



Agriculture in the Classroom

Connecting Kids and Agriculture




Why Agriculture in the Classroom?





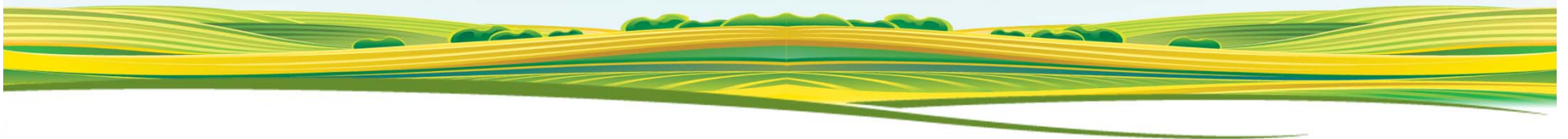
Can I have a
seed for
cheese
please?



I don't care what happens to the farmers, I'll just buy my food at the grocery store.



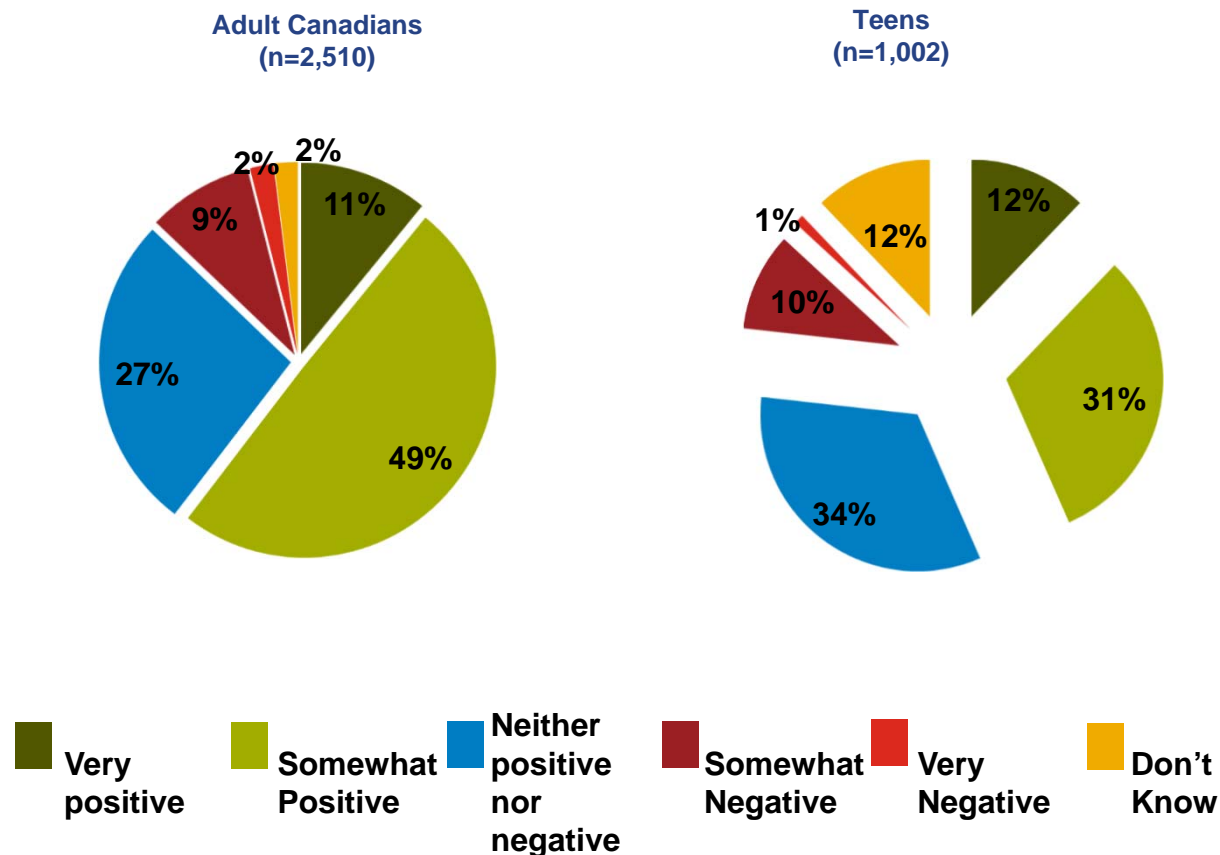
What do high school students think about agriculture?



