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*As a consumer, I used to go to the grocery store, and not really pay attention to the food and how it got there. After the AgScape lesson, I learned how much hard work and detail goes into ensuring that our food is available to us, and safe for us to consume.*

- Elementary Student



Special thanks to Dairy Farmers of Ontario for sponsoring our 2021 Annual Report

AgScape is a registered charity that brings the fast-paced and innovative world of agriculture and food to educators and students across Ontario. Our programs expand students' understanding of the modern food system to help them make informed decisions about the foods they eat, the choices they make, and the breadth of career opportunities that are available to them.

## OUR VISION

Leading a movement to bring agriculture and food education into all Ontario classrooms. Inspiring youth to see their role within the food system that's a vehicle for social, economic, and environmental impact.

## OUR MISSION

Through experiential and science-based programs, we empower Ontario youth and educators to understand their relationship to the agriculture and food system and ignite interest in related careers.

## OUR VALUES

-  **Integrity**  
We are committed to transparency, science, and accurate information.
-  **Passion**  
We are passionate about helping others connect the role of agriculture and food to our economic, environmental, and social wellness.
-  **Excellence**  
We inspire food literacy through best practices in student learning.
-  **Impact**  
We are driven to make an impact at an individual and community level.
-  **Leadership**  
We foster a culture of partnership through collaboration.
-  **Inclusivity**  
We ensure diversity, equity and inclusion in all that we do.
-  **Safety**  
We prioritize youth, volunteer and staff safety above all.

# Innovation, Opportunity and Connection through Adversity

Innovation, opportunity, and connection: three words one might not immediately associate with a year as challenging as 2021. The world continued to undergo significant upheaval and transformation as the COVID-19 pandemic raged on. The agriculture, food, and education sectors were no strangers to these shifts with ongoing disruptions in the supply chain and adjustments to classroom learning. Many folks continued to feel isolated from their friends, family, and the community around them.

Fueled by a desire to maintain connection and support an educator and student body under significant and prolonged pressure, our team worked diligently to enhance our offering of educational tools to ensure that, in every learning environment, students and teachers were supported and felt connected to the world of agriculture and food around them.

Working closely with our partners, AgScape focused on innovations that embraced these growing changes, filling gaps caused by shifts in Ontario's education system. We started providing **Virtual Food & Farm Field Trips** in collaboration with Farm & Food Care Ontario; built a **new library of lesson plans** through collaborations with commodity group partners across our sector; and forged new relationships with school boards across the province thanks to the ability to join classrooms virtually. Our efforts bridged the disconnect between teachers, students and the farmers, processors and other agriculture professionals who work to feed them every day.

Provincially, the Ontario Ministry of Agriculture, Food and Rural Affairs continued their support and investment into these opportunities. Nationally, we were bolstered by our partners at Agriculture in the Classroom Canada (AITC-C).

Through this collective undertaking, we were able to achieve significant momentum and grow our outreach to provide over **825,000 learning experiences** in agriculture and food to students across Ontario. Of students surveyed following a virtual thinkAG Career Competition, 87 percent indicated that they were **more interested in careers in agriculture and food** and 95 percent of classroom teachers who received a remote Teacher Ambassador lesson indicated they would **continue to incorporate agriculture and food into their lesson plan**.

These tremendous achievements were only made possible through the connections we fostered across the agriculture, food and education sectors. Our sincere thanks to everyone who joined our movement to bring agriculture and food education into all Ontario classrooms.



*Kathryn Doan*  
Kathryn Doan  
Chair



*Taylor Selig*  
Taylor Selig  
Executive Director

### 87% of students

who participated in one of our 2021 thinkAG Career Competitions indicated that their knowledge of food and agriculture careers increased.



### 95% of teachers

who received a Teacher Ambassador lesson in 2021 indicated that they would continue to incorporate agriculture and food into their own teachings.

# BOARD OF DIRECTORS

AgScape is guided by a volunteer Board of Directors, elected from the membership and appointed from the public sector, with a shared interest in bringing objective information about agriculture and food to students, educators, and communities across Ontario.



Kathryn Doan  
Chair  
Corporate Director



Jennifer Kyle  
Vice Chair  
Community Director



Jennifer Peart  
Treasurer  
Community Director



Audrie Bouwmeester  
Corporate Director



Charlotte Mallett  
Corporate Director



Jim McMillan  
Corporate Director



Victoria Berry  
Corporate Director



Karen Lewis  
Corporate Director



Meagan Cameron  
Corporate Director



Joann Chechalk  
Community Director



Ana Stuart  
Corporate Director



Teresa Van Raay  
Community Director

• Not Pictured: Carmela Cupelli, Board Advisor, Ontario Ministry of Agriculture Food and Rural Affairs & Catherine Mahler, Board Advisor, Ontario Ministry of Education

# STAFF MEMBERS



Taylor Selig  
Executive Director



Sharon Bowes  
Finance & Operations  
Manager



Mercedes Unwin  
Program & Resource  
Manager



Jordan Sloggett  
Marketing & Communications  
Manager



Ashlee Leggett  
Fund Development  
Manager



Cassi Brunsveld  
Program & Resource  
Assistant



Sheri Budhram  
Digital Content &  
Data Administrator



Shaunna MacQuarrie  
Project Assistant



A'icha Ducharme-LeBlanc  
Student Intern, Project &  
Communications

# 2021 MEMBERS, PARTNERS & DONORS

## Platinum

- AgCareers.com
- Agrico Canada
- AITC Canada
- Bayer CropScience
- Beef Farmers of Ontario
- Burnbrae Farms Foundation
- Country Guide
- Dairy Farmers of Ontario
- Farm Credit Canada
- Farmtario
- Grand River Agricultural Society
- Libro Credit Union
- Syngenta Canada
- The Agromart Group
- Wallenstein Feed & Supply Ltd

## Gold

- Ardent Mills Canada
- Canadian Mushroom Growers Association
- Egg Farmers of Ontario
- Grain Farmers of Ontario
- GROWMARK Inc.
- Ontario Federation of Agriculture
- P&H Milling Group
- Procyk Farms Ltd.

