

2025

Annual Report

**Rooted in the Past,
Growing into Tomorrow**



About AgScape

AgScape is a charitable organization and has been a trusted voice in education for 35 years, providing factual, balanced, curriculum-linked agriculture and food literacy programs to Ontario educators and youth.



Special thanks to Dairy Farmers of Ontario for sponsoring our 2025 Annual Report.

Our Mission

We empower Ontario youth and educators to understand their relationship with the agriculture and food system and ignite interest in related careers.

Our Vision

Bring agriculture and food education into all Ontario classrooms. Inspiring youth to see their role within the food system.

Our Values



Growing into Tomorrow

In a year where headlines about food sustainability and sovereignty, climate pressures, and shifting global markets brought agriculture to the top of mind for many Ontarians, 2025 reinforced just how important AgScape’s work is to the success of our sector. The conversations sparked by these stories highlighted the widening disconnect between everyday people and the food systems we rely on. They also affirmed our renewed focus on how we are advancing our mission: moving beyond awareness to raising agriculture and food literacy. As discussions about agriculture and food grow more complex, the need for fact-based, curriculum-aligned, and engaging education has never been greater.

One of our proudest achievements this year has been the incredible growth of our Teacher Ambassador Program (TAP). With a record number of workshops delivered by our passionate, dedicated, and highly skilled Teacher Ambassadors (TAs), TAP has become our strongest vehicle for bringing rich agriculture and food literacy-building opportunities into classrooms. Our TAs championed TAP with energy and authenticity, driving strong engagement and enthusiastic uptake by educators across the province.

This momentum reflects an intentional shift for AgScape as we deepen our focus on building agriculture and food literacy. Beyond awareness, literacy equips students with the understanding and critical-thinking skills needed to analyze issues relevant to our sector, explore the breadth of available careers, and make balanced, informed decisions about agriculture. It inspires curiosity, nurtures problem-solving, and helps students see meaningful futures for themselves within the sector.

As we look to 2026 and beyond, we remain committed to raising the bar, from basic awareness to building true agriculture and food literacy. An agriculturally literate population strengthens public trust, supports informed dialogue, and champions the essential role agriculture plays in daily life. AgScape is proud to lead this work as a trailblazer in agriculture and food literacy building.

Thank you for believing in this mission and advancing it with us.

Amanda Robertson
Executive Director

Victoria Berry
Chair

Our Board of Directors

AgScape is guided by a volunteer Board of Directors, elected from the membership and appointed from the public sector, who bring a wide range of industry skills and expertise and are committed to advancing agriculture and food literacy in Ontario.



Victoria Berry
Chair



Sarah Andrewes
Vice Chair



Jim McMillan
Treasurer



Emily den Haan



Julian Brown



Paighton Smyth



Jennifer Kyle



Michael Black



Joann Chechalk



Phil Emmott



Mason Ballek



Mike Dorrington



Carmela Cupelli
Board Advisor

Our Team

Meet our dynamic team, whose passion drives our mission and the meaningful work we do. Each team member brings expertise and dedication to AgScape and plays a vital role in delivering quality agriculture and food education to youth, educators, and communities in Ontario.



Amanda Robertson
Executive Director

Finance & Operations



Sharon Bowes
Finance & Operations Manager



Devin Iuliano*
Programs & Data Specialist



Steve White
Fund Development Manager

Fund Development



Chrissy King
Fund Development Coordinator

Marketing & Communications



Sheri Budhram
Marketing & Communications Manager



Chloe Leon
Marketing & Communications Coordinator

Programs



Catherine Melillo*
Program & Resource Manager



Shaunna MacQuarrie*
Assistant Program & Resource Manager



Madison Lammers*
Education Program Coordinator



Cassidy Wagler
Agricultural Education Event Coordinator



Courtney Wilker*
French Coordinator

* Ontario Certified Teacher

Teacher Ambassador Program

The Teacher Ambassador Program (TAP) has been proudly bridging the gap between Ontario students and the world of agriculture for over a decade. To honour this legacy, the past two years have focused on strategic growth, including an in-depth overhaul to enhance program quality and curriculum alignment. This revitalization introduced dynamic, movement-based activities and interactive games that demonstrate food processing, while ensuring each statistic reflects the latest industry data.

