



A YEAR OF

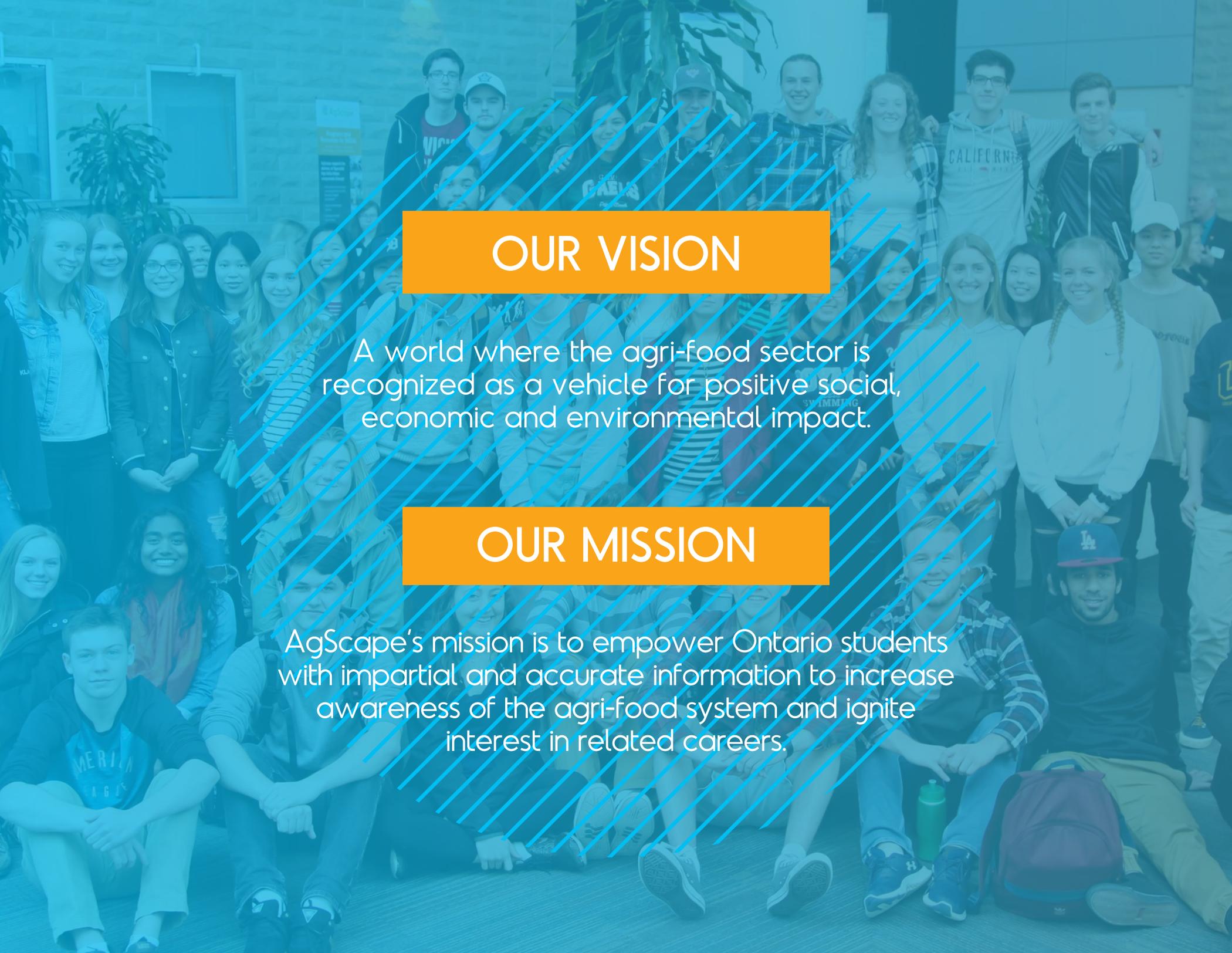
INSPIRING GROWTH

MADE POSSIBLE BY YOU



2018

ANNUAL REPORT



OUR VISION

A world where the agri-food sector is recognized as a vehicle for positive social, economic and environmental impact.

