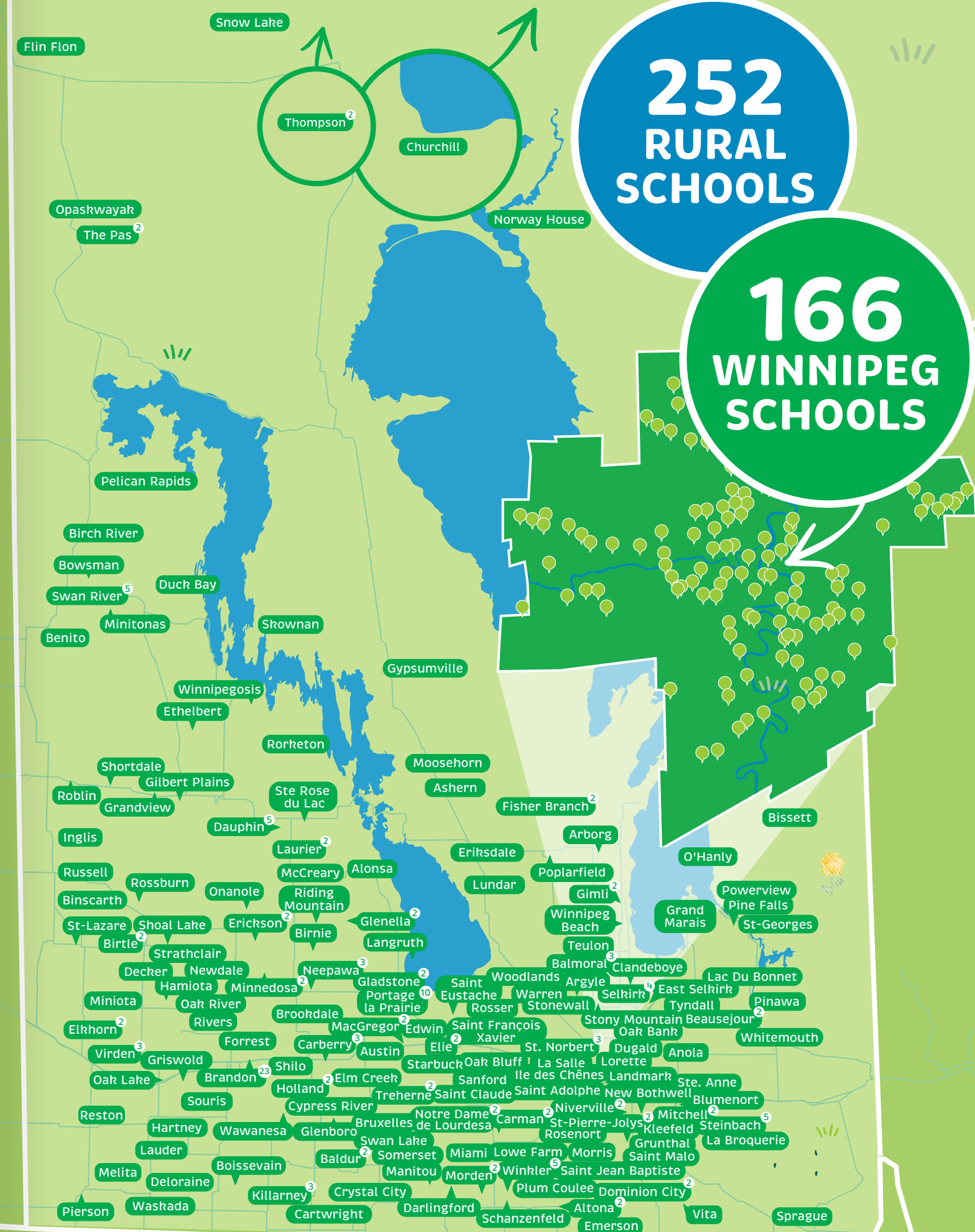
14
NEW CURRICULUM
LINKED RESOURCES



7,725
RESOURCE
DOWNLOADS

56,491
STUDENTS

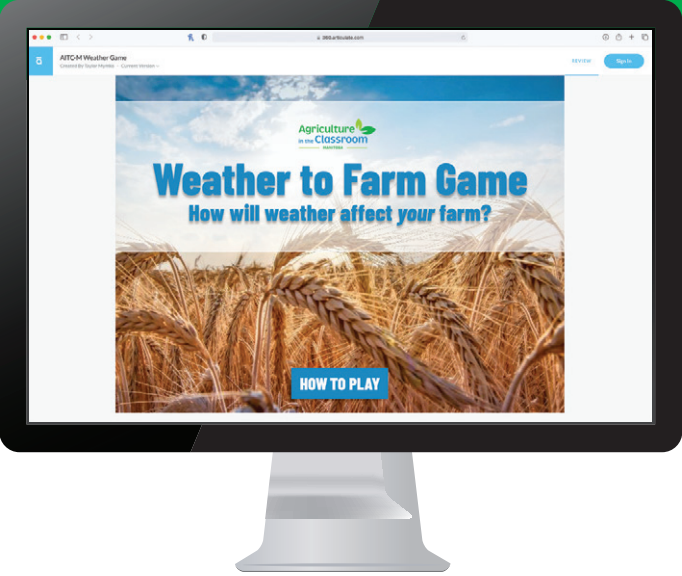
72% INCREASE
FROM 2020



NEW RESOURCES

The New Weather to Farm Game

If you’ve ever been to one of our Amazing Agriculture Adventure (AAA) programs, you will no doubt know about the *Weather to Farm* game. Students act as farmers and move through a life-sized board game where their fate in the game is decided by the weather on their farm. With in-person programs on hold, and with funding from the Canadian Agricultural Partnership, AITC-M was able to create a virtual version of *Weather to Farm*. The result is a fun and interactive new resource that allows students to experience what it’s like to be a farmer, at the mercy of whatever Mother Nature dishes out. Don’t forget the crop insurance!



The game is currently available to teachers registered for the *Follow the Farmers* program.

AITC-CANADA & NEW WEBSITE

AITC-M is a proud member of Agriculture in the Classroom Canada

Agriculture in every classroom, inspiring every student

Agriculture in the Classroom Canada (AITC-C) collaborates with its ten provincial member organizations to provide engaging, nationally focused learning experiences to connect with students, ignite their curiosity, and teach them about the important role agriculture plays in their lives.

Together, we are working towards the goal of providing every student in Canada with an agriculture education experience, **every year**. AITC-C is thrilled to provide its members with national learning offerings to deliver alongside provincial efforts, including Canadian Agriculture Literacy Month, a career-focused thinkAG initiative with its award-winning website thinkAG.ca, snapAG information sheets, and Guardians of the Grasslands and Real Dirt on Farming teachers’ guides. There is some exciting growth planned for the coming year, as AITC-C is currently expanding its offering to educators by improving its online resource bank database, introducing a new scholarship opportunity, and creating a new learning management system.

