



Leading Agriculture and Food Education in Ontario



BEYOND

2019 ANNUAL REPORT

**We're helping Ontario students
to understand today's
agriculture and food industry,
realize their potential and the
difference they can make.**

**DAIRY
DONE
RIGHT.**



Special thanks to Dairy Farmers of Ontario
for sponsoring our 2019 Annual Report



What a Remarkable Year!

We are excited to share what you made possible this year.

With your support, we reached a record-breaking 750,037 students with agri-food educational programs and resources. You helped raise awareness in classrooms all across Ontario about the transformative solutions that the agri-food industry is leading to address issues such as food security and to improve the health of our communities. Through engaging events, youth were connected to modern agriculture, introduced to promising career opportunities and discovering how they could contribute to the growth of the sector.

We are proud of the work that we've accomplished and in the coming pages, you will discover more details about the impact you've made. We couldn't do this alone. You'll read amazing stories about the people who made our achievements possible. We'll also share our plans for the year ahead and our road map towards our vision of a world where the agri-food sector is recognized as a vehicle for positive, social, economic and environmental impact.

Thank you for your continued support and we look forward to working with you to accomplish more in 2020.

Audrie Bouwmeester,
Chair of the Board, AgScape

Glenna Banda,
Executive Director, AgScape



MISSION

We empower Ontario students with impartial and accurate information to increase awareness of the agri-food system and ignite interest in related careers.

AgScape 2019-2021 Strategic Plan

Building Connections & Focusing on Value

Build a culture of partnerships



- Build a robust membership program



- Revitalize our partnerships with agricultural organizations and expand and nurture deep partnerships in education



- Focus on marketing the value that AgScape brings our stakeholders

Build a culture of sustainability



- Evolve our approach to funding



- Measure and generate revenue from the specific impact of our programs



- Find operational efficiencies that lead to reduced spending

Build a culture of excellence in education



- Embed best practice pedagogy in all our programming

HOW WE HELP

AgScape brings objective, science-based information about modern agriculture and food into Ontario's classrooms. Trained, experienced teachers design and lead educational programming to engage the next generation of learners to be global citizens, thinkers and innovators who will further the sustainability of our food systems and the planet.

PROGRAMS & ACTIVITIES



Teacher Ambassador Program

AgScape's Teacher Ambassadors are Ontario Certified Teachers trained to deliver FREE in-class lessons on various agriculture and food topics. Teacher Ambassador Program lessons are for Grades 7 - 12 students.



Canadian Agriculture Literacy Month

During Canadian Agriculture Literacy Month in March, AgScape offers FREE resource packages for elementary and secondary school teachers. We also run events and activities throughout the month to celebrate the fact that agriculture is all around us, every day!



thinkAG Career Competition

AgScape's thinkAG Career Competitions highlight and educate students about diverse agriculture and food careers through engaging, hands-on activities that test their employability skills and agriculture knowledge.

EDUCATIONAL RESOURCES



Agri-Trekking Across Ontario

AgScape's online gamified resource offers curriculum-linked, classroom-friendly activities for Grade 4 - 8 students and teachers to learn about agriculture and food, healthy eating habits and more. Teachers can also register their class or entire school to participate in the Agri-Trekking Challenge.



Digital Resource Library

AgScape offers a digital library of more than 100 FREE curriculum-linked resources for teachers including downloadable lesson plans, activities and infographics for Grades 1 - 12. Throughout the school year, AgScape also provides FREE teacher resource packages.



Career Videos

AgScape's YouTube channel features more than 75 agriculture and food career profile videos to provide teachers and students with an introduction to the variety of careers found within the agri-food sector.

PROFESSIONAL LEARNING



Business of Food e-Learning Platform

The Business of Food (BOF) e-Learning platform offers online courses on agriculture and food education. BOF includes an extensive series of modules that deliver relevant, fact-based training on the agri-food system.



Professional Development Workshops

AgScape offers professional development workshops, presentations and webinars throughout the year for educators who are interested in learning about new tools and resources to help them bring agriculture and food education into their classrooms.

IMPACT

In 2019, with your support, AgScape reached

750,037

students with objective, science-based and curriculum-linked agriculture and food programs and resources, resulting in a 56% increase from 2018.

PROGRAMS & ACTIVITIES

14,586

Students received AgScape Teacher Ambassador lessons in classrooms across the province.

2,127

Students were exposed to agriculture and food careers through Career Fairs and educational events attended by AgScape.

835

Students participated in AgScape thinkAG Career Competitions.

607

Agriculture and food lessons delivered by AgScape Teacher Ambassadors, resulting in a 20% increase in interest in agri-food careers.

EDUCATIONAL RESOURCES

36,625

Agriculture and food resources distributed, resulting in a 72% increase from 2018.

21,299

Unique views of AgScape's agriculture and food career profile videos.

1,781

Students from 78 classes participated in AgScape's Agri-Trekking Across Ontario Challenge.

19

AgScape resources were updated or newly created, including, "A Guide to Aquaculture in Ontario", the first of its kind in the province, developed in partnership with the Ontario Aquaculture Association.

PROFESSIONAL LEARNING

3,836

Teachers requested resources, programs or workshops, resulting in a 32% increase from 2018.

500+

Agriculture and education stakeholders took part in AgScape's 13 PD sessions and workshop events.

79

Ontario teachers and teacher candidates registered for the Business of Food 101 course in 2019.



