

# Agriculture in the Classroom NL



## STRATEGIC PLAN 2023-2026



## Agriculture in the Classroom NL

### **Vision:**

Agriculture in the Classroom Newfoundland and Labrador's (AIRC-NL) vision is to connect youth to agriculture through education.

### **Mission:**

Agriculture in the Classroom NL promotes agriculture awareness to educators and youth, delivering the message that agriculture is an important contributor to our economy and the sustainability of our communities.

### **Goals and Objectives:**

- To increase awareness and knowledge of how food is grown.
- To expose all school age children (from K-12) to the agriculture industry in the province.
- To make available the resources required so students can be informed in order to make better decisions about their food choices, increase their knowledge of food safety and the importance of being self-sufficient in our food production.
- To support inquiry-based learning curriculum.
- To increase awareness of healthy, fresh and local food and farming.
- To instill healthy eating habits today that may have a positive impact on our children's future for example less chance of chronic disease, better physical and mental health and a longer life expectancy.
- To increase awareness of how their actions affect the environment.
- To improve students' attitudes and appreciation towards farming and where their food comes from.
- To increase the knowledge of the importance of food sustainability.
- To disseminate career information and activities to students in grades 7-12.

### **AITC-NL Steering Committee:**

A Steering Committee for the AITC was designated in January 2011 and is comprised of the following representatives:

1. Newfoundland and Labrador Federation of Agriculture (NLFA)
2. Department of Fisheries, Forestry and Agriculture
3. Agriculture and Agri-Food Canada (AAFC)
4. Department of Education
5. Stakeholder Organizations

### **Steering Committee Members:**

Wayne Simmons – NLFA

Kayla Minnett – Producer

Brad Smith – Producer

Michelle Lester – Producer

Eugene Legge – Producer

Melvin Rideout – NLFA

Philip Smallwood – Producer

Sharon Wright – Producer

Brenda Aylward – NLFA

Crystal Anderson – Dept. of Fisheries, Forestry and Agriculture

Cindy MacDonald – Dept. of Fisheries, Forestry and Agriculture

Glen Williams – Department of Education

Lesley Cowan – AAFC

Matthew Carlson – School Milk Foundation of NL

Agriculture in the Classroom Staff:

Maureen Foley – Little Green Thumbs Coordinator

Chelsea Foley – Agriculture In The Classroom NL Coordinator

Gail Rees – Programs Clerk

Priority - Communications

Goal - Continue to Strengthen the brand awareness of AITC-NL

Objective #1 - Ongoing to March 31, 2026

- Develop communications plans annually
- Keep profiles up to date
- Consistency of brand uses
- Engage media

Objective #2 - Ongoing to March 31, 2026

- Implement awareness campaigns
- Increase engagement on social media platforms

Priority - Organizational Capacity

Goal - Build human resources capacity to deliver on strategic priorities

Objective #1- Ongoing annually to March 31, 2026

- Review roles and responsibilities of staff
- Staff provide a breakdown of work activities
- Annual workplan for activities

Objective #2 - March 31, 2026

- Develop volunteer recruitment strategy
  - Develop volunteer training videos (virtual) for roles and responsibilities
  - Identify AITC's role

Priority - Educational Programming

Goal - Strengthen AITC-NL's programming

Objective #1- Ongoing annually to March 31, 2026

- Review existing programming and activities
- Assess if resources are accurate, balanced and current
- Set targets and goals
- Establish an evaluation framework for long-term impacts of programming

Objective #2 - Ongoing to March 31, 2026

- Identify opportunities for growth and diversification
- Evaluate and maintain current programming
- Consider new partnerships in tourism, hospitality, etc.
- Expand/enhance programming

Priority - Financial Sustainability

Goal - Build financial sustainability by creating partnerships and collaboration that will lead to diversified and stable funding

Objective #1- Ongoing annually to March 31, 2026

- Continue to identify potential sources of funding
- Ensure goals and objectives align with current partners
- Identify activities that support priorities to lead to success

Objective #2 - Ongoing to March 31, 2026

- Implement sponsorship packages
- Adapt sponsorship packages for applicable events/activities/programming

Priority - Equity, Diversity, Inclusion and Accessibility

Goal - Prepare an Equity, Diversity, Inclusion and Accessibility Policy and Framework

Objective #1- March 31, 2025 and ongoing

- Complete literature review on like statements and strategies
- Undertake stakeholder engagement
- Work with provincial members and national organizations to align policies and frameworks

Objective #2 - March 31, 2026

- Adopt an EDIA policy and framework for AITC-NL



# Agriculture in the Classroom NL

WWW.AITCNL.CA



TWITTER:

@AITCNL

@LGTMAUREEN



FACEBOOK:

AGRICULTURE IN  
THE CLASSROOM NL



INSTAGRAM:

@AITCNL



Little  
**GreenThumbs**  
plant grow eat share



Little Green  
**Sprouts**



Sustainable Canadian  
Agricultural Partnership



NEWFOUNDLAND & LABRADOR  
FEDERATION OF  
AGRICULTURE

Newfoundland  
& Labrador

Canada