Through the development of the Canadian Agriculture Education Impact Framework in 2021, AITC-C has identified three strategic pillars – **THINK, KNOW, and FEEL** – that are shaping the future of their learning approach, the topics they feature, and how these directly impact students’ connection to agriculture and food.

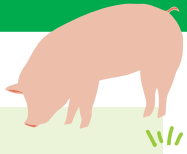
With the support of its network of partners, stakeholders, and volunteers, AITC-C is confidentially propelling towards its north star goals and vision of bringing education into every classroom, inspiring every student - and AITC-M is a critical piece of this success!



“The foundation of AITC-C is our ten provincial members, and we are thrilled that our national reach continues to show impact through new initiatives and opportunities for educators and students to connect with Canada’s agriculture and food story,”

– JOHANNE ROSS, EXECUTIVE DIRECTOR OF AITC-C

For more information about Agriculture in the Classroom Canada, please visit aitc-canada.ca



Seed Survivor Classroom Kits

With their usual *Seed Survivor* program parked because of the pandemic, Nutrien created kits that could be sent to classrooms. The kits, which contained sunflower microgreen seeds, cups and other learning materials, were wildly popular in Manitoba. AITC-M shipped kits to over 130 classrooms, reaching 12398 students. The kits were sent out in the Spring of 2021, just in time to get growing!



Seed Survivor is Sponsored by Nutrien



From Farm to Plate

Last June, AITC-M and Great Tastes of Manitoba teamed up to create the *Farm to Plate: Recipes & Stories* series, featuring seven Manitoba commodities.

Each recipe sheet contains a link to a video about a Manitoba farmer, facts and information about that commodity, and a recipe featuring an ingredient from the farm.

The series has been so popular that AITC-M and Great Tastes are currently rolling out a new recipe for each commodity in 2022.



New Website A new face for AITC-M

In late 2020, AITC-M began work on a new website. The old site was dated and needed a refresh, along with a better way to find resources and programs and showcase our organization.