AGRICULTURE IN EVERY CLASSROOM, INSPIRING EVERY STUDENT

Agriculture in the Classroom Canada (AITC-C), along with its ten provincial member organizations, believes in the importance of bringing innovative and educational opportunities to students from coast to coast that enhance their understanding and connection to agriculture and food.

AITC-C proudly represents the provincial AITC's, adding a national voice to agriculture education and strengthening members like AgScape's capacity to reach more students every year. Last year, Agriculture in the Classroom reached over one million students in Canada and our objective is to far surpass that reach in 2020.

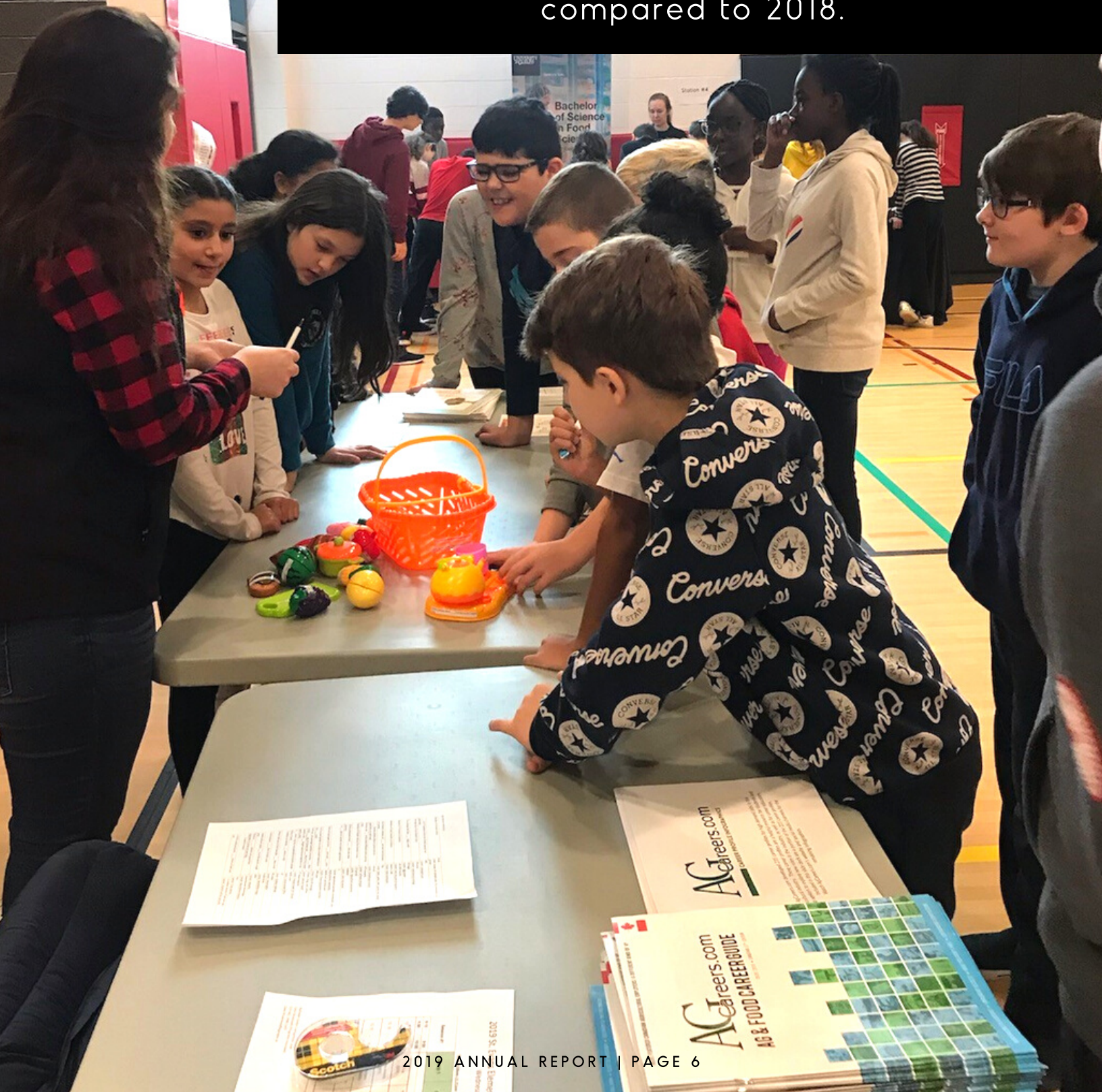
Collectively, we are guided by passion, transparency, empowerment, innovation, inclusion and collaboration to ensure that every Canadian student is inspired to consider the role they can play in our nations' agriculture and food story.

"Every day we are motivated by the amazing work happening through our provincial AITC organizations, including AgScape. This incredible group, alongside its funders, stakeholders and volunteers, is making a remarkable impact in schools across Ontario! AITC-C will continue to collaborate closely with the provinces to ensure that agriculture education is highlighted in classrooms from coast to coast!"

- Johanne Ross, Executive Director, AITC-C

DID YOU KNOW?

In 2019, AgScape's Teacher Ambassador Program delivery to GTA urban areas including Peel, Halton, Toronto, York and Durham **increased by 287%**, compared to 2018.





Claudia pictured with a group of enthusiastic Skills Ontario Summer Camp attendees who took part in her Technology and Innovation and Careers in Agriculture workshop on August 14, 2019 at the Frank Hasenfratz Centre for Excellence in Manufacturing.