Attitudes about the Canadian Food System

Nearly 50% of teens are unsure or have a neutral impression of agriculture in Canada, compared to 30% of Canadian adults

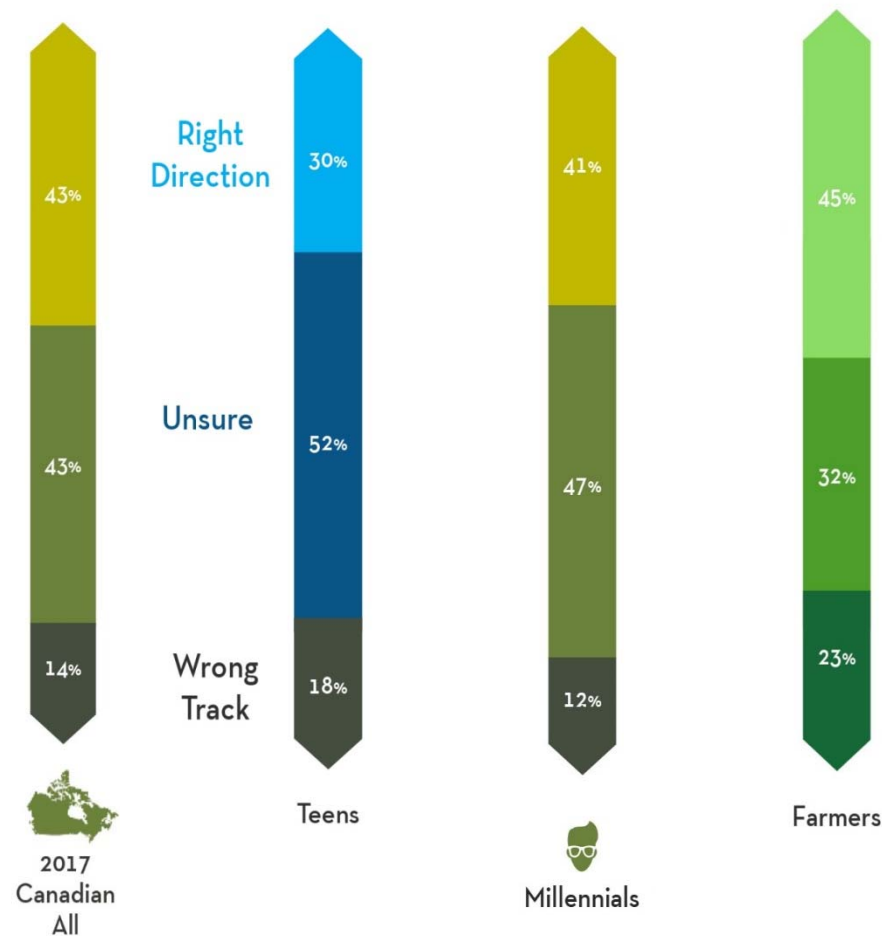
- Canadian teens are no more negative about Canadian agriculture today, than adults in the country, however, they are more unsure about their impression of the sector.
- About the same proportion of teens and adults are very positive about the sector.



What would you say is your overall impression of Canadian agriculture today? Would you say your impression is...?
Base: All Respondents: Teens from current study n=1,002; Canadians from Canadian Centre for Food Integrity 2017 Public Trust Study n=1,307

More teens are **UNSURE** about the direction of the Canadian food system than other groups

- The results suggest that teens need more information about the Canadian food system before they can say whether the food system is on the right track or not.
- As a result, teens are the least likely group to state that the food system is on the right track.



Q12. In general, do you think the food system in this country is moving in the right direction, or is off on the wrong track?