## Silver

- Christian Farmers Federation of Ontario

## Bronze

- Gay Lea Foods Co-Operative Ltd.
- Ontario Apple Growers
- Ontario Greenhouse Vegetable Growers
- Ontario Mutual Insurance Association
- Synthesis Agri-Food Network
- Trouw Nutrition Canada/Shur-Gain
- Turkey Farmers of Ontario
- University of Guelph - OAC

## Champion

- ACER Consulting
- Bio Agri Mix
- Bruce County Federation of Agriculture
- Chary Produce Inc.
- Dominion Farm Produce Ltd.
- Glacier FarmMedia LP - Canada's Outdoor Farm Show
- Haldimand Agricultural Awareness Committee
- Hensall District Cooperative
- L.A. Morris & Associates
- Lambton County Federation of Agriculture
- Litherland & Co.
- McMillan Farms
- New Life Mills Ltd.
- Ontario Agri Business Association
- Ontario Broiler Hatching Egg & Chick Commission

- Ontario Fruit & Vegetable Growers' Association
- Ontario Potato Board
- Ontario Processing Vegetable Growers
- Ontario Soil & Crop Improvement Association
- Royal Agricultural Winter Fair
- Trillium Mutual Insurance Company
- Veal Farmers of Ontario
- Western Fair District
- York Dairy Producers Committee
- York Region Federation of Agriculture

## Partner

- Black, R.
- Cochrane Agricultural Society
- Doan, K.
- Gallant Horticultural Solutions Inc.
- Grey County Federation of Agriculture
- Hannam, P.
- Hastings Federation of Agriculture
- Holding, L.
- Kent Federation of Agriculture
- MacQuarry, S.
- Matthews, J.
- Perth County Federation of Agriculture
- Prince Edward Federation of Agriculture
- Simcoe County Federation of Agriculture
- Wellington Federation of Agriculture
- Woodrill Ltd.

## Friend

- Burns, B.
- Ancaster Agricultural Society
- Brant County Agricultural Awareness Committee
- Binbrook Agricultural Society
- Bragg, A.
- Bremner, C. & D.
- Bromly, A.
- Doelman, J.
- Dufferin Federation of Agriculture
- Durham Region Federation of Agriculture
- Erin Agricultural Society
- Essex County Federation of Agriculture
- Forsythe Family Farms 2009 Inc.
- Fergus Agricultural Society
- Halton Agricultural Society
- Hugli's Blueberry Ranch
- Jocius, L.
- Lindsay Agricultural Society
- McElwain, C.
- Middlesex Federation of Agriculture
- Mighton, D.
- Moore Agricultural Society
- Ontario Association of Agricultural Societies
- Peart, J.
- Port Hope Fair
- Rainy River Federation of Agriculture
- Roots of Bruce
- Selig, T.
- Springridge Farm

- Stormont Federation of Agriculture
- Sunderland Agricultural Society
- Thunder Bay Federation of Agriculture
- Vamos Investments Ltd.
- West Niagara Agricultural Society

## Individual

- Berry, V.
- Boere, E.
- Bouwmeester, A.
- Cameron, M.
- Chechalk, J.
- Emmott, B. & J.
- G & L Parkin Farms Ltd.
- Haggerty, J. & D.
- Kyle, J.
- Larmer, K.
- Lewis, K.
- Mallett, C.
- Sargent, B.
- Van Bommel, M.
- Van Raay, T.

## Life Members

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

## Resource Development Partners

- Beef Farmers of Ontario
- Egg Farmers of Ontario
- IAPO
- Ontario Bean Growers
- Ontario Genomics
- Ontario Pork



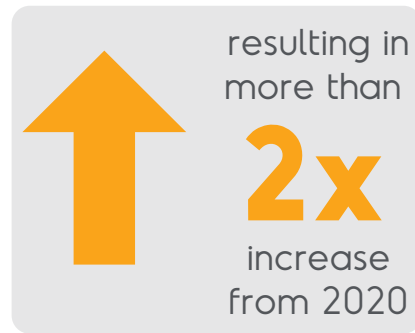
Ontario Agri-Food Education Inc. (AgScape®) receives partial funding from the Ontario Ministry of Agriculture, Food and Rural Affairs.

Thanks to the support of funders and donors who share our passion to support food literacy and engagement with future generations. AgScape has been a trusted partner and bridge between the agri-food industry and Ontario's education system for more than 30 years. We continue to evolve and expand our programs to ignite and nurture the curiosity of students, educators, and communities across Ontario.

Total students reached

828.3 k

828,384 educational experiences were provided to students across Ontario through AgScape's food and agriculture programs and resources



4,618

educators reached in

1,448



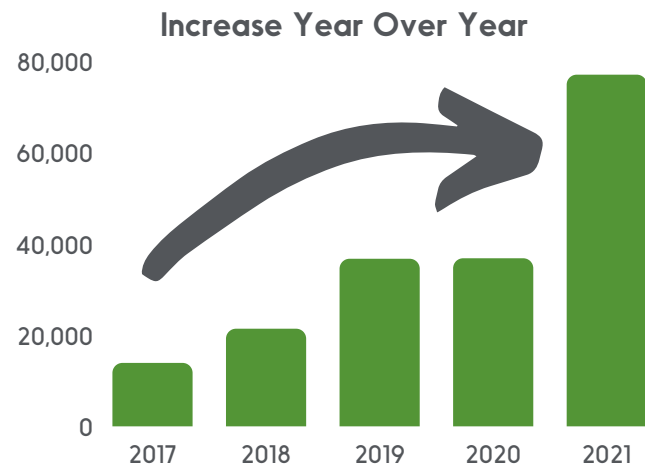
Ontario schools by our programs and resources

Resource Distribution



76,962

curriculum-linked lesson plans and engaging activities were accessed by Ontario educators



Camp AgScape

We expanded our virtual camp experience into a fully accessible, self-paced web platform. Since the launch in summer 2021, we provided fun and interactive learning to:

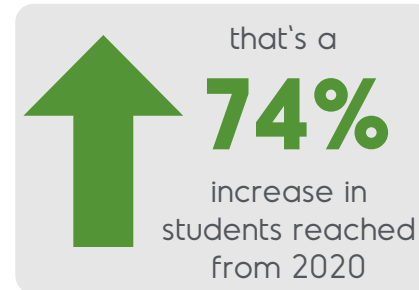


Teacher Ambassador Program

703 lessons were delivered to

15,716 students

to encourage critical thinking on various agriculture and food topics and to explore the vast career opportunities available within the sector



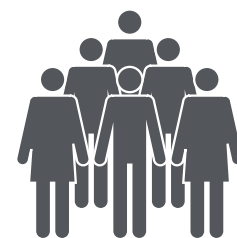
thinkAG Career Competition

6 events

where 636 students

made real-world connections and learned about future career pathways in the agri-food sector

Professional Development for Educators



22 opportunities  
1,381 educators

“ I found that this lesson was very informative and engaging. It gives students answers to questions that they may have about agriculture. They also allow students to have some time to reflect on whether a job in relation to agriculture is something that they may be interested in. ”  
- Secondary Student

Virtual Food & Farm Field Trips

In partnership with Farm & Food Care Ontario, 4-H Ontario and other collaborators, AgScape connected teachers, students and parents to industry experts highlighting the diverse practices and careers in Ontario's food system

21 live-streamed events  
203,551 views



# CONNECTING WITH STUDENTS &

# EDUCATORS ACROSS ONTARIO



## Teacher Ambassador Program

AgScape's flagship program and unique to Ontario, the Teacher Ambassador Program (TAP) places specially-trained education professionals directly into Grade 4 to 12 classrooms to teach about agriculture in Ontario. Through energetic discussions and hands-on exercises, students learn about various aspects of our food system, each including a career component, to help students understand the range of interesting opportunities to build a rewarding career while making a difference.