When Two Passions Collide



Claudia de Jong,
AgScape Teacher Ambassador

At 25 years-old, Claudia de Jong has had more experience in farming and agriculture than most people twice her age. She was born into a farming family—swine, beef cow, and cash crop operation. For several summers she worked as an assistant crop agronomist with Perth Ag Partners where she was involved in everything from daily scouting of corn, soybeans, white beans, wheat and alfalfa fields, to the use of drones for crop health analysis.

"It was a multifaceted and interesting job for sure but what I really enjoyed most of all was the ongoing communication with farmers and agricultural specialists. These frequent interactions broadened my understanding of the agriculture sector," she explains.

As well as working with farmers to help them better understand crop needs, Claudia was actively involved in helping young students gain a better understanding of the importance of supporting their local economy. She ran cooking camps during the summer months for the Municipality of North Perth to teach students how to choose and prepare healthy, local foods.

"This was an experience that helped me to discover my passion for teaching and initiated me to grow my own produce locally."

She later attended Western University in London for her undergraduate studies and completed her Bachelor of Education at Nipissing University in North Bay. While finishing her last semester of the teaching program she stumbled on the opportunity that would allow her to combine her agriculture roots with her chosen career path.

"I came across AgScape's job posting for a Teacher Ambassador and it was the perfect opportunity. I realized that I didn't have to abandon my passion for agriculture or my desire to positively influence the next generation of learners," said de Jong.

"I enjoy taking my outdoor 'field' experience into the classroom as an AgScape TA. Given today's dynamic agricultural climates, it's imperative to get students to think critically about controversial agricultural topics in addition to careers in agriculture including (but certainly not limited farming.)"

"I realized that I didn't have to abandon my passion for agriculture or my desire to positively influence the next generation of learners."

Jong says the best part of her job is sparking students' interest in modern agriculture and helping them to realize the diverse careers involved in the sector. Students are always amazed by the many different jobs encompassed within the agri-food sector—many of them discover that one or more of their family members or friends are employed in agri-food related careers."

de Jong's most memorable moment as a TA? It would have to be the time a student thanked her after a lesson.

"He came over to me at the end of the workshop and said, "Thank you so much for talking about agriculture and farming—it's something that rarely ever gets talked about at school but yet... everyone eats don't they?"



Students at North Middlesex District High School gain valuable hands-on experience and agriculture education in Paul Dawson's class.

Teacher Uses AgScape Resources to Develop Agriculture Curriculum

My name is Paul Dawson, and I have been a secondary teacher in the Thame Valley District School Board for almost 9 years. I teach Senior Construction and the Agricultural Specialist High Skills Major (SHSM) programs at North Middlesex District High School in Parkhill, Ontario.

Finding teachable resources for construction is very easy; there are videos, textbooks and a litany of other things that a teacher could use to help develop lessons that students will find engaging and challenging. On the other hand, teaching Canadian agriculture is not so easy. There is no Canadian textbook, nor are there any readily acceptable resources based on the Ontario Curriculum. It is a real challenge to deliver the proper kind of secondary education that our students need to be agriculture and food literate and to understand the importance of the sector. It has been a challenge to develop a concise group of lessons and lesson plans because of the lack of resources.

A few years ago, this all changed when I discovered AgScape. I began to explore the educational resources that they offered through their website and even had one of my Grade 11/12 classes participate in their thinkAG Career Competition. I found that they had many useful resources, and I started to add them to my teaching practice.

Along with some guidance from the Ontario Agricultural College at the University of Guelph, I began to see the utility of using these various resources to develop lessons that would help to educate my students and motivate them to explore topics further.

In 2019, I enrolled in AgScape's Business of Food 101 online course, a professional development opportunity made possible through a scholarship offered by AgScape. Since taking BOF, I have realigned my syllabus and unit topics with the central ideas presented in the course. I am now using lessons on subjects such as food safety and security, eating local and future global population food needs in my classroom. These lessons are real to my students. They now understand the movement towards sustainable farming and the way that STEAM (Science, Technology, Engineering, Art & Math) applies to agriculture.

These new lessons have had another excellent, though unexpected, benefit. Since shifting to an online teaching model during the COVID-19 crisis, the lessons are helping students and teachers to continue to work toward credit completion. If it were not for the Business of Food course, the switch to at-home learning would not have been as smooth and engaging for my students.



Paul Dawson, Agricultural SHSM & Construction Teacher at North Middlesex District High School in Parkhill, Ontario.



Paul Dawson's students getting their hands dirty while learning about agriculture.

I am very safe to say that with AgScape's excellent resources, my students are well on their way to the successful completion of their credit, gaining a much greater understanding of Canadian Agriculture and discovering their future in the industry.

Thank you AgScape for the professional development opportunity and the educational support throughout the year. A special thanks to those who have helped to sponsor AgScape's amazing resources.

In celebration of Canadian Agriculture Literacy Month 2019, AgScape launched its first-ever Youth Essay Competition inviting Grade 7 - 12 students in Ontario to submit written or video essays to describe what agriculture means to them. The submissions we received were thoughtful and inspiring and we're honoured to share one the winning essays written by Brooke Ansems, a student from North Middlesex District High School in Parkhill, Ontario.