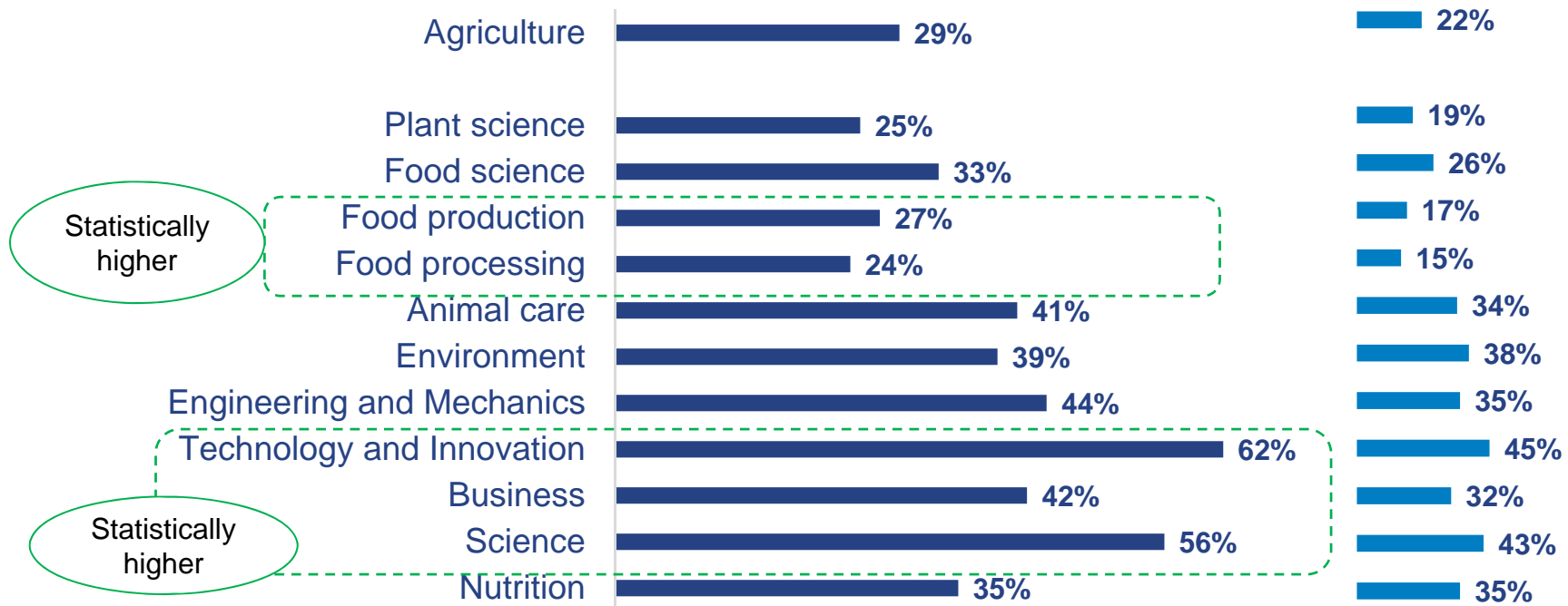
Base: All Teen Respondents n=1,002; Canadian Centre for Food Integrity 2017 Public Trust Study n=1,307 (Canada and Millennials); Farm Credit Canada 2016 Farmer Survey n=2,500

Teens that believe the Food Sector is on the Right Track are more interested in certain Agriculture Careers than those who think the Food Sector is on the wrong track

% of students who are interested in the following areas of work (Rated 4 or 5)

Teens that believe Food
Sector is on the RIGHT
TRACK
(n=302)

Teens that believe Food
Sector is on the WRONG
TRACK
(n=176)