Placing a Teacher Ambassador with agriculture and food education training provided by AgScape into a classroom has proven to strengthen understanding and perceptions of agriculture and food amongst students (and teachers) while complementing the existing classroom curriculum.



## thinkAG Career Competitions

Careers in agriculture and food touch several areas of interest for today's students, from farming to the environment, science and technology to marketing and business.

AgScape's thinkAG Career Competitions are an excellent opportunity to help students make real-world connections and learn about future career pathways in the agri-food sector. Aimed at Grades 5 to 12, events are held upon request on location or virtually at participating schools. Rotating between different stations where they meet agriculture and food industry representatives, students participate in interactive activities that test their overall employability and general agri-food knowledge.



## Digital Resource Library

Educators are frequently looking for reliable teaching resources about agriculture and food that fit their schedule and existing teaching plans.

AgScape's Digital Resource Library is a robust and always-evolving collection of lesson plans and student activities accessible online and available at no cost to teachers across the province.

All resources are curriculum-linked from Kindergarten to Grade 12 and are designed to make it easy for educators to bring agriculture and food into their classrooms. AgScape also delivers resources through conferences, events and in collaborations with agricultural societies during their agriculture education days.



## Virtual Food & Farm Field Trips

Even when experienced virtually, nothing beats the educational impact of a field trip. In partnership with Farm & Food Care Ontario, 4-H Ontario, other sector collaborators, and producers, AgScape leads the delivery of real-time virtual Food & Farm Field Trip events across the province throughout the school year.

Through these virtual learning opportunities partners, youth and teachers, along with a variety of other audiences, take tours of facilities led by producers and employees themselves to highlight the diversity of practices and careers involved in Ontario's food system. Students have an opportunity to ask questions and participate in discussions during the live event.



## Camp AgScape

There is no better pathway for students to ignite their curiosity of food and farming than with Camp AgScape, a free immersive and fun online experience for youth from ages 5 to 18. The program is a fully accessible, self-paced web platform which includes highly interactive, meaningful, and gamified educational activities to support parents, teachers and students.

With programs tailored to support four age groups, students can enjoy a daily schedule of activities that connect them to various agriculture and food themes, such as Local Food, Technology and Innovation, and Indigenous Agriculture in Ontario and across Canada. The daily schedules and associated materials are: designed by Ontario Certified Teachers, curriculum-linked, and connect to Science, Technology, Engineering, Arts & Math (STEAM).



## Professional Development Workshops

AgScape staff, Teacher Ambassadors and partners regularly host virtual workshops on a wide variety of agriculture and food related topics, aimed at educators and professionals within the sector.



## Business of Food

The Business of Food is a comprehensive online platform that allows educators to enhance their knowledge and understanding of agriculture and food at their own pace, from any location. Easy-to-use online modules offer seamless, anytime access to factual, relevant, and balanced information from across the fast-changing agri-food sector so that teachers can embed these themes across Ontario classrooms.

The platform, linked to current curriculum and custom-designed by AgScape professional educators, offers the opportunity to 'live track' progress and immediately measure impact with each module containing pre and post surveys and quizzes.



## Feeding Innovation Podcast

AgScape's Feeding Innovation podcast shares stories and insights of the innovation and opportunity in Ontario's agriculture and food sector by interviewing leaders at the intersection of agriculture and education. With students in mind, engaging conversations explore key themes in the hopes of inspiring the next generation.



changed their initial perceptions about food and agriculture after participating in a Business of Food course.

# VIRTUAL FOOD & FARM FIELD TRIPS

Program Partners:

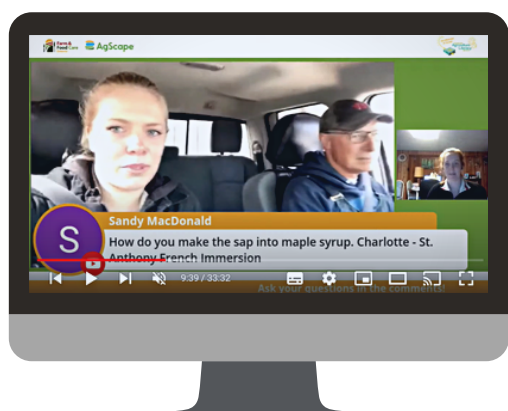


**Farm & Food Care Ontario**



In partnership with Farm & Food Care Ontario, 4-H Ontario, other sector collaborators, and producers, AgScape offered students across the province real-time virtual Food & Farm Field Trip events throughout 2021.

As teachers adapted to a new virtual learning environment in 2021, they embraced these tours as an opportunity to bring food and farming into the classroom. Producers and agriculture sector experts had the chance to showcase the diversity of practices and careers involved in Ontario's food system. By giving students and teachers the opportunity to ask questions and engage with our tour hosts, we were able to highlight the importance of food literacy and the innovation inherent to modern agriculture.



AgScape has a great team that made the experience and opportunity easy and pressure free! We were very impressed with the feedback and number of students who were able to virtually see our farm and ask questions. It is a great way to connect farming and learning from the classroom!

- Tour Host Jodie & Dugald Aldred  
Maple Syrup Producers at Aldred Maple Products

21

Tours

9,048

Classes Registered

203,551

Total Student Views



Christmas Tree Farm - Cedar Hill



Poinsettia Farm - Linwell Gardens



Maple Syrup - Aldred Maple Products



Beekeeping - MacQuarrie Family Bees



Dairy Farm Tour - Lizton Acres



## Reactions from Ontario Teachers

Thank you so much for the very exciting Virtual tour we had yesterday. Our Kindergarteners were also amazed with what they have seen.