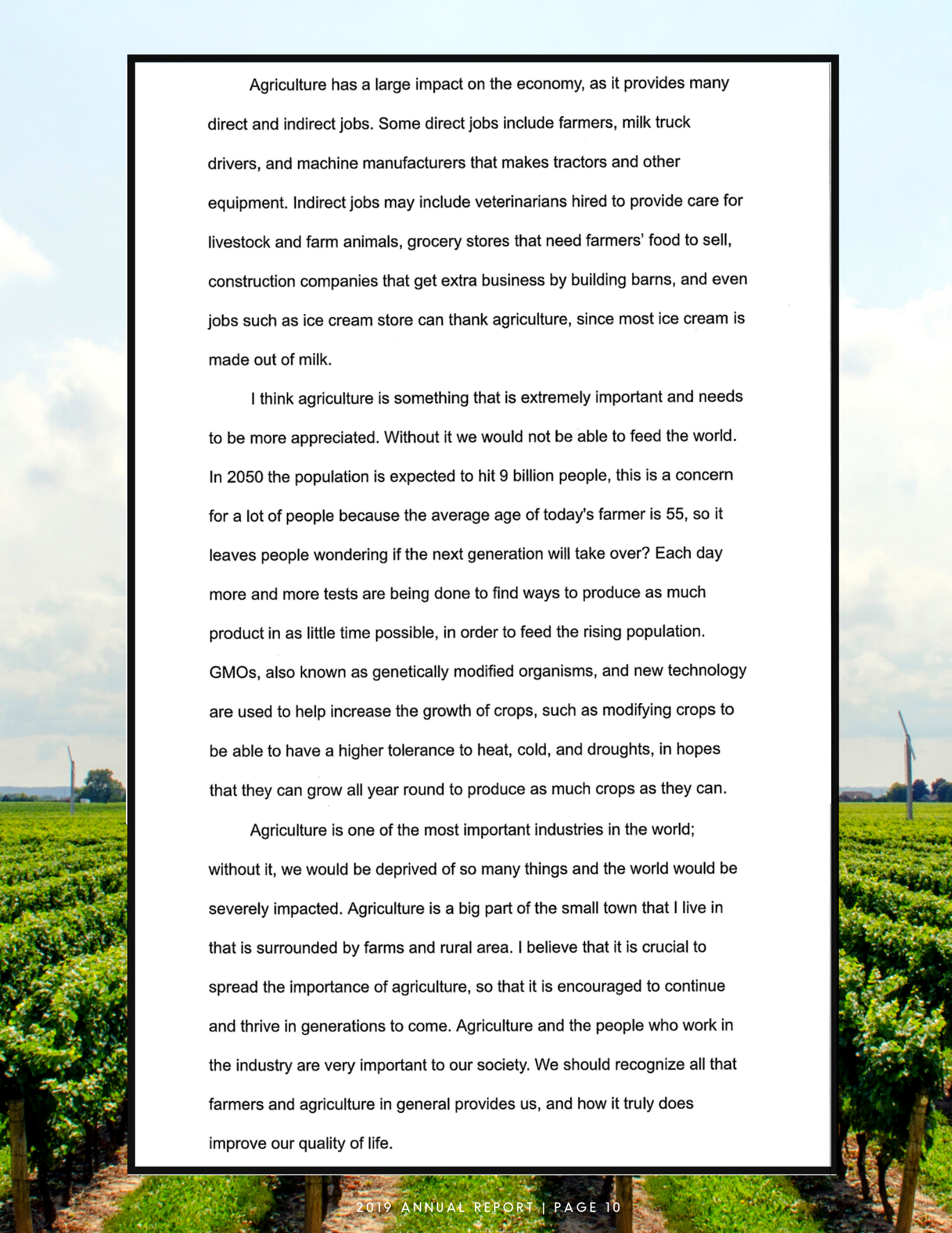
What Agriculture Means to Me

By Brooke Ansems

When I think of agriculture the first things that come to mind are farming and raising livestock in order to produce food; however, agriculture means much more than just food production. There are many different types of farmers that produce a wide variety of goods. Agriculture feeds the world, and helps our environment and economy thrive in many ways. To me, agriculture is a very important industry that is without a doubt, essential for human survival.

Have you ever heard the term, "If you ate today, thank a farmer?" Truer words were never spoken. Most people do not take time to think about where the food we so greatly enjoy comes from. We can easily buy food at the grocery store, bring it home and have it ready on a plate to feed our family within hours, but there was a lot of work that went into producing the food and making it accessible to you. Almost all the food we buy comes from a farmer of some sort. Besides food, we can also thank a farmer for things such things as toothpaste, shampoo, and cosmetics, most of which contain sorbitol, which is made from corn. We can even thank a cotton farmer for our favourite pair of jeans.

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Agriculture has a large impact on the economy, as it provides many direct and indirect jobs. Some direct jobs include farmers, milk truck drivers, and machine manufacturers that makes tractors and other equipment. Indirect jobs may include veterinarians hired to provide care for livestock and farm animals, grocery stores that need farmers' food to sell, construction companies that get extra business by building barns, and even jobs such as ice cream store can thank agriculture, since most ice cream is made out of milk.