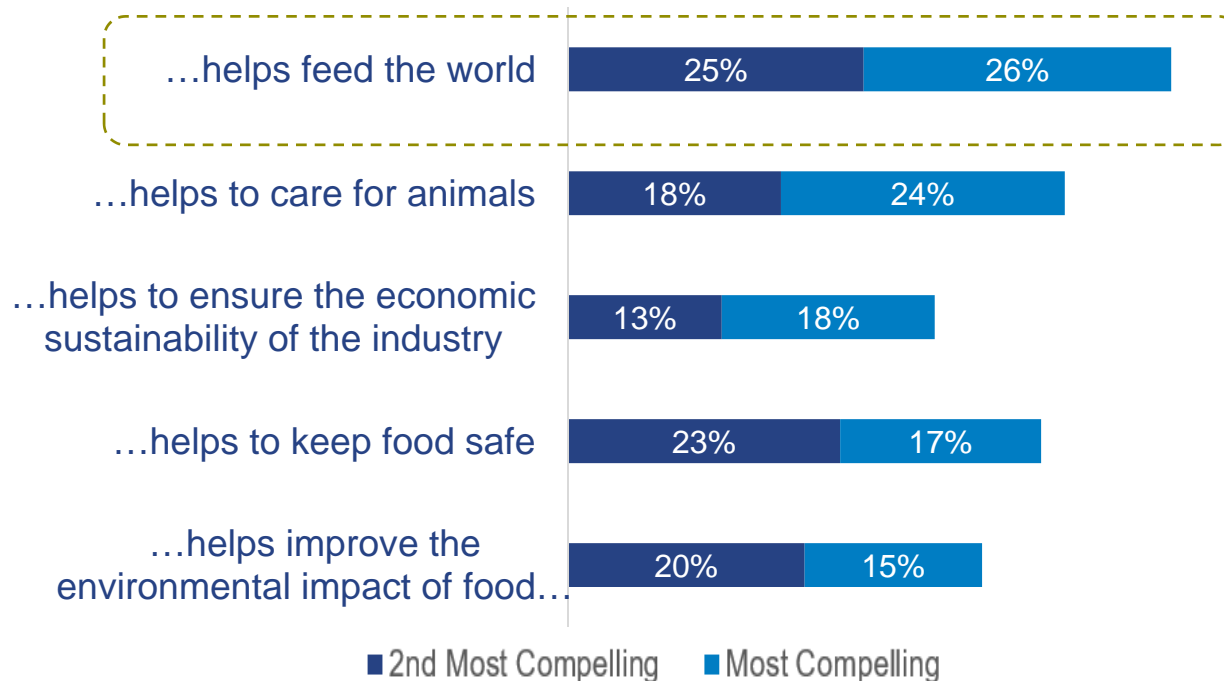
Q10. To you personally, how appealing are jobs related to....

Helping to Feed the World is the most compelling reason to join the Agriculture and Food Sector

- Looking at the most and 2nd most compelling results together, you can see that 'helping to feed the world' is the leading reason to join a job in the agriculture and food sector. 'Helping to feed the world' is the top compelling reason for all grades except Grade 9 – who rated 'helps to care for animals' as the #1 most compelling reason.
- "Ensuring economic sustainability of the industry rates low – but becomes more compelling as the grades increase.
- 'Improving the environmental impact' rates in the middle (and lowest for Grade 12).

% of students who find the following reasons to work in agriculture and food as the most compelling

A job in agriculture and food that...



Q11. Which one of the following reasons, would make a job in the agriculture and sector the most compelling to you personally? And which is the least compelling?
Base: All Respondents: n=1,002



KNOW

where their food
comes from



RECOGNIZE

the importance of
agriculture in our
daily lives



UNDERSTAND

that science and
technology are important
to producing food in a
safe, sustainable way

We want young people to



THINK CRITICALLY

about information they
are exposed to



BE INSPIRED

to consider a career
in agriculture



BE SUPPORTIVE

of modern agriculture



DEVELOP
INQUIRY-BASED,
INTERACTIVE, EDUCATIONAL
RESOURCES that are
useable in the
classroom



