

2016/2017

Classroom Agriculture Program
Grow With Agriculture

Final Report

Submitted by: Don George

General Manager.

Our Vision

To assist Alberta students understand agriculture and its impacts.

Our Mission

To provide students with quality, comprehensive agriculture learning experiences that lead to a greater understanding of and support for the agriculture industry in Alberta.

Executive Directors

Ron McMullin, AB Irrigation Projects Association - Chair

Heather Hanlon, Agriculture For Life - Vice-Chair

Kathy Naum, Alberta Veterinary Medical Association - Finance Chair

Board Directors

David Webb, Egg Farmers of Alberta

Kathy Naum, Alberta Veterinary Medical Association

Laura Anderson, Alberta Wheat Commission

Heather Hanlon, Agriculture for Life

Dan Buell, Eastern Irrigation District

Rachel Peterson, Alberta Pulse Growers Commission

Simone Demers-Collins, Alberta Canola Producers Commission

Teresa Falk, Alberta Barley Commission

Vera Ward, Alberta Chicken Producers

Vacant, Alberta Institute of Agrologists

Kassandra Harvey, Alberta Pork

Kelsie Gilks, Alberta Milk

Ron McMullin, Alberta Irrigation Projects

Brad Dubeau, Alberta Beef

Associates

Don George, General Manager

Conny Kappler, Coordinator Zone 1 – Medicine Hat

Amberley Stanford, Coordinator Zone 2 - Crowsnest

Rose-Anna Balez, Coordinator Zone 3 - Calgary

Doris Krause, Coordinator Zone 3a - City of Calgary

Lacey Ryan, Coordinator Zone 4 - Flagstaff County

Carol Holt, Coordinator Zone 5 - Central

Gladys Wachowich, Coordinator Zone 6 - Edmonton

Holly Davies, Coordinator Zone 6a – City of Edmonton

Wendy Soroka, Coordinator Zone 7 – Yellowhead County

Kellie Nichiporik, Coordinator Zone 8 – Wood Buffalo

Jill Henry, Coordinator Zone 9 – Big Lakes

Partners

Agriculture for Life

Agrium

Members

Alberta Barley Commission

Alberta Beef Producers

Alberta Canola Producers Commission

Alberta Chicken Producers

Alberta Institute of Agrologists

Alberta Irrigation Projects Association

Alberta Milk

Alberta Pork

Alberta Pulse Growers Commission

Alberta Veterinary Medical Association

Alberta Wheat Commission

Eastern Irrigation District

Egg Farmers of Alberta

Message from the General Manager

This is my third year of being the GM of CAP, and things are starting to run much smoother. I'm very happy that for the first two years all of the zone coordinators stayed on. That was not the case this year as both zone 8 and zone 9 coordinators were unable to continue. With zone 8 Myrna Fox who has been with CAP since it began was diagnosed with cancer and had to resign for medical reasons. I talked with her recently and she is feeling pretty well. The Doctors say they can't cure the cancer, but they can control it. Myrna recommended Kellie Nichiporik who works for the Lakeland Applied Research Association. In zone 9 Kaitlin McLachlan changed employers and was unable to continue. I used my contacts and Jill Henry accepted the position. Jill works for the County of Grande Prairie. Jill declined the honorarium and so we considered it a contribution from the County. Both of these ladies have worked out great this year.

It has been a very good year for CAP as far as registrations go, I decided to change where we advertise. In the past we have always advertised in the ATA newspaper. After the teacher survey last year, I found that very few of the teachers read that paper. This year I took out an ad in the ATA magazine. The difference being the newspaper comes out twice a month and the magazine is quarterly. I'm not sure if this is the reason that our registration numbers are up this year, but not advertising in the biweekly newspaper didn't hurt. Next year we will be advertising in the ATA magazine as well as a new publication called the Alberta School Fieldtrip Directory. I also posted ads on school district newsletters and e-bulletin boards.

Last year I asked the volunteers if they would like to get updates from myself. Several have indicated that they would, and I have struggled as to what to tell them. I have sent out interesting articles and reminders. This year I have started a CAP newsletter that I plan to send out about three times a year. There are currently 40 volunteers who have asked for updates.

We have also started a new Facebook page, just for volunteers. There are currently 23 members on the page. Thank you to our zone 4 coordinator Lacey Gould whose idea this was.

I was given the opportunity to speak at the Treaty 7 educational conference. It was an interesting experience, some thought I was going to show them about how to teach about agriculture, not talk about CAP. It seemed a lot of people had misconceptions about agriculture and food safety (vocal minority perhaps). I spent some time talking about GMO's and the use of chemicals. Not sure I changed anyone's mind.

We have had some changes on the Board of Directors, we would like to thank Jean Symborski with the Egg Farmers of Alberta, Beth Castle with AB Beef Producers, Lauren Reid with AB Barley, Margo Redleback with the Eastern Irrigation District, also Luree Williamson with Ag. For Life, and finally Karen Gurba with AB Pork for their work and dedication on the board. We would like to welcome Brad Dubeau with AB Beef, Laura Anderson with AB Wheat Commission, Teresa Falk with AB Barley, Heather Hanlon with Ag. For Life and Dan Buell with the Eastern Irrigation District.