The result is a new site with more functionality for blogging, a live sorting feature to help educators easily find resources and a fresh and updated overall look and feel.

Since launching the new site in April 2021, AITC-M has seen web traffic increase by 63%, compared to the previous year.

TEACHER DRIVER AWARD

Adventures
in Agriculture
2021 Teacher Driver Winner
Darren Duncalfe

Darren Duncalfe remembers the looks on his grade seven and eight students' faces as they slid their arms into the four chambers of a cow's stomach. "That freaked some kids out. I'll tell you that," he says.

He also remembers watching them climb combines, in awe of their size, during AITC-M's Manitoba Ag Days Adventure.

Darren, a teacher for over 20 years, used to teach grades seven and eight at both Harrison Middle School and Earl Oxford School in Brandon, where he participated in AITC-M's Made in MB Breakfast. Now, he teaches grade 10 geography at Vincent Massey High School in Brandon.



"Darren creates the opportunity for his students, not just to learn about agriculture, but to become personally engaged with it."

- KAREN HILL,
AITC-M CURRICULUM SPECIALIST



Darren has been working with and using AITC-M's resources for about 15 years. Through that time, he has seen two of his students win a coveted position to attend the Global Youth Institute (GYI) in Des Moines, Iowa and he was able to accompany one.

"It's an incredible opportunity for students as far as leadership goes," Darren says. Living in the "Wheat City," Darren believes it's important to teach his students about agriculture because farming, food production, and the agriculture industry as a whole, is a huge part of Brandon's community.

"We are one hundred per cent ag in this town," he says. "There's a good chance if they (the students) stick around this area, they'll be working in the field."

Both of Darren's brothers are farmers, and his family owns a bee business. Darren owns chickens and pheasants at home. In his spare time, he hunts and fishes.

Darren says sustainability is the biggest lesson agriculture has been able to teach his students. It's the core lesson of all his courses.

Karen Hill, Curriculum Specialist at AITC-M, says, "Darren creates the opportunity for his students, not just to learn about agriculture, but to become personally engaged with it."

She also says Darren and his students have been "enthusiastic participants" in AITC-M programs like the Amazing Rangeland Adventure, Journey 2050 and more over the years.

"Darren is a great ambassador for agriculture education," she says.

Thank you, Darren, for educating Manitoba students on the importance of food production, farming, sustainability, and the agriculture industry!

FINANCIAL STATEMENTS

BDO Canada LLP, Chartered Professional Accountants, in Portage la Prairie, Manitoba, reviewed the financial statements of Agriculture in the Classroom-Manitoba Inc., that comprise the statement of financial position as at December 31, 2021, and statements of operations, changes in net assets and cash flows for the year then ended. In BDO's letter to the Board of Directors of AITC-M, they concluded that, "Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects,

the financial position of Agriculture in the Classroom-Manitoba Inc. as at December 31, 2021, and the result of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit enterprises." Below is AITC-M's Statement of Operations for 2021.

If any member wishes to receive the full BDO auditor's package, please email info@aitc.mb.ca and we will be happy to send it to you.

Agriculture in the Classroom - Manitoba Inc.
Statement of Operations (Unaudited)

FOR THE YEAR ENDED DECEMBER 31	2021	2020
REVENUE		
Agriculture in the Classroom Canada	\$ 8,650	\$ 5,000
Government funding - summer student grants	14,793	-
Agrium Seed Survivor program	15,042	886
Canadian Ag Literacy Month	11,000	17,600
Donations	135,182	133,149
Global Youth Institute	3,400	-
Government funding - Canadian Agricultural Partnership	97,603	48,997
Government funding - Canadian Agricultural Partnership seed kit funding	23,194	-
Canada Emergency Wage Subsidy and Temporary Wage Subsidy	109,716	75,320
Interest income	5,645	6,263
Journey 2050	2,000	16,000
Little Green Thumbs	36,960	26,175
Manitoba Ag Days	18,500	8,500
Memberships	249,901	234,687
Other revenue	-	2,381
Project administration revenue	40,000	39,250
Special projects	14,000	11,150
	785,586	625,358
EXPENDITURES		
Advertising and promotion	13,861	3,069
Agriculture in the Classroom Canada	8,650	5,000
Agrium Seed Survivor program	15,042	886
Bad debt expense	-	290
Canadian Ag Literacy Month	11,000	17,600
Data management	11,921	8,687
Global Youth Institute	3,400	-
Government funding - Canadian Agricultural Partnership	103,874	79,268
Government funding - Canadian Agricultural Partnership seed kit funding	23,194	-
Government funding - Alexander Cherban	14,211	-
Insurance	2,878	2,643
Interest and bank charges	1,680	1,178
Journey 2050	2,000	16,000
Little Green Thumbs	36,960	26,175
Manitoba Ag Days	18,500	8,500
Meetings and conferences	9,372	8,570
Office expenses	16,934	7,319
Professional fees	25,207	22,069
Rental	5,250	5,250
Salaries and wages	416,821	333,189
Special projects	18,938	11,150
Telephone and internet	9,136	11,657
Training	1,274	754
Travel	5,487	2,423
	775,590	571,677
Excess of revenue over expenditures for the year	\$ 9,996	\$ 53,681