Program Impact

22,023

educational experiences provided to youth

935

TAP workshops delivered

203

schools reached

A 77% increase from 2024

TAP Educator Toolkits

A core element of the program's growth was creating Educator Toolkits for workshops, which include vocabulary builders, assessment tools, and pre- and post-workshop activities tailored to meet comprehensive curriculum goals.



The educator toolkit and activities our Teacher Ambassador shared helped deepen students' understanding and made the learning experience interactive and meaningful. Overall, our Teacher Ambassador did an excellent job and provided a valuable learning experience for our class.

- Grade 5 teacher from London District Catholic School Board



Given that we live in an urban setting, most of my students have had no exposure to where our food comes from. Having a Teacher Ambassador in our class has been such a rewarding experience for our students and helped them think more critically about where we get our food and what happens before it ends up on our tables.

- Grade 10 teacher from Durham Catholic District School Board

TAP Bundles

Another integral and strategic part of the program's growth in 2025 was introducing TAP workshop bundles. Currently, there are two bundles available: the Junior Bundle, a series of five workshops for grades 4-6 and the Careers Bundle, a series of three workshops for grades 9-12, including a new Business in Agriculture workshop developed in partnership with the Ontario Cooperative Association. The TAP Bundles provide students with the opportunity to develop a deeper, foundational level of food literacy by engaging in agriculture education multiple times throughout the school year.

Looking ahead to 2026 and beyond, updates to additional workshops are underway, with a goal of releasing more intermediate and senior level bundles.



Our Teacher Ambassadors

Meet our dedicated team of Teacher Ambassadors (TAs). Our TAs are skilled Ontario Certified Teachers with a passion for bringing agriculture and food literacy to classrooms and community spaces across Ontario.



Catherine Hannon
Serving Simcoe & York



Charmaine Jong
Serving York



Cheryl Olthaar
Serving London,
Oxford & Waterloo



Christine Van Leeuwen
Serving Brant, Halimand &
Norfolk



Claudia Prescott
Serving Huron & Perth



Johanne Patry
Serving Prescott,
Glengarry & Dundas



Krystine Beharriell
Serving Niagara



Lilah McMorrow
Serving Kawartha
Lakes



Merissa Bean
Serving Oxford



Rachel Oakes
Serving London



Susan Dueckman
Serving Halton,
Wellington &
Hamilton-Wentworth



Wendy O'Neil
Serving Essex,
Chatham-Kent &
Lambton

thinkAG Career Competitions

The cornerstone of our thinkAg Career Competition's success over the past year has been the incredible commitment of our industry partners. We are deeply grateful to the 33 agriculture and food organizations for volunteering their time and expertise to provide unforgettable learning experiences for students in grades 7-12. Many industry partners participated in multiple events, helping connect students directly with industry experts and primary producers, as well as with leading-edge agricultural equipment and livestock, thereby introducing them to the wide range of career opportunities in the sector.

As demand for this program grows, we are exploring ways to deepen students' learning. Over the coming year, we will seek to strengthen curriculum connections through new hands-on activities and by bundling the Teacher Ambassador Program into a culminating experience.

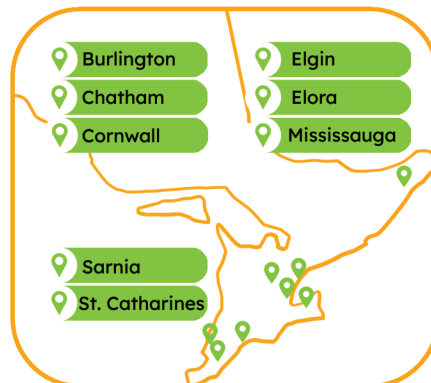


Program Impact

4,318 educational experiences provided to youth
10 events
31 sessions



Our Reach



This event was great! There was a wide range of industry representatives for my students to see. The competition-based stations made the event more engaging for my students. I also loved that many stations offered hands-on activities, so students could dive in and experience a bit of what jobs in these fields have to offer. My students left with a much better understanding of agricultural careers than before the event.