- Ms. Marzo & Ms. Nardes, ELP Class

Thanks again for your time and effort spent in making this wonderful learning experience for so many classes!! SO much appreciated in these strange times of virtual learning!

- Jennifer Dingwell, Remote Grade 1 Teacher

Thanks Cassi! The kids will be thrilled that you responded to their questions. Your virtual field trip was really great! I have been teaching these kids in a self-contained learning disability class, and many of them have never left their house. They were glued to your virtual tour. It gave them an escape for the day. Thank you very much!

- Wendy Cox, Self Contained Special Education Teacher

See upcoming Tours and access a playlist of all past tour videos!



SCAN ME

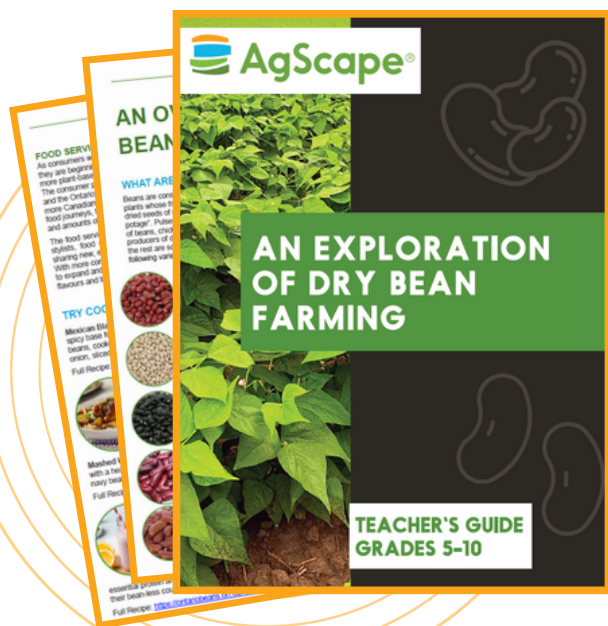
## Commodities and Farming Operations Featured

- Egg Farm
- Sheep Farm
- Maple Syrup Farm
- Potato Farm
- Family Farm
- Urban Farming
- Dairy Farm
- Viticulture
- Flower Greenhouse
- Apple Farm
- Dairy Goat Farm
- Beef Farm
- Strawberry Farm
- Herb Farm
- Cheesemaking
- Poinsettia Farm
- Beekeeping
- Christmas Tree Farm

# COLLABORATIVE PARTNER PROJECTS

Throughout 2021 AgScape collaborated with commodity group partners across Ontario. The resulting Teacher's Guides developed through these are a testament to the power of combining AgScape's educational expertise with commodity groups' in-depth knowledge and connections to producers across Ontario.

Each Teacher's Guide contains a deep dive into the topic, plus curriculum-connected material that allows Ontario students to connect to modern agriculture and food production.

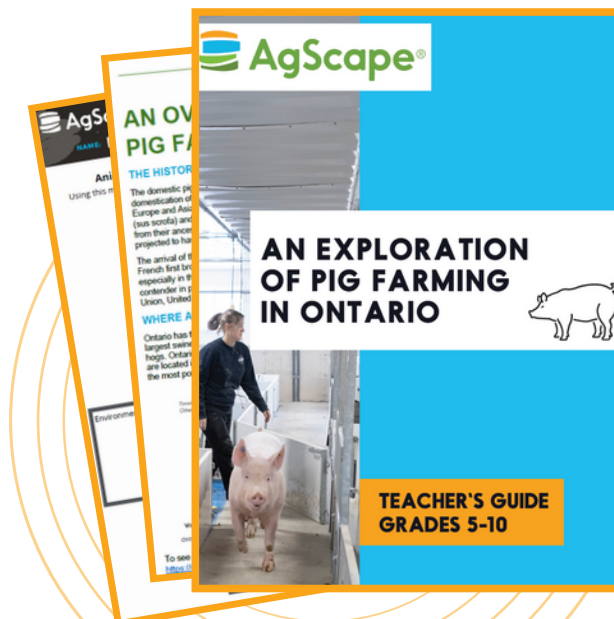


Looking at it from an industry perspective, it is important for us to highlight the many opportunities available in the agri-food sector. Imagine if, unbeknownst to us, a future bean breeder or weed scientist, or plant pathologist, is among the students exposed to our resources, and that exposure is what lights the spark for them to take that path.

- Jennifer Mitchell, Project Manager at Ontario Bean Growers

While working on this resource, my own family has deepened its appreciation of this amazing, versatile food. Learning how to use dry beans in our cooking has expanded our own food journey and encouraged our kids to become more curious about trying the foods grown right here in Ontario.

- Shaunna MacQuarrie, Ontario Certified Teacher and Project Assistant at AgScape



While healthy, sustainable food is essential to all of us, the vast majority of Ontarians have little or no direct connection to farming. That disconnect can allow misinformation to take root, and cause people to question the quality and value of food businesses that they don't fully understand.

Ontario Pork had a great experience working with AgScape. Their knowledge and deep understanding of the Ontario curriculum were invaluable in helping us to translate information about hog farming and pork production in the province into meaningful learning outcomes for students and educators.

- Stacey Ash, Manager of Communications and Consumer Marketing at Ontario Pork

AgScape is proud to work in partnership with Ontario Pork to bring knowledge of the important work of pork producers and the sector to teachers and students across the province. A key aspect of our shared missions is to engage and inspire the next generation about the agriculture and food industry so that they can make informed decisions and consider the diverse career opportunities within the sector. This resource will play an important role in bridging that gap within the classroom.

- Taylor Selig, Executive Director at AgScape



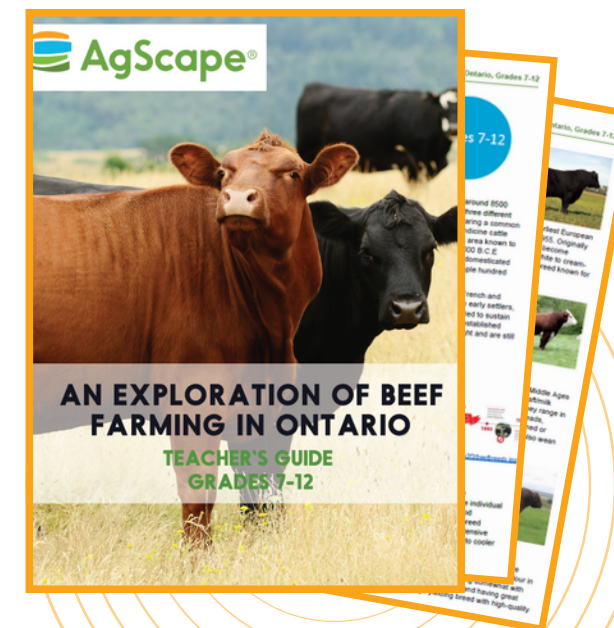
There is a great story to tell when it comes to beef as it relates to the environment, animal care, human nutrition, and careers within the sector, but it's not one that is often told, particularly in the media.