I think agriculture is something that is extremely important and needs to be more appreciated. Without it we would not be able to feed the world. In 2050 the population is expected to hit 9 billion people, this is a concern for a lot of people because the average age of today's farmer is 55, so it leaves people wondering if the next generation will take over? Each day more and more tests are being done to find ways to produce as much product in as little time possible, in order to feed the rising population. GMOs, also known as genetically modified organisms, and new technology are used to help increase the growth of crops, such as modifying crops to be able to have a higher tolerance to heat, cold, and droughts, in hopes that they can grow all year round to produce as much crops as they can.

Agriculture is one of the most important industries in the world; without it, we would be deprived of so many things and the world would be severely impacted. Agriculture is a big part of the small town that I live in that is surrounded by farms and rural area. I believe that it is crucial to spread the importance of agriculture, so that it is encouraged to continue and thrive in generations to come. Agriculture and the people who work in the industry are very important to our society. We should recognize all that farmers and agriculture in general provides us, and how it truly does improve our quality of life.



Burnbrae Farms: Devoted Supporter of Agri-Food Education

Sue Hudson, Director of Communications & Digital Marketing pictured centre along with employees at the Burnbrae Farms facility in Oxford County.

Burnbrae Farms is a fifth-generation Canadian family business with a social conscience. They are not only one of the country's leading egg farmers, with farms, grading stations and processing operations across the nation, they are also striving to lead the industry in the promotion of healthy living, progressive animal care, community and environmental sustainability.

It makes sense that Burnbrae Farms is one of AgScape's strongest supporters. For the last 4 years, they've been committed to working together to ensure that fact-based Animal Health & Welfare topics have a place in Ontario classrooms.

In 2019, their generous financial contribution of \$10,000 went to support the sustainability and growth of AgScape programs and resources including the Teacher Ambassador Program (TAP), which has delivered more than 600 agriculture and food lessons on topics including Animal Health & Welfare to 14,586 students across the province this year.

The TAP lessons are also helping to ensure that teachers and students are aware of the safe and sustainable practices involved in food production. To stay up-to-date on such industry efforts, the AgScape team visited Burnbrae Farms' new solar powered farm in Oxford County earlier this year to see the leading edge practices they are putting in place to ensure animal health, safety and sustainability.

The AgScape team had an up-close look at the egg production process and learned about the distinct features of the farm which operates off the grid with solar panels on the roof of three of its barns. To ensure the protection and safety of the hens, the farm is equipped with battery storage that stores energy for use overnight or during extended cloudy periods as well as a backup generator.

After the tour, the team enjoyed lunch and conversation about the importance of agri-food education in classrooms with Sue Hudson, Director, Communications & Digital Marketing and her production team.

"Burnbrae Farms is proud to support AgScape. Today most people live in urban centres and many have never even seen a farm. People are curious about modern agriculture and there is a strong interest in understanding where our food comes from," said Sue.

"AgScape provides educational information on food, agriculture and farming to teachers so they can close this information gap. Today, with less than 2% of the population farming, providing teachers with the tools to educate today's youth is vitally important," she concluded.

Burnbrae Farms is an example of some of the amazing industry supporters that are working with us to help connect students to modern agriculture through objective and science-based education. We're grateful for Burnbrae Farms' partnership and look forward to continuing our work together to contribute to a resilient agricultural sector.



AgScape and OAA Launch New Aquaculture Resources for Ontario Teachers

Ontario students in grades 7 – 12 took a deep dive into learning about the province’s aquaculture industry thanks to a new educational partnership between AgScape and the Ontario Aquaculture Association.

In 2019, AgScape and the OAA began developing several science-based, curriculum-linked teaching materials for teachers resulting in the release of the resource, ‘A Guide to Aquaculture in Ontario’ in March as part of celebrations for 2020 Canadian Agriculture Literacy Month (CALM).

“This educational partnership with AgScape is a great step towards growing awareness of the industry and opening up this world to students and teachers.”

**RJ Taylor, Managing Director
Ontario Aquaculture Association**

The guide contains an overview of aquaculture in Ontario along with three interactive lesson plans focused on learning more about fish farming, potential career pathways and how to build a successful fish farming business.

“We were thrilled to celebrate CALM with the release of a new educational resource to introduce students to the thriving aquaculture industry. As one of the fastest-growing food production sectors in Ontario, it’s important to shine the spotlight on aquaculture and educate students about the rewarding careers that they can pursue,” said Mercedes Unwin, program and resource manager at AgScape.

Since the release, the guide has reached more than 300 Grade 7-12 classrooms across the province and is enabling students to learn about the aquaculture industry through interactive activities in subjects such as English, Science and Technology, Business, Guidance and Career Education.

“Ontario’s aquaculture sector is an important employer and economic driver for the province, especially in rural, northern and Indigenous communities. Our farmers are recognized internationally for their environmental stewardship and social responsibility. This educational partnership with AgScape is a great step towards growing awareness of the industry and opening up this world to students and teachers,” said RJ Taylor, managing director of the Ontario Aquaculture Association.

“Our sector continues to grow at an unprecedented rate in Ontario, and much like other industries in the agri-food sector, aquaculture is faced with increasing labour shortages. We realize the solution is finding innovative ways to connect with today’s learners about the sector. With AgScape’s help, we’re working to grow students’ knowledge about aquaculture and to inspire them to consider careers in our sector for decades to come.”

