



Newfoundland and Labrador Federation of Agriculture

March 3, 2014

“Local Events Mark Launch of Canadian Agriculture Literacy Week”

The Newfoundland and Labrador Federation of Agriculture (NLFA), in conjunction with other Agriculture in the Classroom (AITC) organizations across Canada, is launching the third annual Canadian Agriculture Literacy Week (CALW) in schools nationwide from March 2-8, 2014.

CALW is a hands-on program that encourages children to learn about and celebrate agriculture in various ways, including reading books about farming, watching videos and meeting with farmers and other agricultural representatives. An important element to the success of the CALW is the connection between students and local farmers and/or agriculture industry representatives.

NLFA will deliver Canadian Agriculture Literacy Week to Grade 3-5 students in schools across the province again this year as the event expands to even more schools in Newfoundland and Labrador.

Additionally, this year marks the launch of the locally-produced story book *What's Growing Around Us?* which highlights agricultural products grown at home and teaches children about farming. The children's book was developed through the Newfoundland and Labrador Agriculture in the Classroom program and was funded by *Growing Forward 2*, a cost-shared initiative between the provincial and federal governments.

Growing Forward 2 will provide \$37 million over 5 years to support the development of an innovative, sustainable, and profitable agriculture and agrifoods industry in Newfoundland and Labrador. *Growing Forward 2* funding will focus on three priority areas of innovation, competitiveness and market development, and adaptability and industry capacity. The organization and delivery of CALW activities in Newfoundland and Labrador is supported by *Growing Forward 2* to promote agriculture awareness among children.

“This is a great event for both students and the volunteers who visit classrooms”, said NLFA President Eugene Legge. “For the children, it’s an opportunity to think about literacy as well as farming and where their food comes from. The students have a lot of fun which is really rewarding to the volunteers reading to them.”

The Newfoundland and Labrador Federation of Agriculture is an organization which represents farmers and farmer groups in the province. Its motto is “Farmers Helping Farmers”, and it believes that by sharing information and speaking with a united voice, farmers can work more effectively for the betterment of the agriculture industry, and for the improvement of the province as a whole.

The agriculture industry provides approximately 6,500 jobs in Newfoundland and Labrador and has primary and value-added production worth approximately \$500 million.

Funding to carry out this event was provided through Farm Credit Canada (FCC). FCC is Canada’s leading agriculture lender, with a healthy portfolio of more than \$26 billion and 20 consecutive years of portfolio growth. FCC is strong and stable – committed to serving the industry through all cycles, and to being socially and environmentally responsible. FCC provides financing, insurance, software, learning programs and other business services to producers, agribusinesses and agri-food operations. Employees understand agriculture and are committed to the success of customers and the industry.

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“Farmers Helping Farmers”