OUR MISSION

AgScape's mission is to empower Ontario students with impartial and accurate information to increase awareness of the agri-food system and ignite interest in related careers.



A MESSAGE FROM OUR BOARD CHAIR

Audrie Bouwmeester

2018 was an exceptional year for AgScape – a year of accomplishments, transitions and milestones. AgScape’s reach grew significantly in 2018, thanks to our efforts and the growing recognition that agriculture and food education is vitally important to Canadian society. Our success in 2018 was a direct result of the efforts of AgScape staff. We owe them thanks for their dedication to our cause and we need to encourage them at every step of the way. Throughout the past year, our Board demonstrated the wisdom, courage and commitment we required to support the AgScape team.

Here are just a few highlights of AgScape’s 2018 success versus 2017 results:

- 76% increase in student engagement
- 78% increase in lessons and student reach
- 54% increase in resource uptake
- 83% increase in Agri-Trekking uptake.

We achieved this progress despite some significant headwinds and transitions. Our program team re-organized to better serve its constituents. AgScape brought marketing communications in-house and added a new Director, Philanthropy to the team. In December 2018, AgScape’s Board of Directors approved a leadership transition. Our new Executive Director Glenna Banda starts on May 8.

Funding continues to be a challenge for AgScape. The Ontario Ministry of Agriculture, Food and Rural Affairs has supported AgScape for more than a quarter-century. We hope to continue that relationship for the next 25 years. We appreciate all the members, funders and sponsors who believe in our cause and demonstrate their belief through their investment in AgScape. We thank you for your loyalty and we are determined to build on the positive ROI we generated last year.

We could not have achieved our success without the stakeholders and partners who collaborated with us. In 2018, we worked with Ag In The Classroom Canada, Farm & Food Care Ontario, The Royal Agricultural Winter Fair, 4-H Ontario, the Ontario Agricultural College at The University of Guelph and many other like-minded groups to deliver our message. Our sincere thanks to all who worked alongside AgScape to promote agri-food education and careers.



Special Thanks to Dairy Farmers of Ontario for sponsoring our 2018 Annual Report





2018 TREASURER'S REPORT

Jennifer Peart

On behalf of the AgScape Board of Directors, I would like to extend heartfelt thanks to all our stakeholders, especially the Ontario Ministry of Agriculture Food and Rural Affairs. OMAFRA has provided more than 28 years of ongoing support for AgScape's mission to improve agri-food literacy. Thanks also to the Finance Committee, my colleagues on the Board and the staff of AgScape. All have provided solid insight and oversight to our finances over this past year.

Every three years, AgScape must call for a tender of auditors, which we did this past fall. We thank MNP for their past service, and we parted on good terms. AgScape welcomes Hogg Shain and Schek as our accounting firm for 2018. With support from our new auditors, you will see a change in the presentation of our financial statements, which will become more program-focused in future.

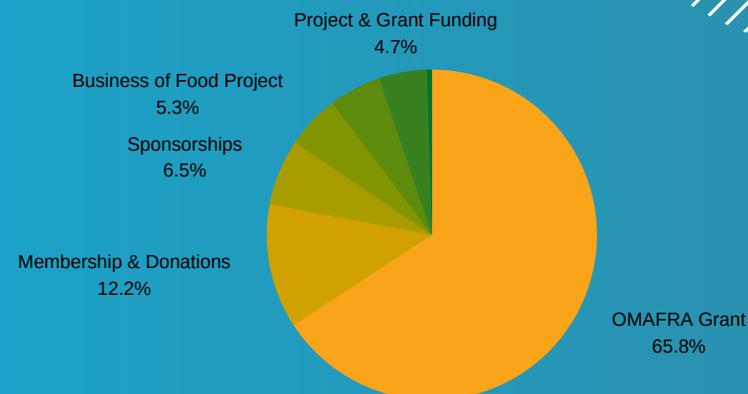
As was the case for many private and institutional investors in 2018, market volatility contributed to a net loss in our investments, both realized and unrealized capital losses. The market has rebounded so far in 2019 and we are continuing with a vision of long-term growth, particularly with our Reserve Fund.