- Grade 8 teacher

Virtual Field Trips

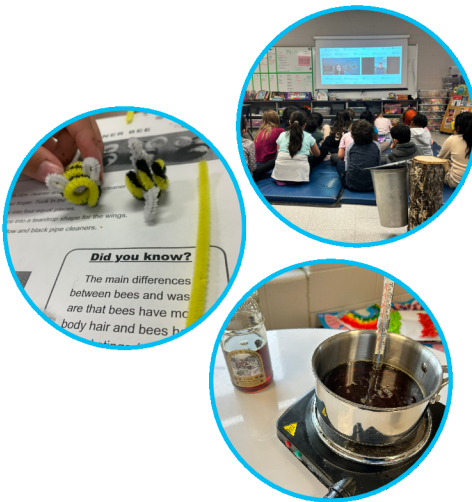
Virtual Field Trips bring agriculture into classrooms, eliminating barriers such as transportation costs and giving students an up-close view of Ontario's food system. These immersive tours had students visiting high-tech urban farms, acting as "junior scientists" by learning about tomato breeding and soil health, discovering the importance of pollinators, and exploring the science behind maple syrup. These experiences help them understand the diversity of agriculture in Ontario, regardless of their classroom's location.

We added curriculum-linked activity kits to Virtual Field Trips, enabling teachers to extend learning, and held photo contests that gave classes an opportunity to share their learning and win fun classroom prizes.

A heartfelt thanks to the passionate hosts who welcomed us and shared their expertise. Their willingness to answer students' questions in real time transformed a basic lesson into a meaningful connection with those who produce our food.

Where We Went

- Hydroponic Farm - Etobicoke
- Maple Syrup Production - Neyaashiinigmiing
- Science of Tomatoes - Leamington
- Flour Milling - Mississauga
- Water Buffalo Farm - Mitchell
- Potato to Chip - Alliston
- Farming in the City - Toronto
- Honeybees & Pollinators - Burlington
- Soil Superheros - Toronto
- Pig Barn - Floradale
- Hazelnut Farm - Smithville
- Ostrich Farm - Carrying Place
- Dairy Farm - Loretto
- Flower Greenhouse - Burlington



Program Impact

50,697 educational experiences provided to youth
14 live-streamed events
1,249 classrooms reached

My students loved being able to learn virtually from an expert and get to experience a small glimpse of our world outside of the classroom and our community. They were engaged and were able to take away at least one new piece of knowledge with them.

- Grade 2 teacher



French & Northern Connections

Expanding Access to Agriculture and Food

With the addition of a bilingual staff member to our team, we made significant strides towards this goal. In 2025, we translated 18 of our workshops and resources, with a new focus on aligning them with Ontario's French as a Second Language Programs: Core, Extended, and Immersion.

Building Northern Relationships

AgScope continues to foster relationships through programming in northern communities. In addition to our virtual program delivery, we attended in-person events in Rainy River, Thunder Bay, and Sudbury as part of our Careers Project in 2025.

In August 2025, we expanded our northern reach by collaborating with the Girl Guides of Canada at their LEAP camp in Rosseau. We delivered 30 Careers in Agriculture and Food workshops to 450 youth members. As part of this experience, youth members created thank-you cards for farm workers who contribute to Ontario's food systems through the Temporary Foreign Worker Program. We look forward to continuing to collaborate with the Girl Guides of Canada on future projects and to seeking additional partnerships to reach northern students.