We are really excited to have this new resource as it provides an opportunity to bring important and accurate information about our industry to teachers and their students who will ultimately become our customers and workforce down the road.

- Jennifer Kyle, Manager of Public Engagement & Digital Strategy at Beef Farmers of Ontario

As a registered Ontario teacher, it was important to me that this Teacher's Guide embodied those advancements by creating lessons plans that show how coding, math, and design can play an important role in understanding nutrition, and the health and wellbeing of beef cattle.

- Mercedes Unwin, Program & Resource Manager at AgScape

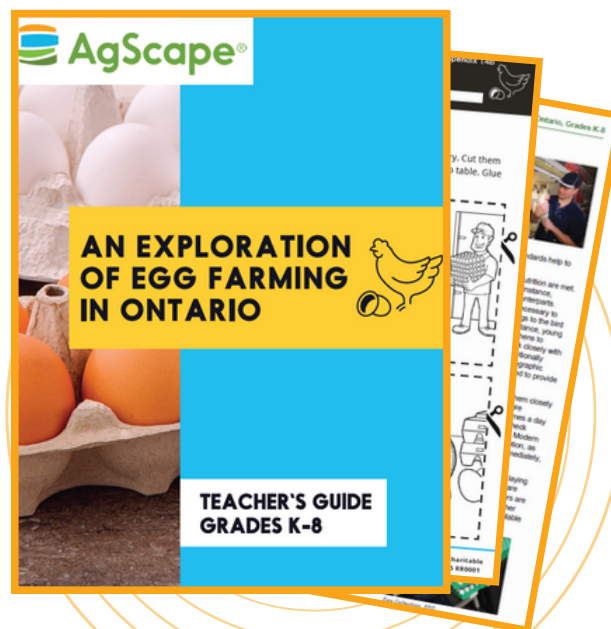


Egg Farmers of Ontario understands the importance of sharing the egg farming story with students and inspiring future generations. The knowledge students will gain through this resource will help to dispel myths about egg farming and cultivate a well-informed youth.

- Scott Helps, Chair at Egg Farmers of Ontario

In this resource, educators will have all the information they need to fully explore the farm-to-table process of egg farming using the lessons provided as the foundation for learning and the in-depth overview and extension ideas to elevate the overall classroom learning experience.

- Shaunna MacQuarrie, Ontario Certified Teacher and Project Assistant at AgScape





# AgScape is a Proud Member of Agriculture in the Classroom Canada

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 provides 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](http://thinkAG.ca), [snapAG](http://snapAG) information sheets, [Guardians of the Grasslands](#) and [Real Dirt on Farming](#) teachers' guides. There is exciting growth planned for the coming year, as AITC-C is currently expanding its offering to educators by improving its online resource library, 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 identified three strategic pillars – **THINK, KNOW, and FEEL** – that are shaping the future of our shared learning approach, the topics we 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 confidently propelling towards its north star goals and vision of bringing education into every classroom, inspiring every student - and AgScape is a critical part of this success!



*“The foundation of AITC-C are 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.*

*As we always work towards a collective impact, we are motivated that all students, no matter their background, will journey through Kindergarten to Grade 12 feeling confident, empowered, excited about the food on their plates and how it got there, and also welcome in the agriculture sector.*

- Johanne Ross, Executive Director at AITC-C

## Partnering to connect more students with Agriculture and Food Education

The Beef Farmers of Ontario (BFO) started and ended 2021 by partnering with AgScape on new initiatives designed to engage and connect students with agriculture and food literacy, including the development of a new resource and the expansion of the Teacher Ambassador Program (TAP).

Through the spring and summer, our organizations collaborated on the development of a new curriculum-linked resource, An Exploration of Beef Farming in Ontario. One of the goals in the development of the resource was to ensure we can engage today's tech savvy student across multiple subject matters. The lessons, geared to Grades 7-12, start with the students learning about beef farming, varieties of cattle breeds, and animal welfare. The students are then challenged to take this newfound knowledge and use open sourced 3-D modelling technology to build a digital model of a cattle barn or feed lot facility. The project culminates in sharing their creation with their peers.

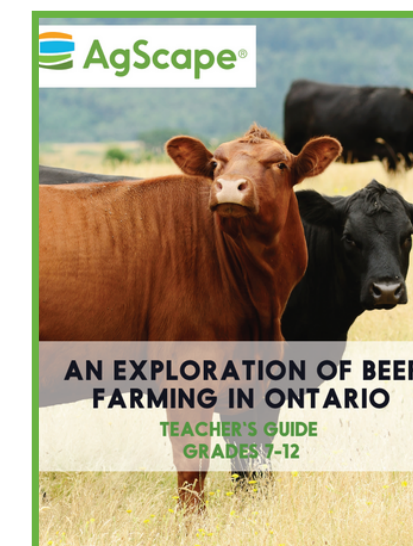
*“Critical thinking is such an important skill for students to develop. We are so happy to have this resource available as it provides accurate information about beef and beef farming.*

*Being able to offer this information in a format that is designed for use in a classroom setting will provide the opportunity for students to be presented with factual information and use that information to make more informed decisions when it comes to what they put on their plate.”*

- Jennifer Kyle, Manager of Public Engagement & Digital Strategy at BFO.

These lessons use skills and topics like coding, algebra, geometry, computer science, environmental science, biology, English and media arts to foster a multi-faceted connection between students and beef production in Ontario, and help them become more informed consumers and participants in our food system.

AgScape recognizes the ongoing innovations and advancements in agriculture, including beef farming.



**5000+**  
students  
reached when  
released in  
Fall 2021

In the fall of 2021, BFO renewed their commitment and historic support of AgScape's Teacher Ambassador Program, making an additional investment through a donation directed to the translation of the current TAP lessons into French (launched in October 2021) and to the development of TAP lessons for Grades 4-6 (launched in early 2022). As of the writing of the report, we have already received requests for French lessons for 640 students, Grades 4-6 lessons with 1,500 students, with more expected through the rest of the school year.

We are excited to be building on a long-standing partnership with BFO as we launch these new lessons and resources and look to impact even more Ontario students throughout 2022 and beyond!