From an operational perspective, we saw a decrease in grant revenue in 2018, mostly related to the development and launch of The Business of Food (a Growing Forward 2 project), which wrapped up in 2017. While we did decrease our expenses by \$44,295 in 2018, there was still an overall operating deficit of \$241,291.

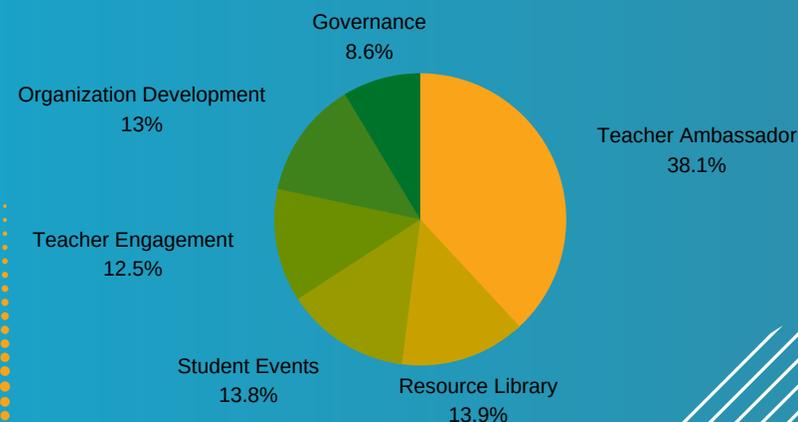
AgScape used its investment interest income and some investment principal from our Healthy Eating Fund to support the Business of Food launch and to increase our operational program capacity. This investment means that we have seen an overall decrease in AgScape's net assets (\$1.7m at 2017 year-end vs. \$1.2m for 2018). AgScape's 2018 program capacity growth would not have been possible without industry partnerships – both financial and in-kind. We plan to build on these partnerships with our new strategic plan that is launching in 2019.

AgScape's 2018 financial statements are available as part of the AGM package and will be posted to our website at www.agscape.ca. They can also be requested in hard copy format from the office by calling 905-878-1510.

2018 REVENUE



2018 PROGRAM & OPERATING EXPENSES



YOU

HELPED US ACHIEVE

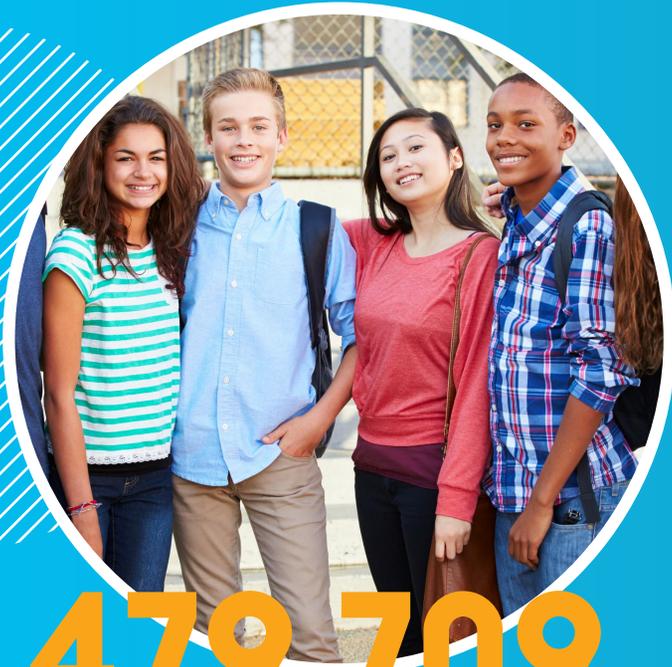
BIG RESULTS

IN 2018



21,299

AgScape resources were delivered to teachers across Ontario.