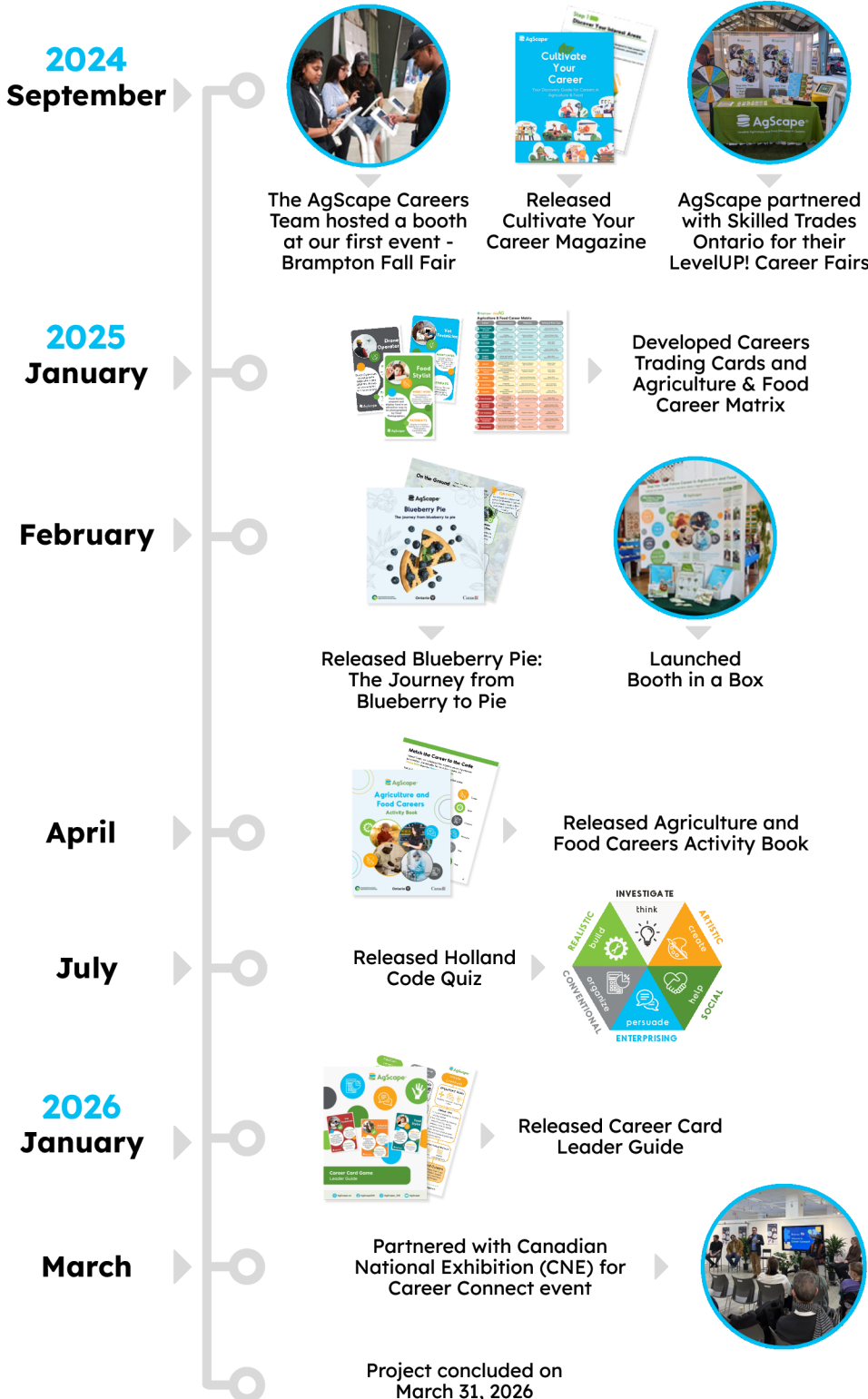


Careers Project

In Fall 2024, we launched a career events initiative and an agricultural societies fair kit initiative, thanks to two grants from the Ontario Ministry of Agriculture, Food and Agribusiness. These initiatives showcased the wide range of careers in agriculture and food through engaging career exploration resources and offered support to the sector.

Although the project, as separate initiatives, ended in March 2026, we will continue to expand our career programming as part of our core initiatives, given its success and the sector's needs.

Project Milestones



Project Impact

12 agricultural fairs attended

35 career events attended

123,553 educational experiences provided at agricultural fairs and career events

178 Booth in a Box kits distributed to agricultural societies



We found the Booth in a Box to be exceptional in quality and easy to display. The additional resources online were also well done and easy to understand for the participants of our fair.

- Ontario Association of Agricultural Society member

Deep-Rooted Partnerships

Strong relationships are at the foundation of AgScape. Achieving long-term sustainability and meaningful growth is about more than securing funding; it is an ongoing commitment and collective effort. It also means understanding our supporters—listening to their goals, learning what motivates them, and understanding their values. By building trust and a shared vision, we are laying the groundwork for a promising future in agriculture and food. These are just a few of our valued partners in agriculture and food education.