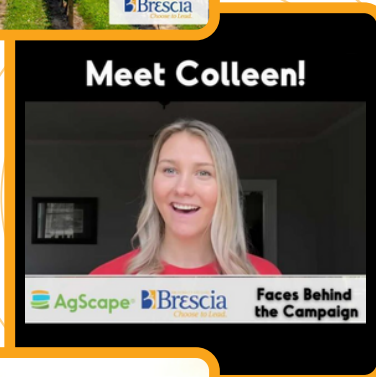
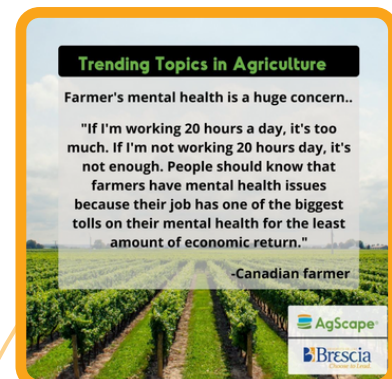


# LEADERSHIP THROUGH

## Sustainable Agriculture in Canada: Farmers' Voices

We partnered with Masters students from Brescia University College - Western University who were enrolled in the Science in Foods and Nutrition Program. Together we turned a group project into a social media campaign hosted by AgScape throughout the summer.

The Group Project, for the class 'Community Nutrition and Program Planning' showcased a 7-week agriculture awareness campaign. The Masters students were informed by Canadian farmers' input on important topics related to modern farming that deserve attention from the Canadian public. Collectively the class decided it was integral for the campaign to be centered on farmers' voices as they are experts in food production and their knowledge, skills and experience are important in sharing accurate and relevant knowledge about food and agriculture practices to the public.



AgScape provided our students with a valuable, and much-appreciated, experiential learning opportunity. The students' translation of research on farmers' perspectives of sustainable food production into a social media campaign allows knowledge to have an impact beyond academic journals.

- Dr. June Matthews, PhD, RD, PHEc

The agricultural industry and the dietetic profession are highly intertwined. This project shows that farmers, dietitians, and teachers are all allies who can work together to provide credible information for the public.

- Claire Sutherland, Masters student

Having the opportunity to share the voices of Canadian farmers through an organization like AgScape has proved to be a highly rewarding experience. Providing the public with factual, evidence-based information has always been a priority for me, both in practice and in my academic career. I hope that our campaign will help the public navigate the wealth of misinformation surrounding agriculture in the media and elsewhere.

- Megan Versteegh, Masters student

Everyone's support and respect are needed for farming to be sustainable; it will become everyone's burden if future generations of farmers quit this industry.

- Jiaqi Li, Masters student

# PARTNER COLLABORATION

## Professional Development Conference: Animals, People, and Planet

Educators were invited to participate in a professional development event produced in partnership with Ontario Agricultural College - University of Guelph to provide insight and resources connected to animal agriculture. Attendees learned about the relationship between animals, people, and the environment from experts and researchers, and left with resources they could bring to their classrooms.



The continued collaboration between the Ontario Agricultural College Liaison Program and AgScape has truly strengthened our outreach efforts. Notably our partnership on the Professional Development Conference: Animals, People, and Planet for Ontario educators in November of 2021 combined our expertise to provide an impactful opportunity for teachers to interact with experts and researchers in animal agriculture and participate in some excellent virtual farm tours that brought life to the industry. Attendees left the event feeling inspired about bringing both AgScape and Liaison program teaching resources to their classrooms. We look forward to working together on many collaborative events this coming year!

- Carleigh Johnston, OAC Liaison Manager

I really enjoyed and appreciated the opportunity to learn - this was the first agriculture-related learning opportunity I've participated in and want to be meaningful about supporting teachers in my school board.

- School Board lead

As a curriculum consultant I want to think further about how our school board can connect students with agriculture opportunities [after attending this event].

- Curriculum Consultant



## Temporary Foreign Workers in Canada

We partnered with Farm & Food Care Ontario to develop a great educators' resource that explores the significant contributions temporary foreign workers make to Ontario agriculture and food. Developed for Grades 1-12, this resource contains three interactive, curriculum-linked lesson plans to help students gain a deeper understanding and appreciation of the over 20,000 temporary foreign workers that come to Canada each year.

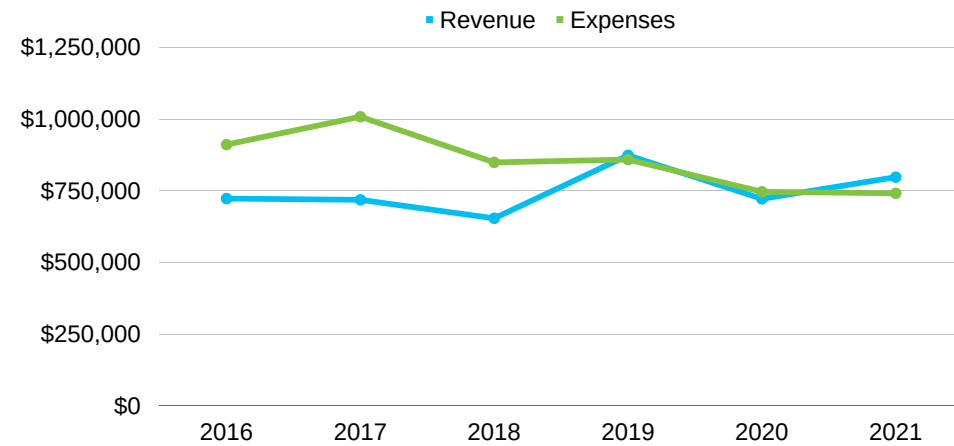


I just wanted to say thank you for the incredible work your team did, in partnership with ours, this week. Pulling off that resource in two days was a massive undertaking and really showcased our organizations' abilities to the entire horticulture sector. Ontario Apple Growers said that they just couldn't believe what we had all collectively accomplished in such a short period of time. And I received three separate emails and texts from different farmers (apples, broccoli and beans/turnip) who had all seen the work and were so grateful for it. Thanks again. I'm grateful for the cooperation that exists between our groups.

- Kelly Daynard, Executive Director at Farm & Food Care Ontario

A key pillar of AgScape's 2019-2021 strategic plan was to build a culture of sustainability. Over the last three years, we have worked to develop diversification and sustainability in our revenue streams. In addition, AgScape has also focused on efficiencies in our expenses with a goal of achieving and maintaining a balanced budget that supports strong programming deliverables. I am delighted to share that thanks to the passionate work of our staff and board, along with the support of our incredible partners and donors, this important goal has been achieved!