479,709

Students were reached by AgScape's curriculum-linked agri-food resources.



2,897

Teachers requested resources from agscape.ca, conferences, education events and mailings.

Share this bookmark to support AgScape and agriculture education in Ontario schools!



RALLY SUPPORT FOR AGRICULTURE EDUCATION AT THE OFFICE!

Host an office fundraiser to help AgScape deliver agriculture education to students in Ontario.

AgScape is a registered charity and provides tax receipts for all donations.

agscape.ca

Share this bookmark to support AgScape and agriculture education in Ontario schools!



OUR TRAINED ONTARIO CERTIFIED TEACHERS EDUCATE STUDENTS ABOUT FOOD & FARMING!

Tell a teacher about AgScape's free, curriculum-linked agri-food lessons for Grade 7 to 12 classrooms.

agscape.ca

YOU HELPED US ACHIEVE BIG RESULTS IN 2018



809

Grade 7 to 12 students engaged in AgScape career competition events and workshops.



4,224

Students engaged in the Agri-Trekking Across Ontario interactive learning game.

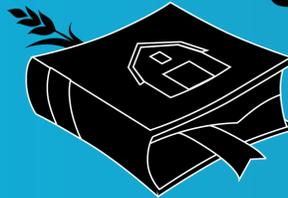


253

Teacher Ambassador agri-food lessons were delivered by trained Ontario certified teachers.

WE BROUGHT AG TO LIFE IN THE CLASSROOM FOR

CANADIAN
**Agriculture
Literacy**
MONTH



Share this bookmark to
support AgScape and
agriculture education in
Ontario schools!



DISTRIBUTED
CALM EDUCATOR
PACKAGES



DELIVERED
TEACHER
AMBASSADOR
LESSONS



HOSTED
STUDENT EVENTS
& WORKSHOPS

 **AgScape** educate + inspire

DON'T JUST TAKE
OUR WORD FOR IT,
SEE HOW WE
PROVIDE STUDENT
LEARNING AND
CAREER
ENGAGEMENT!

Following us on
Twitter, Facebook
& Instagram, and
subscribe to our
e-newsletter.

agscape.ca



As a member of Agriculture in the Classroom-Canada (AIRC), AgScape celebrates Canadian Agriculture Literacy Month (CALM) annually each March. CALM brings agriculture alive in Ontario classrooms as students participate in activities to learn about, connect to and understand this important industry.

Share this bookmark to support AgScape and agriculture education in Ontario schools!



WE HAVE THE PERFECT GIFT IDEA FOR THE TEACHER IN YOUR LIFE!

Tell him/her to email programs@agscape.ca to receive a free educators resource kit with goodies including lesson plans, activities and more!

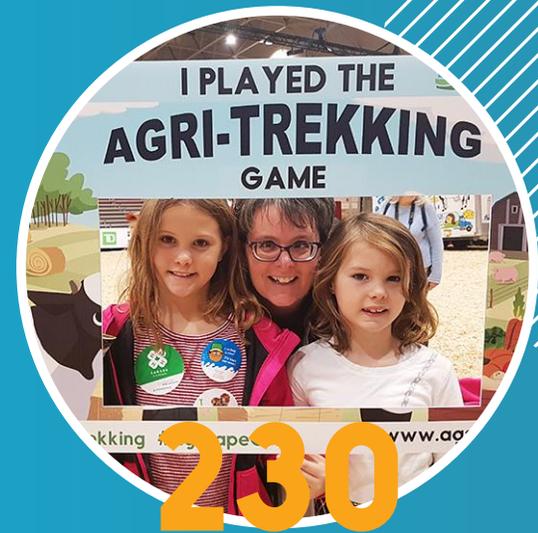
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YOUR PARTNERSHIP MADE A DIFFERENCE



1,500

AgScape joined Halton District School Board for "A Future That Fits" career event that reached more than 1500 students.