Beef Farmers of Ontario

For more than sixty years, the Beef Farmers of Ontario (BFO) has been a tough and credible advocate and unified voice for the province’s 19,000 beef farmers, representing all sectors of the industry. On behalf of its members, BFO advocates in the areas of sustainability, animal health and care, environment, food safety, and domestic and export market development, as well as promotes Ontario beef and beef farming to the public. BFO’s vision is to foster a sustainable and profitable beef industry, and have Ontario beef recognized as an outstanding product by consumers.



AgScape’s goal of encouraging students to understand and appreciate our sector is completely aligned with our vision to foster a sustainable and profitable beef sector. After all, an Ontario that better understands us, is an Ontario that will support us.

- Richard Horne,
Executive Director



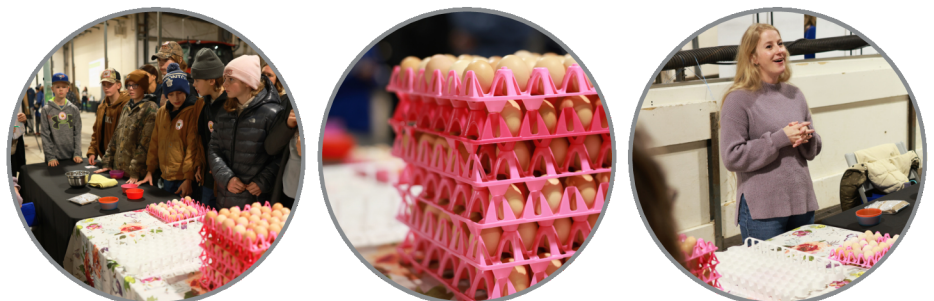
Ontario Broiler Chicken Hatching Egg Producers Association

The Ontario Broiler Chicken Hatching Egg Producers Association (OBCHEPA) represents the broiler chicken hatching egg producers and pullet growers of Ontario. Their mission is to inspire excellence in the Broiler Hatching Egg Industry through research, representation and education.

Our board is happy to support AgScape every year. The quality of their educational resources, the well-rounded events, and large reach to inform accurately on agriculture is work worth doing.

- Samantha Haverkamp,
Chair

A longstanding supporter of AgScape, OBCHEPA continues to bolster our flagship Teacher Ambassador Program (TAP). As TAP has evolved in recent years, OBCHEPA’s unwavering support has been pivotal in meeting the growing demand for lessons, bringing vital food and agriculture education to classrooms across Ontario. Their contributions have supported both virtual and in-classroom workshops, updated lesson content and activities, and expanded lessons for grades 4-6.



Grand River Agricultural Society

Grand River Agricultural Society is a not-for-profit society operating under the Agricultural and Horticultural Societies Act of Ontario and governed by a volunteer board of directors accountable to the Ontario Ministry of Agriculture, Food and Agribusiness. It is dedicated to fostering innovation, education, economic growth, and community development to nurture the agriculture and environment sectors.



The Grand River Agricultural Society is incredibly proud of our longstanding partnership with AgScape and the phenomenal work they do in agriculture and food education. From 21 years of resource support for our Pizza Perfect Program, to annual co-hosting of thinkAG Career Competitions, collaborating with the AgScape team has been both rewarding and inspiring! With their support, we look forward to further strengthening agriculture and food education opportunities for the youth in our community.

- Dorothy Key, Executive Assistant/Board & Member Liaison



Libro Credit Union

Libro Credit Union has strong roots in agriculture and understands the importance of the work AgScape does to increase awareness of food systems and agriculture while igniting interest in related careers among youth.

Libro believes that financial well-being enables individuals to live fulfilled lives, empowers businesses, drives sustainable growth, and supports vibrant communities. Supporting AgScape directly aligns with their purpose to strengthen financial well-being for a better tomorrow.



When young people are exposed to career paths early, they are more likely to make informed choices that lead to meaningful work and long-term financial success. This is why this partnership matters to Libro and why I'm proud to support it. Helping youth explore careers in agriculture today supports stronger communities and a more resilient food system in the future.