This year we had 23,053 grade 4 students registered for CAP. That total is up from last year's 21,576. We did have 1694 registered students who DID NOT receive a presentation.

It is the volunteers that really make CAP successful. We had 259 volunteers including 62 volunteers who were new to CAP. In the past some volunteers (myself included) have asked that the comments from the teachers be sent to them. The volunteers were able to receive all of the teacher evaluations that came in. I think this is vital as it gives the volunteer a little boost as almost all of the evaluations are glowing, and if there was a problem it helps them improve. All of the volunteers were again thanked with a letter and a \$10.00 gift card from Tim Hortons. I heard back from several of them thanking me for the letter and card.

Don George - CAP General Manager

Classroom Agricultural Program Society
Report of Board of Directors, 2016-2017
Submitted by Heather Hanlon, Chair

It has been another great year for the Classroom Agriculture Program.

This year, 23,053 grade four students from 1,017 classes got to talk with farmers and other professionals in the agriculture industry. Across the province, these students were able to ask their questions about where food comes from and find out about such topics as the innovations and best practices in agriculture that make it more productive, greener, and keep it as a cornerstone of our economy.

This is incredibly important work that increases the agriculture literacy in our province. Like it or not, consumers have influence into farming and ranching practices – and the work CAP volunteers do helps to keep them more informed and makes that influence more positive.

This program also educates students about the many career paths available to them in the agriculture industry. This is a steadily growing industry that currently involves over 89,000

Albertans. And this is an industry that faces the incredible task of feeding a growing population in a time of climate change. The industry needs workers of all backgrounds – both urban and rural, mechanics and geneticists.

We have had several changes in our board over the past year; we have had to say goodbye to Jean Symborski, Luree Williamson, Margo Redleback, Lauren Reed, Karen Gurba, and Beth Castle.

We are grateful for their work on our board and wish them the best in next endeavours. The board has welcomed Laura Anderson, Brad Dubeau, Teresa Falk, Dan Buell, and myself. In spite of this turnover, the Board of Directors remains energetic and excited about what the next year will bring for the CAP program.

CAP now has 259 volunteers. Volunteers report that they feel supported in the program. They are well-taken care of by the zone coordinators, and they also receive support directly from CAP's General Manager, Don George. One of our challenges continues to be finding enough volunteers for all our registered classes.

CAP's Board of Directors has also accepted a challenge beginning in 2017: we must raise additional funds to achieve a strong, diversified funding base.

One of the more overarching trials we see coming in the future are increased questions from the public and the media with regards to hot button topics in agriculture. This is good news: it means that the public is more interested than ever in where food comes from. To prepare for this eventuality, Don has taken media training, and our communications plan outlines how our organization will manage these questions. We look forward to another great year for the CAP program.