OUR MEMBERS & SPONSORS

Better Because of You

Our Members and Sponsors help make us better each and every year!

Thank you to everyone who donated to Agriculture in the Classroom-Manitoba in 2021. Our supporters are increasingly important as we continue to grow as an organization. We can deliver our mission of bringing accurate, balanced and current agriculture literacy programs and resources to more Manitoba schools every year because of you.



INNOVATOR
(\$100,000.00 - \$249,999.99)
Canadian Agricultural Partnership

AGVOCATOR
(\$50,000.00 - \$99,999.99)
Peak of the Market

CULTIVATOR
(\$25,000.00 - \$49,999.99)
Bayer CropScience Inc
Cargill Ltd
Dairy Farmers of Manitoba
Manitoba Beef Producers
Manitoba Canola Growers Association
Manitoba Crop Alliance
Manitoba Pork Council
Manitoba Pulse & Soybean Growers
Nutrien Ltd
Penner Farm Services Ltd
The Mosaic Company

AGUCATOR
(\$10,000.00 - \$24,999.99)
Archer Daniels Midland
Corteva
FP Genetics
Imperial Seed Ltd
Manitoba Ag Days
Manitoba Chicken Producers
Manitoba Seed Growers Association
Manitoba Turkey Producers & Exceldor Cooperative
Natural Sciences & Engineering Research Council (NSERC)
Pitura Seeds
Viterra

PARTNER
(\$5,000 - \$9,999)
John Sandborn
MacDon Industries
Manitoba Education and Training

BUILDER
(\$1,000 - \$4,999)
Access Credit Union
Agassiz Seed Farm Ltd
BDO Canada LLP
Border Chemical Co Ltd
CANTERRA Seeds
Confidence Management Ltd (FWS)
Grain Elevator and Processing Society
Herbsigwil Farms
Keystone Agricultural Producers
Manitoba Egg Farmers
Manitoba Oat Growers Association
Manitoba Potato Production Days
Manitoba Veterinary Medical Association
One Insurance
RJP Seed Ltd
Scott (Neil) MacDonald
Scott Wolfe Chartered Prof Accountants
Shafer Commodities Inc
Shur-Gro Farm Services Ltd
Syngenta Canada
Tim Winter
Wild Man Ricing Ltd

SUPPORTER
(\$250 - \$999)
5603979 MB Ltd (James & Vickie Pedersen)
Aaron Brown
Assiniboine Community College
Assiniboine West Watershed District
Bob Bartley
Canadian Agri-Marketing Association
Carolyn Wilson
Clearview Consumers Co-op Ltd
Dianne Riding
Dundee Farms
Ellis Farm Supplies Ltd
Field 2 Field Agronomy Inc
GoodwinBallance Communications
Ian Wood
Landon Friesen
Lehenbauer Farms Ltd
Manitoba Agricultural Services Corporation

Marc Hutlet Seeds Ltd
Mike Orchard
Municipality of LaBroquerie
Municipality of Rhineland
Park Acres Ltd
Redview Farms Ltd
Rick Vaags
RM of Oakview
RM of Wallace - Woodworth
Sue & Kern Clayton
Trish Jordan
W J Siemens Farming Co Ltd
Walinga Inc
Warren McCutcheon
Whitemud Watershed Conservation District