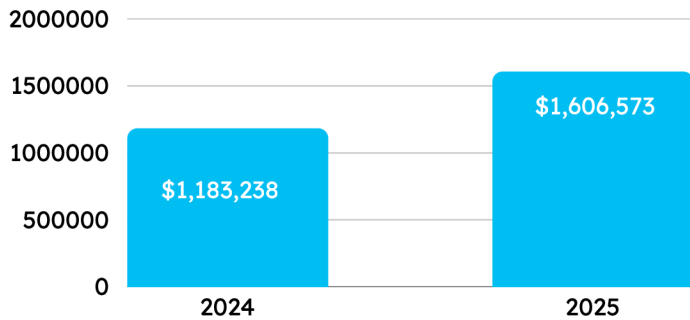
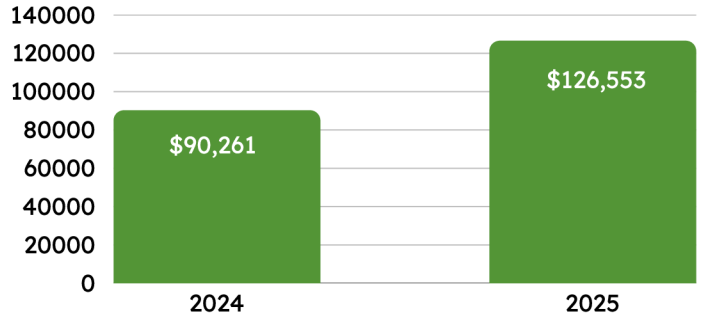
- Jeremy Giret, Relationship Manager



Financial Report

Excess of Revenue Over Expenses

For a second consecutive year, AgScope finished the fiscal year in a positive position with an excess of revenue over expenses of \$126,553. Similar to the 2024 fiscal, this positive position was due in large part to unrealized gains in our investments.

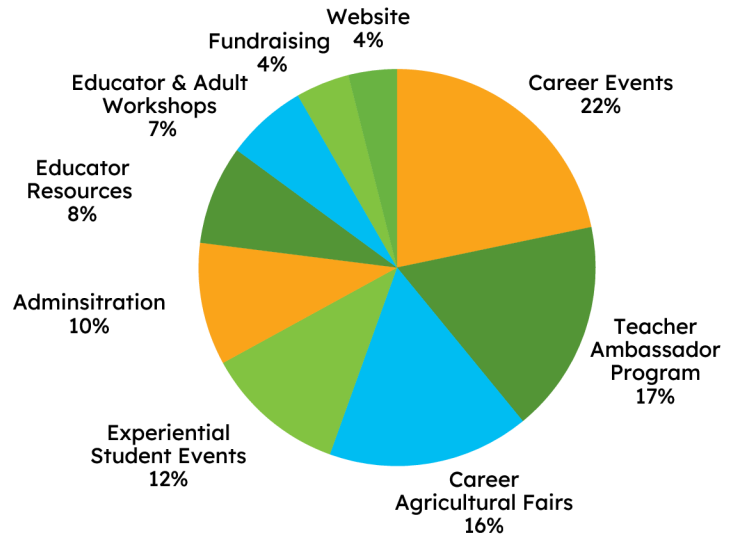


Operational Expenses

Operational expenses increased from \$1,183,238 in 2024 to \$1,606,573 in 2025. This increase was primarily due to two agriculture career outreach initiatives done in partnership with the Ontario Ministry of Agriculture, Food and Agribusiness (OMAFRA) that ran for the entire 2025 fiscal year, vs. part of the year in 2024. This project concluded in March 2026.

Expenses Breakout

As shown in the expense breakout chart, career events, the Teacher Ambassador Program, career agricultural fairs, and experiential student events continued to be in high demand and were the top expense categories in 2025.



One of the funding challenges during the year was cash flow, as several of the grants AgScope received in 2025 required us to invest in the projects upfront, with reimbursement received upon successful report submission. As a result, AgScope had to withdraw \$88,000 from investments during the year and was at its line of credit at year end. All funds related to 2025 grants were received early in 2026.

Our program's impact would not be possible without the ongoing support of OMAFRA, our donors, members, and stakeholders. Thank you!

