



APG COLLABORATING ON TWO PUBLIC TRUST PROJECTS WITH FUNDING FROM THE CANADIAN AGRICULTURAL PARTNERSHIP

The Alberta Pulse Growers (APG) is participating in two projects for young people under the Public Trust theme of the Canadian Agricultural Partnership. One of these projects falls within the scope of *Youth Agriculture Education* and the other under *Public Agriculture Literacy*.

“The key to the success of these applications was the collaboration with other provincial grain and livestock commissions involved in our submissions,” said Debra McLennan, APG’s Food and Nutrition Coordinator.

The Canadian Agricultural Partnership is a five-year, \$3 billion federal-provincial-territorial investment in the agriculture, agri-food and agri-based products sector. It began in April 2018 and is the successor to the 2013-18 Growing Forward 2 partnership. In Alberta, the Canadian Agricultural Partnership represents a federal-provincial investment of \$406 million in strategic programs and initiatives for the agricultural sector.

In Alberta, the Canadian Agricultural Partnership delivers programs developed in consultation with stakeholders. The programs are organized under five themes: Environmental Sustainability and Climate Change; Products, Market

Growth and Diversification; Science and Research; Risk Management; and Public Trust.

The *Youth Agriculture Education* program stream supports the development and delivery of effective agriculture education programs that are science-based, topic-driven, curricular-linked and help students use critical thinking to engage in meaningful and informed conversations about issues that affect public trust in agriculture. The approved *Crop Literacy* project is a collaboration between APG, Alberta Barley, Alberta Canola, and Alberta Wheat. The intent is to develop the project in two phases.

The first phase includes teacher and student focus groups and gap analysis at the junior high school level. These are completed with the goal of identifying evidence of current knowledge and understanding about the impact of crop-based agricultural production, seeking insights about what is most valuable and relevant for student learning in consideration of current curriculum, and identifying gaps in current resources that support both teacher and student learning.

Armed with these findings, a second funding application will be submitted for the next phase of

this project which will focus on the development of a viable educational project about sustainable crop farming in Alberta. The outcome of this second phase will empower teachers with better understanding of agricultural topics, issues and practices to be able to better integrate agriculture into their curriculum.

The *Public Agriculture Literacy* program supports initiatives that build industry communication capacity to increase public and consumer awareness and understanding of agriculture and the food production system. This project was developed by Taste Alberta, a working group of advisors and partners that use communication, education and engagement to connect consumers with the facts about Alberta food and help consumers explore the amazing range of products in Alberta. This working group includes APG, Alberta Canola, Alberta Chicken, Egg Farmers of Alberta, Alberta Turkey, Alberta Pork and Alberta Milk.

The *Be Assured Initiative* is a Millennial and Generation Z consumer-focused communication program that builds trust in Alberta’s food industry. Food trends with these growing populations



are strongly focused on choosing health-promoting foods that are locally and ethically produced, and environmentally sustainable. This project is conducted on the premise that these generations want to “be assured” that the foods they eat align with their core values. The agriculture industry has various regulations, standards, codes of practice and certification programs that provide assurance to consumers that food is produced in a sustainable, ethically responsible, safe manner. The goal of this program is to increase public and consumer understanding and trust in agriculture, specifically when it comes to environment, animal welfare, health, transparency and traceability through targeted and simplified, non-technical key messages. In doing so, consumers can “be assured” that the agriculture industry is “doing the right thing”.



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