PARTNERSHIPS IN ACTION

RENEWING PARTNERSHIPS IN EDUCATION

Ontario Agricultural College



To forge ahead with our strategic goal to build a culture of partnerships, AgScape sought to expand and nurture collaborations in education. To this end, the Ontario Agricultural College (OAC) was the perfect place to start. In 2019, AgScape and the OAC Liaison Team signed a formal partnership agreement to work more closely together in an effort to connect with teachers and students about agriculture education and career possibilities. The agreement led to a number of exciting joint initiatives including OAC's involvement in AgScape's thinkAG Career Competitions to host interactive learning stations for students as well as the presentation of professional development workshops for Specialist High Skills Major educators across the province.

AgScape and OAC continue to share each others' educational resources and materials through their respective outreach activities and there are future plans in place for even more collaboration throughout 2020.

"OAC views AgScape as a unique, key driver for awakening high school students to the tremendous career opportunities in agriculture and food. We support and greatly value AgScape's mission to increase awareness of our sector with these future consumers and future prospects for post-secondary study and careers in the field. AgScape is a vital partner in OAC's efforts to help Ontario's agri-food sector to thrive," said Rene Van Acker, Dean of the Ontario Agricultural at the University of Guelph.

REVITALIZING PARTNERSHIPS WITH AGRICULTURAL ORGANIZATIONS

Farm & Food Care Ontario

AgScape is on a mission to empower Ontario students with impartial and accurate information to increase awareness of the agri-food system and ignite interest in related careers. But, we can't achieve this ambitious goal alone. We recognize that partnering with agricultural organizations is vital to our success and that's why throughout 2019, we've been committed to nurturing, developing and looking at ways to further cultivate collaborations with groups within the agri-food industry.

Farm & Food Care Ontario (FFCO) is one organization with which AgScape is pleased to re-establish and reinvigorate a relationship. In June 2019, team members from AgScape and FFCO spent an evening together at Union Station for a pop-up event geared at celebrating Ontario Local Food Week with Toronto commuters.

From there, staff teams met in November to share updates on current initiatives, identify possible synergies and to brainstorm creative ways to work together. The meeting resulted in the seeds being planted for some great educational initiatives benefiting educators, students and agri-food producers for 2020 and beyond.

"Over the last year, Farm & Food Care Ontario has enjoyed an unprecedented level of cooperation and collaboration with the team at AgScape. A shared staff business planning session in the fall of 2019 led to a collaborative Facebook Live program on Canada's Agriculture Day with plans to do similar projects together in the months ahead. Collectively, both of our groups are stronger when we use our specific skill sets and areas of expertise for partnerships that help to advance public trust – and thus benefit everyone in Ontario agriculture," said Kelly Daynard, Executive Director, Farm & Food Care Ontario.



PARTNERSHIPS IN ACTION

AGSCAPE THINKAG CAREER COMPETITIONS CONNECT STUDENTS TO CAREERS IN AGRICULTURE

Trillium Mutual Insurance Company



AgScape is connecting Ontario students to agri-food careers, one school at time, through its unique and innovative thinkAG Career Competitions, which allow youth to make real-world connections and learn about future career pathways in the agri-food sector. Each event features a variety of agriculture industry representatives who run hands-on stations related to agriculture, food and careers.

Students, organized in groups, rotate between each station every 10-12 minutes to learn about agriculture and food through hands-on and engaging activities. At each station, students are tested and provided points on their ability to demonstrate 21st century learning skills such as teamwork, communication, critical thinking, as well as demonstrating an overall knowledge of agriculture and food.

At the end of each competition, a winning group is announced and awarded a prize.

For Trillium Mutual, an insurance solutions provider working to protect and enhance farm and community lifestyles across Ontario, AgScape's thinkAG Career Competitions provided the ideal channel to create awareness and provide education about risk management to high school students. The company collaborated with AgScape to develop an exciting activity station allowing students to use Jenga Blocks to complete various risk management scenarios. The new activity was launched at a thinkAG Career Competition earlier this year and was a huge hit with both students and educators.

"Trillium Mutual is extremely proud to be working with AgScape to engage students through our interactive Jenga activity. Our involvement in the Career Competitions is to educate students and help them recognize the risks they may encounter everyday while providing them with another option for a future career path. We hope that our participation with AgScape and schools in rural Ontario will help educate and motivate the next generation of farmers and agriculture industry workers," said Sam Vadera, Marketing & Business Development Co-ordinator, Trillium Mutual Insurance Company.

In 2019, more than 800 students participated in thinkAG Career Competitions and AgScape is currently working to build up the number of partner organizations who are able to provide activity stations. Doing so will enable AgScape to host more events to meet the growing demand from the education community.

As Trillium Mutual has discovered, thinkAG Career Competitions also provide businesses an opportunity to highlight career opportunities at their business to Grade 5-12 students as well as potential career options within their area of work. AgScape is now moving forward to design and implement various opportunities for businesses to support and get involved in these events. To learn how your business can get involved in AgScape's thinkAG Career Competitions, please email programsassistant@agscape.ca.



PARTNERSHIPS IN ACTION

AGSCAPE TAPS INTO SUMMER CAMPS TO REACH STUDENTS & NEWCOMERS

Catholic Crosscultural Services Newcomers & Skills Ontario Camps



Due to summer break, July and August are usually the slower months out of the year for the delivery of AgScape teacher ambassador lessons. But in summer 2019, that all changed thanks to AgScape's innovative-thinking to seize new collaborative opportunities with Catholic Crosscultural Services (CCCS) Newcomers Camps & Skills Ontario Camps across Central Ontario.

