



Agriculture in the Classroom Newfoundland and Labrador New Logo and Website

Media Release

September 21, 2020

Agriculture in the Classroom NL (AITC-NL) is a registered Canadian charity whose vision is to connect youth to agriculture through education. Agriculture in the Classroom NL activities, events and programs reach over 16,000 Kindergarten to Grade 12 students each year. A wealth of dedicated and passionate volunteers support agriculture education in Newfoundland and Labrador's schools. AITC-NL hosts and participates in many events throughout the year including: Canada's Agriculture Day, Canadian Agriculture Literacy Month, Rooting For Health, Amazing Agriculture Adventure, Trade Shows and more.

AITC-NL is excited to announce a new logo and website. The new logo has the addition of NL (Newfoundland and Labrador) to represent the beautiful province where AITC-NL connects youth to agriculture through education.

The new website: www.aitcnl.ca is more user and mobile friendly. AITC-NL's goal for a new website is to make agriculture education more accessible to the teachers, students and the public of Newfoundland and Labrador. The website includes agriculture resources, links, activities, and storybooks that can be used to increase knowledge of agriculture in Newfoundland and Labrador. Farm Tours that provide a virtual on-farm experience for teachers and students are also featured on the website. AITC-NL is expanding their online resources library as learning in the classroom and learning at home continues to evolve.

“Students are getting to know and understand the importance of agriculture – as an economic driver and as a source of nourishment to communities across the province – in Newfoundland and Labrador, thanks to the ongoing efforts of Agriculture in the Classroom NL. The new resources now available will help students become ambassadors as we build and strengthen Canadian agriculture today and into the future.”

The Honourable Marie-Claude Bibeau,
Federal Minister of Agriculture and Agri-Food





“Agriculture in the Classroom NL does a fantastic job promoting our province’s agriculture industry and the people who work hard every day to put food on our tables; more importantly, it gives students in Newfoundland and Labrador a sense of where their food actually comes from. AITC-NL’s new, user-friendly website is loaded with ideas and activities that help promote agriculture resources and activities, from upcoming agriculture events and farm tours to classroom resources and volunteer opportunities. I encourage everyone to check out the site and thank the folks at AITC-NL for their great work.”

Honourable Elvis Loveless,
Minister of Fisheries, Forestry and Agriculture

AITC-NL will be launching the new logo and website on all of our social media platforms:

Facebook: <https://www.facebook.com/AITCNL/>

Twitter: @AITCNL <https://twitter.com/AITCNL>

Instagram: @AITCNL

Agriculture in the Classroom NL is looking forward to celebrating agriculture in the new school year with our teachers, students, farmers, and volunteers.

This project is funded in part by the Canadian Agricultural Partnership, a federal-provincial-territorial initiative intended to support innovation, competitiveness and adaptability in the agriculture and agri-foods industry. The Canadian Agricultural Partnership provides \$305,000 annually to support Agriculture in the Classroom activities in Newfoundland and Labrador.

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