230

Students visited AgScape's Inside the Ring of Excellence booth at the Royal Agricultural Winter Fair.



40

Specialist High Skills Major (SHSM) agriculture educators participated in a 2-day professional development conference, hosted by AgScape in partnership with the Ministry of Education, University of Guelph's Ontario Agricultural College and 4-H Ontario.

OUR DIGITAL FOOTPRINT



Up 5% to
4.8K followers



Up 12% to
448 followers



Launched August 2018
currently 1,151 followers



GrowingCareers.ca

- 1,691 visitors
- 2,170 sessions (website visits)
- 5,387 page views



Agscope.ca

- 10,390 visitors
- 4,404 sessions (website visits)
- 35, 591 page views

Share this bookmark to
support AgScope and
agriculture education in
Ontario schools!



WANT TO GET
INVOLVED TO
SUPPORT
AGRICULTURE AND
FOOD LITERACY IN
SCHOOLS?

Become an AgScope
member for as little
as \$100 for annual
membership.

Spare your change
to make a change in
education!

agscope.ca

Share this bookmark to support AgScape and agriculture education in Ontario schools!

2018 BOARD OF DIRECTORS

Audrie Bouwmeester, Dairy Farmers of Ontario, CHAIR
Kathryn Doan, AG Careers, VICE-CHAIR
Jennifer Peart, Farm Credit Canada, TREASURER
Peter Hohenadel, The Royal Agricultural Winter Fair
Mark Kerry, Bayer Crop Science
Ciabh McEvenue, Community Seat
Jim McMillan, Community Seat
Charlotte O'Neill, Trouw Nutrition Canada/Shur-Gain
Jennifer Kyle, Community Seat
Stephanie Szusz, TD Canada Trust
Meaghan Ryersee, Syngenta Canada Inc.
Natalie Walt, Community Seat



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Catherine Mahler, Ontario Ministry of Education
Helen Scutt, Ontario Ministry of Agriculture, Food and Rural Affairs

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Executive Director



Sharon Bowes
Finance & Operations
Director



Mike Nixon
Director of
Philanthropy



Taylor Selig
Manager of
Community & Business
Development



Tanisha Dunkley
Marketing &
Communications
Manager



Mercedes Unwin
Program &
Resource Manager



Cassi Brunsveld
Program &
Resource Assistant



Sheri Budhram
Digital Content &
Data Administrator



WE WANT TO
REACH 1 MILLION
STUDENTS WITH
AGRICULTURE
EDUCATION IN 2019!

Sponsor an AgScape
program or student
event to help us
reach our goal.

E-mail
philanthropy@agscape.ca
to get started!

agscape.ca

OUR STAKEHOLDERS MADE IT ALL POSSIBLE

Platinum

Grand River Agricultural Society
Monsanto Canada Inc.
Syngenta Canada

Gold

Farm Credit Canada
Ontario Broiler Chicken Hatching Egg Producers Association
Burnbrae Farms Ltd. & Burnbrae Farms Foundation

Silver

Agronomy Company of Canada
Beef Farmers of Ontario
Country Guide
Dairy Farmers of Ontario
FarmTario
GROWMARK, Inc.
Ontario Federation of Agriculture
Ontario Pork Producers' Marketing Board

Bronze

Bayer Crop Science
Bio Agri Mix
Egg Farmers of Ontario
Floradale Feed Mill Limited
Gay Lea Foods Co-Operative Limited
Glacier FarmMedia LP - Canada's Outdoor Show
Grain Farmers of Ontario
Kubota Canada
McMillan, J
Meridian
New Life Mills Ltd.
Ontario Certified Crop Advisors Association
Ontario Fruit & Vegetable Growers' Association
Ontario Greenhouse Vegetable Growers
Ontario Mutual Insurance Association
Oxford County Junior Farmers
Royal Agricultural Winter Fair
Turkey Farmers of Ontario
University of Guelph - OAC
Western Fair District