AgScape Teacher Ambassadors were busy throughout the entire summer and delivered 29 free agriculture and food lessons to 10 camps, reaching 492 students ranging in ages from 7-14 as well as newcomer women.

Many of AgScape Teacher Ambassadors expressed their excitement and enjoyment teaching these lessons to the students, including adults who were new to the country and learning about Canadian agriculture for the first time.

Read what AgScape Teacher Ambassador Catherine Hannon had to say about her experience:

“

Presenting on behalf of AgScape at the summer camp this past July was an amazing experience for me both personally and professionally, and one I will not forget! The students were highly engaged and excited for all the lessons, as together we learned about agriculture and explored farming, planting, animal care and careers, through very hands-on activities. The women's group learned about local food, and planting and also expanded their English vocabulary. We shared our personal experiences with agriculture and food, came together with interactive activities such as planting vegetable and flower seeds, while appreciating and learning more about each other's cultures! The positive, energizing power of the land and food to bring diverse people together was very much present at this camp, for both the children and adults who participated! I would very much encourage AgScape to continue this partnership with Fiona and her team throughout the school year as well.

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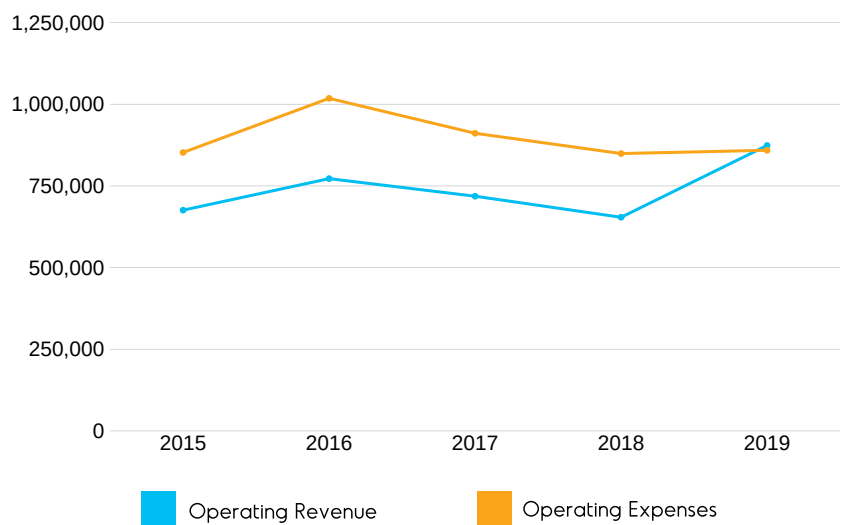
FINANCIAL PROGRESS

With a strategic focus on sustainability, in 2019 we established plans to build funding stability through revenue growth and diversification, focused on smart growth of organizational capacity through partnership development and strategic expense management and ensured the long-term effectiveness of our programs through evaluation and adaptability.

Overall, we saw a net gain of \$150,682 including unrealized gains on our Reserve Fund. At the end of 2019, we managed risk by maintaining approximately 9 months of operating expenses in our Reserve Fund.

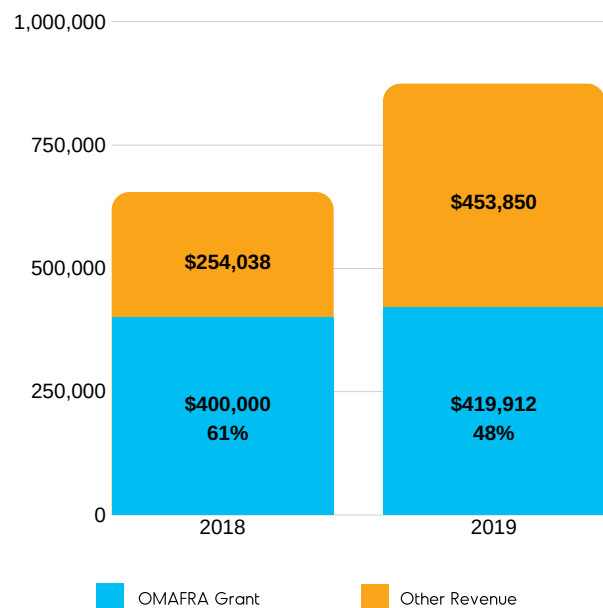
YEARLY REVENUE & EXPENSE COMPARATIVE

For the first time in several years, we successfully closed the expense and revenue gap by realizing operational efficiencies and ended the year with a net operational gain of \$14,711.



REVENUE DIVERSIFICATION

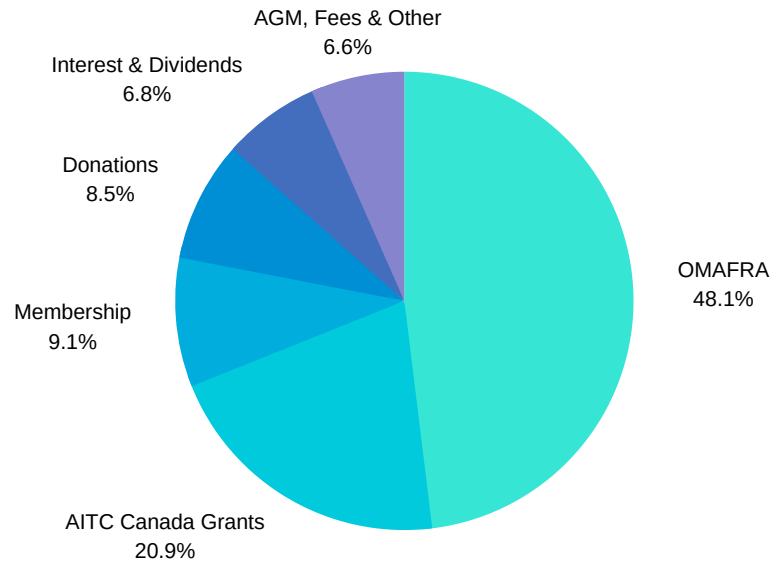
While OMAFRA continues to be our biggest supporter, we did see a notable increase in our membership revenues and were able to launch our Business of Food e-learning Platform with funding secured through Agriculture in the Classroom Canada (AITC-C).



