Making agri-food matter in 2017

AgScape has been helping students become food and agriculture literate for over 25 years through innovative events, programs and resources. Our curriculum-linked approach effectively delivers agriculture education to students—2017 was no different.

Our Board of Directors

- Audrie Bouwmeester – Chair (Corporate Director)
- Deb Campbell – Community Director
- Kathryn Doan – Vice Chair (Corporate Director)
- Peter Hohenadel – Corporate Director
- Lorie Jocius – Past Chair (Community Director)
- Mark Kerry – Corporate Director
- Jim McMillan – Community Director
- Charlotte O'Neill – Corporate Director
- Jennifer Peart – Treasurer (Corporate Director)
- Meaghan Ryersee – Corporate Director
- Stephanie Szusz – Corporate Director
- Natalie Walt – Community Director

Not Pictured: Helen Scutt, Board Advisor, Ontario Ministry of Agriculture Food and Rural Affairs and Catherine Mahler, Board Advisor, Ontario Ministry of Education

Our Staff

- Sharon Bowes – Finance & Operations Director
- Sheri Budhram – Digital Content & Data Administrator
- Kirsty Klaas – Senior Executive Assistant/Administrative Coordinator
- Jenny Mayer – Project & Partnership Assistant
- Becky Parker – Project & Partnership Strategist
- Catherine Reining – Program and Resource Manager
- Taylor Selig – Manager of Community & Business Development
- Colleen Smith – Executive Director

A message from Colleen Smith
Executive Director

The #1 reason for students to choose a career in agriculture = feeding the world – according to a recent national study (thinkAG AITC-Canada). Clearly the next generation has a global mindset. And with nearly 2 million students in Ontario's elementary and secondary school system – that's a lot of brain power to be harnessed towards our agriculture industries. Students are the innovators, influencers, policymakers and visionaries of tomorrow…all in classrooms today. With Ontario's food production sector primed to remain a key world player in 'feeding the world' – we will need lots of local skills. But how do we entice all that talent to work in agri-food?

click here to read the rest

A message from Audrie Bouwmeester
Board Chair

As I reflect on the successes and challenges of the past year, I am struck by two things. First, the perseverance and dedication of the AgScape team is second to none. They have overcome obstacles and delivered our mandate to the best of their ability. Second, is the unwavering belief we share; it is possible to affect public perception through the education of our youth.

click here to read the rest

Revenue

2017 Revenue
$718,474

2016 Revenue
$722,908

click here to read the treasurer's report

Expenses

2017 Expenses
$911,180

2016 Expenses
$1,008,472

a 2017 to be proud of

More students benefited from events, programs and resources that embrace and reflect all aspects of agriculture and agri-food. Here are our highlights for 2017.

2,653 teachers requested curriculum-linked resources from agscape.ca, conferences, education events and mailings

13,805 resources were delivered to teachers across Ontario

303,710 students were reached by AgScape's curriculum-linked resources

Teacher Ambassadors shared their passion for Ag

In 2017, our Teacher Ambassadors supported events and organizations through classroom lessons, tours and exhibits.

click here to learn more about the Teacher Ambassador Program

> **This learning experience brought value to my students by providing an expert in the field that could come and talk to them about the subject matter.**
>
> Grade 9/10/12 Family Studies/Food & Nutrition teacher, Martingrove Collegiate Institute, Toronto, Ontario

> **It provides students with a different perspective and allows the opportunity for more interactive learning.**
>
> Grade 9/11 Food and Nutrition teacher, Stratford Northwestern Secondary School, Stratford Ontario

100% of teachers
surveyed after a Teacher Ambassador lesson said they would include agriculture and food topics in future lessons.

AgScape brought Ag to life in the classroom during Canadian Agriculture Literacy Month

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

Teacher Ambassadors
provided lessons covering agri-food topics for grades 7–12

National Live Stream
Provided resources to extend learning beyond participation in the live stream

Social Media Presence
Promotional campaign on facebook and twitter with over 75,000 impressions

#MyFoodStory #CALM17
Encouraged industry and the public to share a video about their food story

Equipping Teachers
Provided special CALM resource packages with national and provincial lessons

CALM Proclamation in the Ontario Legislature

> Improving agri-food literacy helps us to eat healthier, supports a sustainable environment and creates jobs in every corner of Ontario.
>
> Hon. Jeff Leal, Minister of Agriculture, Food and Rural Affairs

click here to read the full proclamation

Some new ways that we reached students

Students attended our 2017 AGM — click here to learn more

We hosted the first ever genAG Career Competition — click here to learn more

Partnered with 4-H Ontario to create and host the Your Future in Agriculture event — click here to learn more

70% of students said the event increased their interest in agriculture and food careers.

Our online presence in 2017

AgScape.ca	Twitter	Facebook
8,405 users	10% increase in followers	17% increase in likes
12,199 visits	509,937 impressions	118,909 impressions
2 min 27 sec average visit length	6,260 engagements	1,831 engagements

Coming in 2018
The Business of Food
An agri-food literacy program for AgScape's Teacher Ambassadors

click here to watch the video

a year of strong industry partnerships and collaborations

some of the partners we had the pleasure to work with in 2017

AgScape worked with
4-H Ontario and the Simcoe County District School Board
in the planning and delivery of Your Future in Agriculture, an agri-food leadership certificate course and career competition, delivered October 26, 2017 in Mount Forest with 115 students in attendance from 5 schools.