Respectfully submitted,

Jim McMillan, Treasurer

Full audited statements are available at:

AgScope.ca/reports



2025 Members, Partners & Donors

Champion

Beef Farmers of Ontario

Patron

AgCareers.com
Bayer CropScience
Burnbrae Farms Foundation
Dairy Farmers of Ontario
Gay Lea Foundation
Gloria Baylis Foundation
Grain Farmers of Ontario
Grand River Agricultural Society
HD Mutual Insurance Company
Libro Credit Union
Ontario Broiler Chicken Hatching Egg Producers Association
Trillium Mutual Insurance Company
The Catherine and Maxwell Meighen Foundation
Wallenstein Feed & Supply Ltd.

Builder

Ardent Mills
Capital Power
Chicken Farmers of Ontario
Egg Farmers of Ontario
Farm Credit Canada
Foodland Ontario
McMillan Farms
Ontario Federation of Agriculture
Ontario Pork
P&H Milling Group

Partner

Desjardins Community Development Fund
LaSalle Agri
Procyk Farms
Turkey Farmers of Ontario
S.M. Blair Foundation

Innovator

Chatham-Kent Farm Show
Gay Lea Foods
Glacier FarmMedia - Canada's Outdoor Farm Show
Ontario Apple Growers
Ontario Mutual Insurance Association
Trouw Nutrition/Shur-Gain
University of Guelph - Ontario Agricultural College
York Dairy Producer Committee

Advocate

Bio Agri Mix LP
Christian Farmers Federation of Ontario
Dominion Farm Produce
Ecclesiastical Insurance
Grand Renewable Wind
Haldimand Agricultural Awareness Committee

Lambton County Federation of Agriculture
Lion's Club of Port Stanley
Litherland & Company
Meridan Credit Union
Middlesex London Food Policy Council
New Life Mills
Ontario Association of Agricultural Societies
Ontario Agri Business Association
Ontario Broiler Hatching Egg & Chick Commission
Ontario Fruit & Vegetable Growers Association
Ontario Plowman's Association - 2023 International Plowing Match
Ontario Potato Board
Ontario Processing Vegetable Growers
Ontario Soil & Crop Improvement Association
Oxford County Junior Farmers Pattern Energy
Robert's Farm Equipment
Royal Agricultural Winter Fair
Royal Bank of Canada
Sarah Andrewes
Sheldon Creek Dairy
Synthesis Network
TD Canada Trust
Veal Farmers of Ontario
Western Fair District
York Region Federation of Agriculture

Supporter

Alex Rostetter
Amanda Robertson
Ancaster Agricultural Society
Belmont Farm Supply
Bill & Jean Emmott
Binbrook Agricultural Society
Brant County Ag Awareness Committee
Bryan Chew
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Cassidy Wagler
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Dr. June Matthews
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Durham Region Federation of Agriculture
Erin Agricultural Society
Essex County Federation of Agriculture
Fergus Agricultural Society
G & L Parkin Farms
Gryffin Perun
Halton Agricultural Society
Jennifer Kyle
Jennifer Peart
Joann Chechalk
Joseph Teknikio
Joe Bush
L. A. Morris & Associates
Lindsay Agricultural Society
Lorraine Holding
Maria Van Bommel

Mason Ballek
Middlesex Federation of Agriculture
Moore Agricultural Society
Ontario Co-Operative Association
Ontario Maple Syrup Producers Association
Oxford Women in Support of Agriculture
Perth County Federation of Agriculture
Pamela Woodhouse
Phil Emmott
Port Hope Fair
Prince Edward Federation of Agriculture
Rainy River Federation of Agriculture
Rob Black
Roots of Bruce
Sheryl McCallum
Simcoe County Federation of Agriculture
Steve Dolson
Steve White
St. Catharines Farmers' Market
Stormont Federation of Agriculture
Sunderland Agricultural Society
Thunder Bay Federation of Agriculture
Vamos Investments
Van Raay Farms
Victoria Berry
Wellington Federation of Agriculture
Woodrill

Life Members

Carolyn Fuerth
Denise Edwards
Kathryn Doan
Lorraine Holding
Sandra Forsyth

National Partner

Agriculture in the Classroom Canada

Thank you to our incredible community of members, partners, and donors who all share our passion for empowering youth and educators in Ontario to gain a deeper understanding of our agriculture and food system and ignite interest in related careers.

Become a member
Members.AgScape.ca



Registered Charity Number:
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Leading Agriculture and Food Education in Ontario

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