FINANCIAL PROGRESS

Continued foundational support by OMAFRA allowed us to continue to meet program delivery goals while restructuring for long-term sustainability. Fundraising strategies developed in the fall of 2019 began a path of working on revenue growth and diversification of revenue.

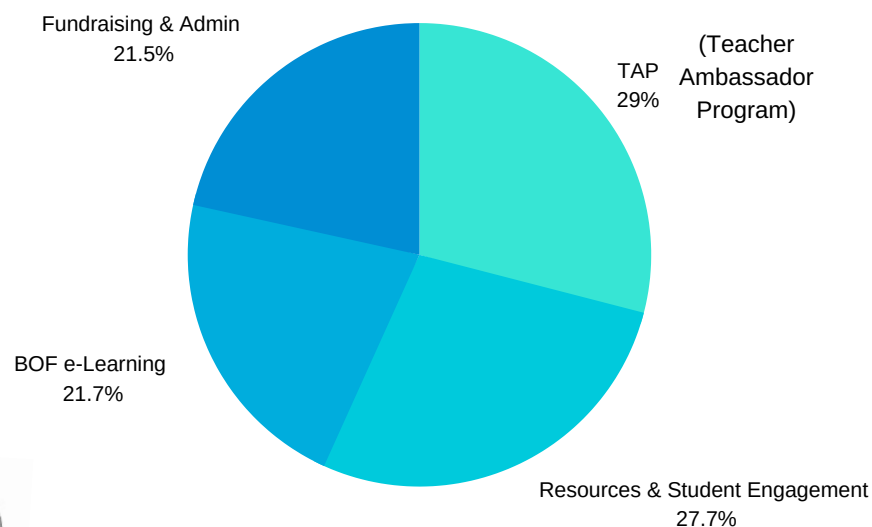
2019 OPERATING REVENUE - \$873,762



Program delivery and impact increased exponentially over 2018 (For example, Teacher Ambassador Program delivery increased by 134%) even though expenses only increased by \$10,000. This was achieved through leveraging partnerships and operational efficiencies.

Full audited financial statements are available at www.agscope.ca

2019 OPERATING EXPENSES - \$859,051



Jennifer Peart,

Board Treasurer, AgScope

COMMITMENTS

As we look ahead, we will strive to build on our growth momentum and to further our strategic goals. We are committed to reflecting, monitoring and revising our processes to achieve efficiencies and sustainability. Furthermore, we will apply the new learnings from our partnerships and collaborations into best practices as we work to contribute to a world-leading agriculture and food sector.

For Students

We aim to continue thinking outside of the box to innovate and develop engaging agriculture and food programs to connect learners to today's evolving food industry.

For Parents

We aim to provide your children educational learning and experiences that will develop the skills needed for their future success.

For Educators

We aim to provide innovative educational programs that will support you in your professional development, teaching practices and classroom programming as you work to prepare students to be 21st century learners.

For Our Members, Donors & Supporters

We aim to be good stewards with your donation by being transparent, making the most impact possible with each dollar and communicating that impact back to you.

For the Agri-Food Industry

We aim to show today's students that our industry is modern, fast-paced and exciting and start them on the path to being your future employees.



Members of the AgScape team Taylor Selig, Glenna Banda and Sharon Bowes pictured with Mark Kerry from Bayer Canada at Canada's Outdoor Farm Show in October 2019.

2019 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 modern agriculture and food into Ontario's classrooms. The 2019/2020 Board of Directors included:



Members of the Board of Directors pictured with Hon. Lisa M. Thompson at the 2019 Annual General Meeting.

- Audrie Bouwmeester, Chair (Corporate Director) Dairy Farmers of Ontario
- Kathryn Doan, Vice Chair (Corporate Director) AgCareers.com
- Jennifer Peart, Treasurer (Corporate Director) Farm Credit Canada
- Victoria Berry, (Corporate Director) Grain Farmers of Ontario
- Jennifer Kyle, (Community Director)
- Jim McMillan, (Community Director)
- Charlotte O'Neill, (Corporate Director) Trouw Nutrition Canada/Shur-Gain
- Trish Scott, (Corporate Director) The Royal Agricultural Winter Fair
- Carolyn Salonen, (Community Director)
- Stephanie Szusz, (Corporate Director) TD Canada Trust Agricultural Services
- Nancy Tout, (Corporate Director) Syngenta Canada
- Teresa Van Raay, (Community Director)

BOARD ADVISORS

- Catherine Mahler, Ontario Ministry of Education
- Carmela Cupelli, Ontario Ministry of Agriculture, Food and Rural Affairs

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