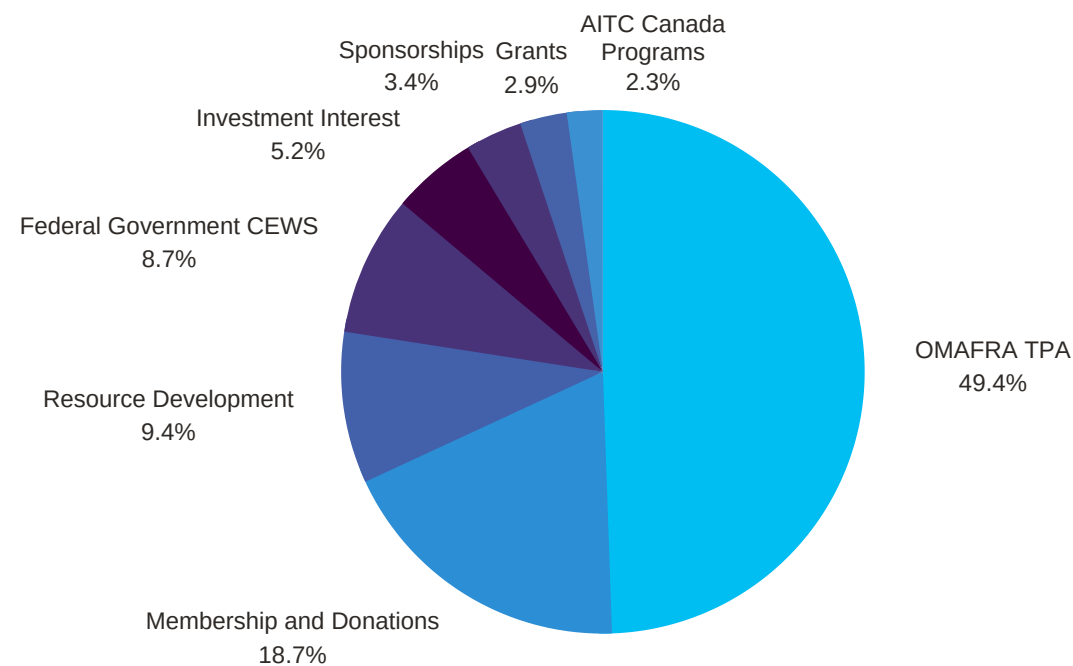
## Yearly Operational Revenue & Expense Comparative



As can be seen in the year-over-year comparatives, we closed the operational gap starting in 2019 and, for the first time in several years, 2021 saw a slight operational surplus.

We could not have achieved this balanced budget without the long-time continued support of the Ontario Ministry of Agriculture Food and Rural Affairs and the generosity of our members, donors, and stakeholders. AgScape also accessed the federal wage subsidy program and the Canada Emergency Business Account (CEBA) loan program, which helped to achieve a positive cash flow position at the end of the year.

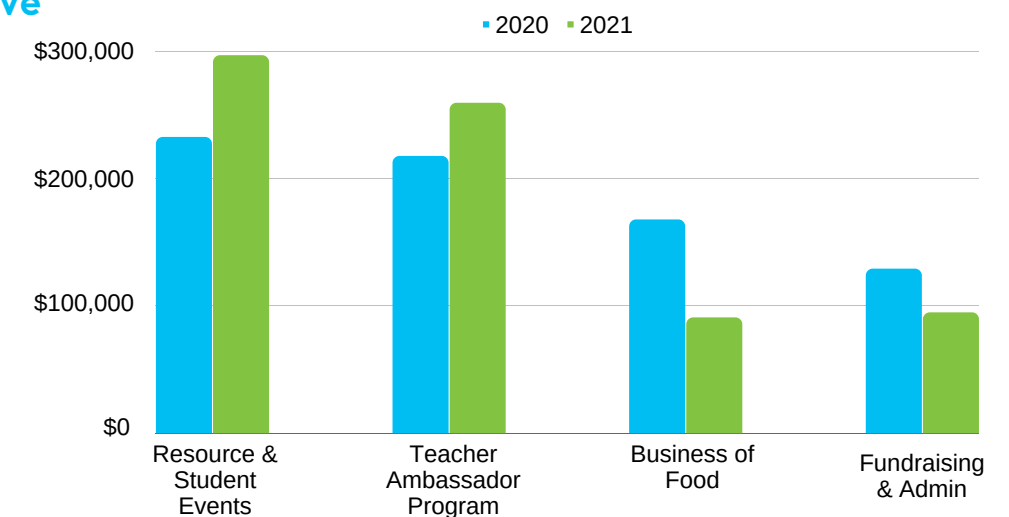
## 2021 Operating Revenue \$ 797,595



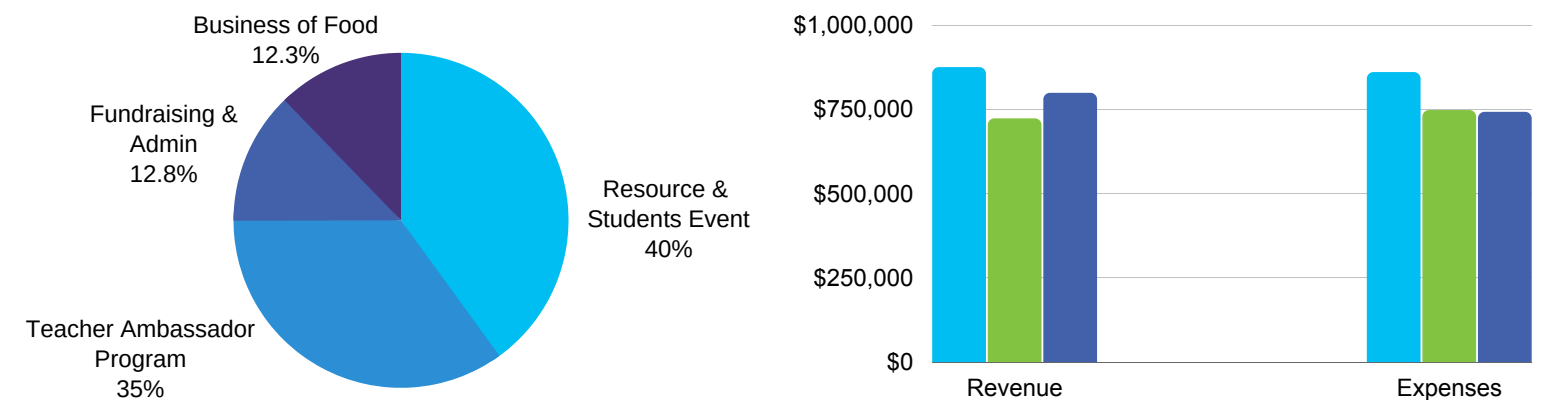
In 2021, AgScape made the strategic move to reduce our overhead expenses by terminating our office space lease and moved to a fully remote office model, which resulted in savings we reinvested into our programs. This allowed us to maintain our total year-to-year expenses while investing in impactful education initiatives like online resources, student engagement and our Teacher Ambassador Program. We were able to further reduce programming overhead through our ongoing partnership with AITC-C, which saw the hosting of the Learning Management System for our Business of Food e-learning platform transition to a national platform.