AgScape collaborated with
25 OAAS registered agricultural societies
across the province to promote and distribute 1,192 ag-education curriculum resource kits to teachers and students who attended their events in order to expand our classroom reach.

Ministry of Education
placed all 4 of AgScape's Contextualized Learning Activities on their SHSM e-community website and provided the opportunity for a presentation at their SHSM Board Lead summit in May 2017

AgScape partnered with
Canada's Outdoor Farm Show, AgCareers.com, John Deere, Maizex, Growmark, Monsanto, OSCIA, 4-H Ontario, OAC, and OFA
to deliver FarmShowGo! a career scavenger hunt for students and teachers, with a total of 12 career activity stops and 200 students participating

AgScape worked with
The Royal Agricultural Winter Fair, the Ontario School Counsellors' Assoication and Dalhousie University
on the Royal's Educator Symposium, presenting on the Teacher Ambassador Program, moderating a panel of recent graduates on agri-food careers, and running a booth showcasing our programs and resources.

Stakeholders we can depend on

Platinum

CropLife Canada
- Ontario Provincial Council
Monsanto Canada Inc.
TFIO Foundation
Syngenta Canada

Gold

Farm Credit Canada
Ontario Agri Business Association
The Ginty Jocius Family

Silver

Burnbrae Farms
Country Guide
Dairy Farmers of Ontario
Molesworth Farm Supply Ltd.
Ontario Certified Crop Advisors Association
Ontario Federation of Agriculture
Ontario Pork Producers' Marketing Board
Thompsons Limited
Turkey Farmers of Ontario
Wallenstein Feed & Supply Ltd.
AgCareers.com
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
Growmark, Inc.
Junior Farmers Association of Ontario
L.A. Morris & Associates
McMillan, J
Meridian
New Life Mills Ltd.
Ontario Broiler Chicken Hatching Egg Producers Association
Ontario Broiler Hatching Egg & Chick Commission
Ontario Fruit & Vegetable Growers' Association
Ontario Greenhouse Vegetable Growers
Ontario Mutual Insurance Association
Oxford County Junior Farmers
Royal Agriculture Winter Fair
University of Guelph- OAC
Western Fair District

Corporate

Beef Farmers of Ontario
Christian Farmers Federation of Ontario
Canadian Mushroom Growers Association
Elanco Animal Health
John Deere
Maizex Seeds Inc.
MacGregor Marketing Communications Inc.
Ontario Agri-Food Technologies
Ontario Maple Syrup Producers Association
Ontario Potato Board
Ontario Processing Vegetable Growers
Ontario Soil & Crop Improvement Association
Rural Ontario Municipal Association
TD Canada Trust
The Co-Operators
The Township of Wellington North
Veal Farmers of Ontario
York Region Federation of Agriculture

Community

Ancaster Agricultural Society
Andrews Scenic Acres
Binbrook Agricultural Society
Blackwell, H
Bragg, A
Bremner, C & D
Bromely, A
Campbell, D
Carp Agricultural Society
Cochrane Agricultural Society
Craig Richardson Institute of Food Processing Technology - Conestoga College
Dufferin Federation of Agriculture
Dundas Federation of Agriculture
Durham Region Federation of Agriculture
EastGen
Eaton, J
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 Ag 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
Huron County Federation of Agriculture
Kent Federation of Agriculture
Kingston and District Agricultural Society
Lambton County Federation of Agriculture
Lambton Kent AITC Action Committee
Lindsay Agricultural Society
Lobb, D
Lord, K - In memory of Ginty Jocius
Markham and East York Agricultural Society
Middlesex Federation of Agriculture
Mighton, D
Mitchell, S
Moore Agricultural Society
Norfolk County Fair & Horse Show
O'Neill, C
Orangeville Agricultural Society
Oxford County Federation of Agriculture
Perth County Federation of Agriculture
Peart, J
Port Hope Fair
Prince Edward Federation of Agriculture
Rainy River Federation of Agriculture
Rockton Agricultural Society
Roots of Bruce
Russell Agricultural Society
Simcoe County Federation of Agriculture
Springridge Farm
Stormont Federation of Agriculture
Sunderland Agricultural Society
Taylor-Samis, E
Thunder Bay Federation of Agriculture
Vamos Investments Ltd.
Van Bommel, M
Walt, N
Wellington Federation of Agriculture
West Niagara Agricultural Society
Wilkinson, C
Woodrill Ltd.

Life Members

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

Grants

Growing Forward 2 Grant
Delivered by the
Agricultural Adaptation Council
Ontario Trillium Foundation

Ontario

A message from the AITC Chair Person
& AgScape Executive Director, Colleen Smith

It's a privilege to serve as the current Chair of AITC-Canada. We have a dedicated staff and board at the national level, and countless supporters, funders and volunteers at the provincial levels across this great nation. Some of our most noteworthy accomplishments included attaining our charitable status and adding two more provinces to our national board. We now proudly number nine on our way to full coverage with every province and territory. With a new brand and social media ID's, we launched new resources and secured new funding with our first ever GF2 grant. Energy and impact infuse our goals, and I invite you to visit www.aitc-canada.ca where we unpack the story of our extensive 2017 achievements in more detail.

Sincerest thanks to all!

click here to read the report

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