REACH
THE STUDENTS
through the
teachers



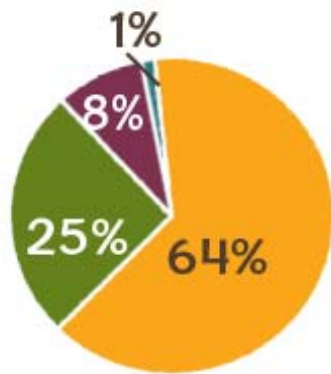
PROVIDE
agriculture
education
experiences
**IN AND OUT OF
THE CLASSROOM**



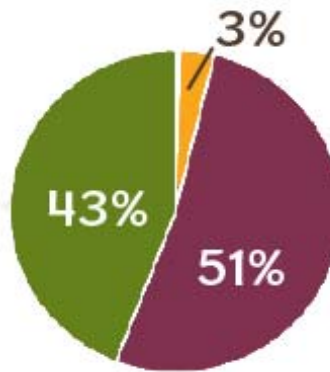
ENSURE
all educational
initiatives are
CURRICULUM-LINKED



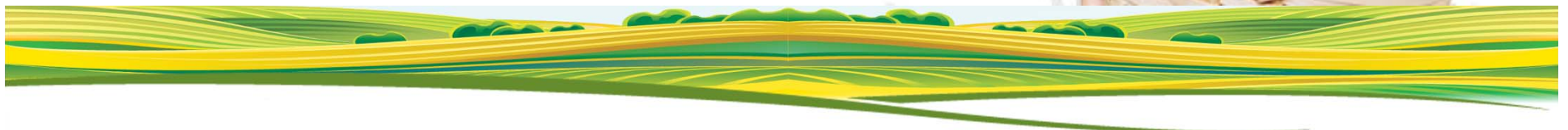
Student Attitudes towards Agriculture and Farming



BEFORE LGT



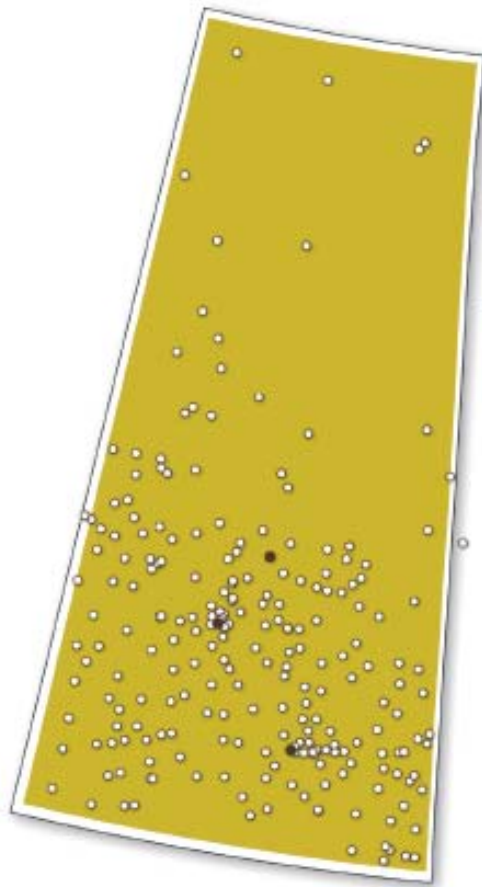
AFTER LGT



OUR REACH

Across the Province...

We are helping youth learn about agriculture!

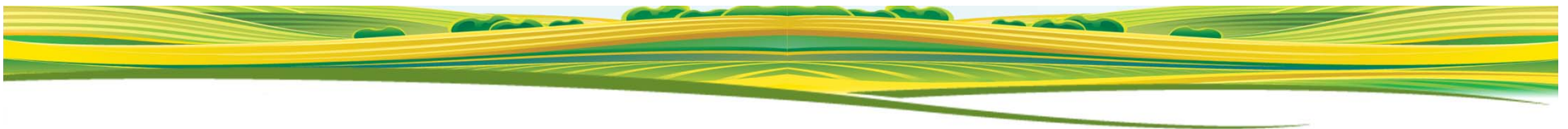


580
schools

224
communities

74,000
students

Over
366,500
learning
hours



Is there more you can do?