I am also delighted to share that as of December 2021, we have almost achieved one of our long-term goals. Our goal is to have a \$1 million reserve fund, and at \$997,787 we are very close. With this growth, we now have sufficient funds allocated for a full year of operations. This is important for organizational stability as we head into our next three-year strategic plan. Thank you to all of our reserve fund supporters and our founders for having the foresight to invest in the future of agriculture and food education.

## Program Expense Comparative



## 2021 Operational Expenses



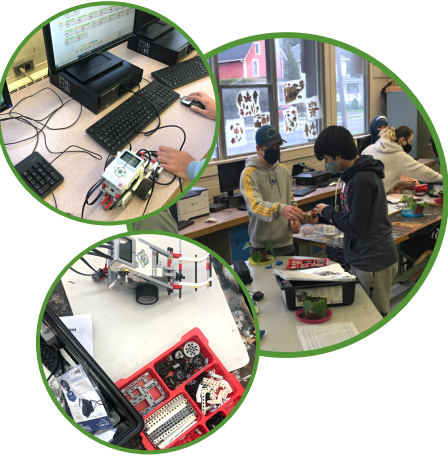
I would like to conclude by expressing how excited and proud we are to have finished 2021 in such a strong financial position. The results are a testament to the hard work by the staff and board to make AgScape financially sustainable.

Respectfully submitted,

Jennifer Peart, Treasurer

# OUR WORK IN ACTION

We're so proud when Ontario educators take the initiative to introduce agriculture and food to their students in new and exciting ways. Here are just a few of our favourite projects, lessons and inspirational teachers that we think deserve the recognition.



## Modern Farming & Technology Lesson through Lego Robots

Secondary school teacher from Cornwall, Ontario, Nigel Carlisle teaches a variety of subjects including green industry and technology. Automation is an important innovation in the future of agriculture and Nigel wanted to bring his students a hands-on activity to connect coding and tech skills with possible career options in agriculture.

After inviting an AgScape Teacher Ambassador to deliver a virtual lesson on 'Technology and Innovations', Nigel's students designed, built and coded Lego robots which could automatically complete simple farming tasks. Stay subscribed to our Feeding Innovation podcast to listen to more about Nigel's experiences in connecting to his students with hands-on technology experience in the food & agriculture sector.



## Bringing Food and Cooking into the Classroom

In the first episode of the AgScape Feeding Innovation Podcast, we talked to teacher and professional chef Tristan Hertzog who shared his passion for imparting the importance of understanding where your ingredients come from, and how that understanding makes his students better chefs, and more informed participants in Ontario's food system.



## Agriculture & Food Educator Champions of Tomorrow

Started in fall 2021, AgScape's Agriculture and Food Educator Champions of Tomorrow is a group of 10-12 passionate Ontario Certified Teachers who are helping to make a difference for the generations of tomorrow. This group brings together educators from across Ontario to act as a voluntary committee working with AgScape to help increase awareness of agriculture and food education and build our future food citizens.



## Food For Thought - Sustainable Urban Farming

Randy Swain, an Ontario teacher, joined us in an episode of the AgScape Feeding Innovation Podcast to talk about how he built a unique, experiential learning agriculture & food-based program at his school. He explains how teachers can take advantage of grant opportunities and collaborate to build similar programs.



## Teacher Recognition Award

Bryan Ferguson, a secondary teacher from Ridgetown, Ontario was the recipient of the 2021 Teacher Recognition Award, sponsored by Canada's Outdoor Farm Show. Bryan, who was recognized for his efforts in science and horticulture, frequently took his students on trips to a variety of farms, conservation authorities, farm shows, crop events, and even helped his students learn about pesticide spray courses. Bryan is more than deserving of this award for all his hard work and efforts to educate students on the importance of agriculture, sustainability, environmental stewardship, and appreciation of the resources we have at our disposal to grow various crops and raise animals.



If you have a story of an Ontario teacher bringing food literacy and agriculture into their classroom, please reach out to us at [Communications@AgScape.ca](mailto:Communications@AgScape.ca) to share.

# LOOKING FORWARD

We're thrilled by the increasing curiosity students and teachers across Ontario are showing about food and agriculture literacy. Amidst fears of inflation and increasing concerns for our environment, the desire to understand and connect between those who produce and those who consume is only growing stronger.

To meet this demand, we're working tirelessly to expand our offerings for educators, including:

- ➔ Expanding our Teacher Ambassador Program to reach students in Grades 4-6, with new lessons created to appeal to the curiosity of younger age groups with a focus to ensuring that diversity, equity and inclusion principles are represented in all programming. This expansion means that we are reaching students virtually and in-person from Grades 4-12 across Ontario.
- ➔ Translating many of our resources and launching our Teacher Ambassador Program in French, enabling access to Francophone communities, Core French and French Immersion classes across the province – a significant expansion in the audience of teachers and students we can reach.
- ➔ Developing new resources and Teacher's Guides in partnership with community partners like Ontario Genomics and Meat & Poultry Ontario.
- ➔ Producing more episodes of our Feeding Innovation Podcast, which spotlights innovators making a real difference in the world of food & agriculture education.
- ➔ Connecting thousands of students with real farmers, processors and agriculture experts through even more Virtual Food and Farm Field Trips.

We are so grateful for the partners, members, supporters, volunteers, staff and board who have invested significant time and resources to ensure AgScape continues leading a movement to bring agriculture and food education into all Ontario classrooms. Through that support, we will continue inspiring youth to see their role within the food system, which is a vehicle for social, economic, and environmental impact.

## Thank you!



AgScape Staff and Board of Directors at the AgScape strategic planning session in December 2021



Leading Agriculture and Food Education in Ontario

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