NEWS RELEASE

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The Ultimate Food Truck
Ag for Life Launches Brand New 'Know Your Food' Mobile Education Trailer

Calgary, AB.—Agriculture for Life (Ag for Life) is excited to announce the launch of its newest initiative — the 'Know Your Food' trailer; a unique and impactful mobile education unit dedicated to showcasing Alberta agriculture and food production. The Know Your Food unit will tell a balanced farm-to-table story, engaging participants with interactive education stations that deliver science-based, factual, non-biased knowledge directly to Alberta schools and communities.

Ag for Life envisions a province where all Albertans understand and appreciate the agriculture industry and the impact it has on their lives. The Know Your Food unit will assist the organization in achieving this goal by travelling across Alberta and telling the story of Alberta agriculture. This will be done by attending events, including fairs, festivals, schools, community events and other large gatherings.

"Our goal is that visitors leave the unit with more knowledge, interest and confidence in Alberta agriculture than what they first came in with. This, and a deeper connection to their food, where it comes from and the hard work that goes into producing it," says Luree Williamson, CEO at Ag for Life.

The trailer will travel across the province attending public events with the intention of educating as many Albertans as possible on the importance and value of agriculture in our communities. "Junior and senior high schools are a primary destination for the unit," says Williamson. "We believe the key to fully building trust between the agriculture industry and consumers is to educate the future generations on what makes agriculture such an important piece of our livelihoods."

Program partners include AdFarm, Glacier FarmMedia, Nutrien, Rocky Mountain Equipment, UFA Co-operative Limited, The McCain Foundation, Community Initiatives Program (CIP) Government of Alberta, Alberta Wheat Commission, Alberta Veterinary Medical Association, Alberta Barley Commission, Alberta Beef Producers, Alberta Irrigation Districts Association, Bow River Irrigation, Eastern Irrigation District, Alberta Pulse Growers, Lethbridge North Irrigation District, Alberta Beekeepers Commission, Alberta Oat Growers Commission and Alberta Sugar Beet Growers. Funded by the Government of Canada and the Government of Alberta through the Canadian Agricultural Partnership,

For more information and booking details please visit knowyourfoodab.ca.

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