FRIEND
(\$50 - \$249)
Al Raine
All Charities Campaign
Allan Calder
Allison & Richard Leclerc
Andy & Stacie Cardy
Angela Pearen
Ashley Taylor
Baret Easter
Barry McNabb
Beauchemin Enterprises Ltd
Bill Ross & Jocelyn Peifer Ross
Bill Anderson
Bob Horsman
Boerchers Farms Ltd
Bonnie Bain
Brad & Sandi Knight
Bradley Pinkerton
Brenda Mutcher
Brett Skeoch
Brian Kenyon
Brian Nedohin
Broomhill Women's Institute
Bruce & Carol Dalgarno
Pen-Dale Farms Ltd
Bruce Montgomery
Callum Morrison
Cathey Day
Cheryl Mayer Hrushowy
Clayton Robins
Cliff Cullen
Corie & Neil Arbuckle
Corin Raine
Cory Rybuck

Crystal City-Clearwater Agricultural Society
Crystal Berthelette
Crystal Jorgenson
Curtis McRae
Darrell & Patricia Friesen
Darwin Webster
David Lapp
Delwyn & Heather Fraser
Diane & David Wreford
Doug Chorney
Dwight & Leah Willoughby
Edeltraut Dancho
Edward Tyrchniewicz
Ellen Pruden
Faculty of Agricultural & Food Science
Fisher Seeds Ltd
Gail Eckert
Gina Sunderland
Grace & Matthew Wedlake
Haybusters
Henry Farms Ltd
Hometown Service Ltd
Hon Blaine Pedersen
J Elaine Thomson
James Swan Ltd
Jenelle Hamblin
Jillian Krahn
JoAnne Buth
Jodee Karlowsky
Johanne & Barry Ross
John Chorney Farms Ltd
John R A Peach
Juliana Baird
Karen Hill
Katharine Cherewyk
Keith & Lee Anne Murphy
Kelly Green
Kenton & Marla Johnston
Kevin & Linda McGill
Kevin Hamblin
Laura & Henry Holtmann
Laurel Hyde
Laurel Lyons
Laurene Connor
Leanne Campbell
Les & Diane Mauthe
Lesia Payne
Lingwei Liu
Livingston Family Farms Inc
Liz Wilson

Lloyd & Joan Atchison
MacNair Farms Ltd
Manitoba Women's Institute
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Mark Howe
Marvin Elder
Mary & Gordon McPhee
Maurice Bouvier
Michelle Philpott
Municipality of Brenda-Waskada
Municipality of Louise
Municipality of North Cypress-Langford
Oakdale Farms Ltd
P & D Froese Farm Ltd
Patsy Michiels
Prairie Fruit Growers Association
Rivers Women's Institute
RM of Minto-Odanah
RM of Pipestone
RM of Roland
Robert & Charlene Graham
Roland Air Spray
Ron Brand
Rutter Farms
Ryan McBride
Sally Parsonage
Sara Shaw
Scheurer Farms Ltd
Seed-Ex Inc
Shelley Bartley
Souris River Watershed District
Stephanie Cruickshanks
Steve Biggar
Stoesz Acres Ltd
Talbot & Theresa Bergsma
Teresa Vallotton
The Benevity Community Impact Fund
Theresa Bolton
Tim Rollheiser
Tiny Creek Farms Ltd
Todd Hyra
Tracey Drabek-Zirk
Tracy Gilson
W B Whitehead Farms
Westlake Watershed District
Woodmore Women's Institute



WHAT YOU CAN DO

Perfect Partnerships

Innovator



Agvocator



Cultivator



Agucator



The Best is Yet to Come

With your support, we can do even more in 2022!

With your help, we can educate more Manitoba teachers and students about agriculture. Help us encourage your future consumers, employees, and leaders to care about the industry you love.

For more information, please visit aitc.mb.ca.



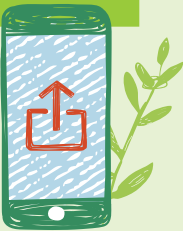
DONATE

Memberships, sponsorships and donations allowed us to reach more than 56,000 students this year. We can't meet the demand for agriculture education without individual and corporate support. Visit our new website to donate today!



VOLUNTEER

Volunteers make AITC-M even better! They are the face of agriculture for us and our students. Donate your time, passion and smile for one or more of our programs. Get involved by registering on our website.



SHARE


Help share our message by following us on social media, sharing our posts, and showing us some love in the comments. We also encourage you to share your own agriculture story with everyone you know, on social media and in person.



Agriculture in the Classroom

MANITOBA

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PO Box 70086 Kenaston PO
Winnipeg, MB R3P 0X6
Phone: 204.487.4029



Proud member of Agriculture in the Classroom Canada



aitc.mb.ca

