



Newfoundland and Labrador Federation of Agriculture

February 27, 2012

“Inaugural Canadian Agriculture Literacy Week Launches”

The Newfoundland and Labrador Federation of Agriculture (NLFA), in conjunction with other Agriculture in the Classroom (AITC) organizations across Canada, is launching the first ever Canadian Agriculture Literacy Week (CALW) in schools nationwide from February 26 to March 3, 2012.

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.

This year, NLFA will deliver Canadian Agriculture Literacy Week to Grade 3-5 students in schools across the province.

“We are delighted to participate in the inaugural Canadian Agriculture Literacy Week in Newfoundland and Labrador,” said NLFA President Eugene Legge. “This is a great opportunity to demonstrate to children the importance of farming to the food system, careers, and our society, all through great books which are informative and entertaining.”

The Newfoundland and Labrador Federation of Agriculture is an organization which represents farmers and farmer groups in the province. Their motto is “Farmers Helping Farmers”, and they believe 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 6,200 jobs in Newfoundland and Labrador and has primary and value-added production worth over \$500 million.

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