Corporate

AgCareers.com
Christian Farmers Federation of Ontario
L.A. Morris & Associates
Ontario Agri Business Association
Ontario Agri-Food Technologies
Ontario Broiler Hatching Egg & Chick Commission
Ontario Maple Syrup Producers Association
Ontario Potato Board
Ontario Soil & Crop Improvement Association
Rural Ontario Municipal Association
TD Canada Trust
Trouw Nutrition Canada/Shur-Gain
Veal Farmers of Ontario
York Dairy Producer Committee
York Region Federation of Agriculture

Community

Ancaster Agricultural Society
Andrews Scenic Acres
Binbrook Agricultural Society
Blackwell, H
Bragg, A
Brant County Agricultural Awareness Committee
Bremner, C & D
Bromely, A
Carp Agricultural Society
Cochrane Agricultural Society
Den Haan, E
Dryden and District Agricultural Society
Dufferin Federation of Agriculture
Durham Region Federation of Agriculture
Emmott, B & J
Erin Agricultural Society
Essex County Federation of Agriculture
Fergus Agricultural Society
Forsythe Family Farms 2009 Inc.
G & L Parkin Farms Ltd.
Gallant Horticultural Solutions Inc.
Grand River Agricultural Society (Pizza Perfect Ag Ed Program)
Grey County Federation of Agriculture
Haldimand Agricultural Awareness Committee
Halton Agricultural Society

Hannam, P
Holding, L
Hugli's Blueberry Ranch
Kent Federation of Agriculture
Kingston and District Agricultural Society
Kyle, J
Jocius, L
Lajoie, C
Lambton County Federation of Agriculture
Lambton - Kent AITC Action Committee
Lindsay Agricultural Society
Lobb, D
Lord, K - In memory of Ginty Jocius
McEvenue, C
Markham and East York Agricultural Society
Middlesex Federation of Agriculture
Mighton, D
Mongeon-Dignard, J
Moore Agricultural Society
Mous, C
Niagara North Federation of Agriculture
Norfolk County Fair & Horse Show
Ontario Association of Agricultural Societies
Orangeville Agricultural Society
Perth County Federation of Agriculture
Port Hope Fair
Prince Edward Federation of Agriculture
Rainy River Federation of Agriculture
Roots of Bruce
Russell Agricultural Society
Simcoe County Federation of Agriculture
Springridge Farm
Stormont Federation of Agriculture
Thompson, L
Taylor-Samis, E
Thunder Bay Federation of Agriculture
Trillium Mutual Insurance
Vamos Investments Ltd.
Van Bommel, M
Walt, N
Wellington Federation of Agriculture
Wellesley Fall Fair
West Niagara Agricultural Society
Woodrill Ltd.

Life Members

Edwards, Denise
Forsyth, Sandra
Fuerth, Carolyn
Holding, Lorraine

Business of Food Program Investors

Growing Forward 2 Grant delivered by the Agricultural Adaptation Council
Agronomy Company of Canada
Burnbrae Farms Ltd.
CropLife Canada - Ontario Provincial Council
Molesworth Farm Supply Ltd.
Monsanto Canada Inc.
Ontario Agri Business Association
Ontario Agri-Food Technologies
Ontario Broiler Hatching Egg Producers Association
Syngenta Canada
TFIO Foundation
The Ginty Jocius Family
Thompsons Limited
Wallenstein Feed & Supply Ltd.



Ontario Agri-Food Education Inc. (AgScape®) receives partial funding from the Ontario Ministry of Agriculture, Food and Rural Affairs.



educate + inspire

AgScape®

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info@agscape.ca

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