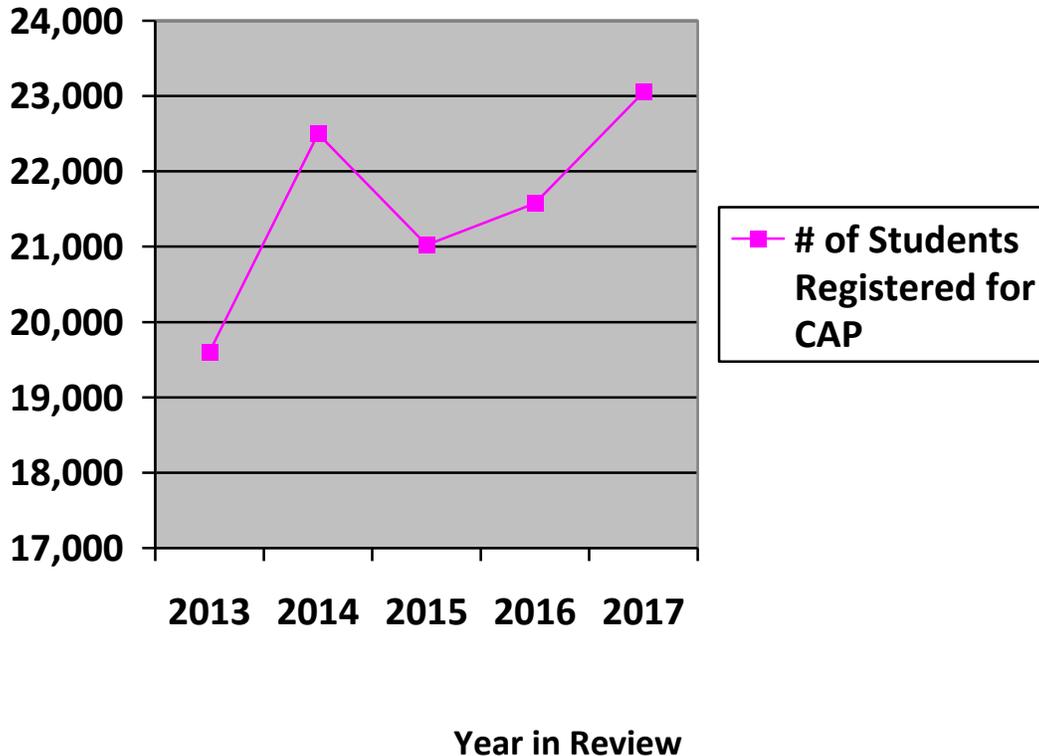
2016/2017 CAP Program Summary

Zone	# of Classes*	# of Students*	# of Schools*	# of Volunteers**
1	51 (1)	1106 (27)	35 (1)	17
2	66 (2)	1472 (40)	35 (2)	65
3	82 (6)	1998 (153)	33 (2)	15
3a	248 (31)	5905 (654)	103 (20)	25
4	30 (0)	606 (0)	25 (0)	8
5	73 (3)	1720 (62)	49 (2)	23
6	112 (2)	2594 (50)	64 (1)	19
6a	135 (23)	3107 (531)	91 (17)	32
7	99 (0)	1991 (0)	48 (0)	16
8	66 (8)	1354 (162)	41 (6)	18
9	55 (1)	1200 (15)	32 (1)	21
Total	1017 (77)	23,053 (1,694)	553 (49)	259

2015/2016 CAP Program Summary

Zone	# of Classes*	# of Students*	# of Schools*	# of Volunteers**	Comments
1	49 (2)	1005 (50)	38 (2)	23	Volunteers had trouble connecting with teachers
2	60 (7)	1309 (171)	34 (4)	58	Trouble connecting with teachers some didn't seem to know CAP
3	89 (12)	2158 (256)	37 (7)	18	
3a	246 (13)	5904 (229)	110 (4)	26	1 class – no volunteer 12 classes – declined program
4	22 (0)	445 (0)	21 (0)	9	
5	64 (1)	1422 (18)	37 (1)	26	The one school registered on May 26
6	99 (1)	2339 (15)	58 (1)	19	
6a	118 (7)	2895 (133)	76 (6)	28	Not enough volunteers
7	88 (13)	1909 (304)	46 (6)	17	Some volunteers could not fulfil their commitment
8	50 (4)	1007 (92)	31 (4)	17	Fort McMurray
9	56 (13)	1183 (290)	38 (13)	12	Had some volunteers drop out at the last minute
Total	941 (73)	21576 (1558)	526 (48)	253	

The following gives some indication of the registration numbers for the past five (5) years.



- In 2016/17 student registrations increased by 1477 students
- In 2016/17 volunteer registrations remained comparable
- 2016/17 had a change of two Zone Coordinators
- Ft. McMurray was visited, thanks to our Kellie Nichiporik Zone eight Coordinator

VOLUNTEER ENTICEMENT MODEL

Once again the Volunteer Enticement was used. This year it included a trip to Ft. McMurray by Kellie our zone 8 coordinator. The trip was successful however, not all of the registered schools in Ft. McMurray were visited. There were 16 classes registered and it was just too many to visit by 2 people in the 3 days that they were there. The model was also used in Calgary to help with the large registration there. Only 2 volunteers (Doris Krause and Robert Huggins) took advantage of the model. In total they provided 50 presentations.

Update on Zone Coordinators

We said goodbye to Myrna Fox long time Zone Coordinator in zone 8. Myrna was forced to resign due to her current fight with cancer. We wish Myrna all the best. Also Kaitlin McLachlan took another position and was unable to continue as the coordinator for zone 9. We welcomed Kellie Nichiporik as the zone 8 coordinator and Jill Henry as the zone 9 coordinator. Both zones were handled very smoothly.

Zone Coordinator comments of note:

Zone 1 – Medicine Hat – Conny Kappler will be returning

- The late registrations are a bit of a pain.

Zone 2 – Crow's Nest – Amberley Stanford will be returning

- would like a better system for teacher registration, ran into many teachers who were unreachable for much of the year or not at all, also having one teacher register for all classrooms and then having teachers unaware of

the program. I have quite a few volunteers who have been coming back year after year and would like to take a bit of a load off of them for the quantity of the classrooms they present to and would like to build up our returning volunteer base quite a bit.

Zone 3 – Calgary – Rose-Anna Balez will be returning

- more information on Ab Ed grade 4 curriculum would be helpful
- keeping track of volunteers that did presentations during Ag Literacy month was a little difficult. More time on that would be helpful.

Zone 3a – City of Calgary – Doris Krause will be returning

- my computer record keeping needs to improve. Schools selected by volunteers, keeping track of volunteers contacted and replies
- I wish there was some way to include a name-tag with the CAP logo for the volunteers. With so many schools and visitors to the schools, it would help to establish our credibility especially in the larger schools.

Zone 4 – Flagstaff County – Lacey Gould will be returning

- More info about the Ag literacy month – perhaps handouts with the packages

Zone 5 – Central – Carol Holt will be returning

- Late registrations are frustrating not only on the coordinator but also on volunteers. It's hard to line schools up and then have schools right by the volunteer register and expect the same volunteer. It is asking a lot of our awesome volunteers and I would like to see a change here. We should have a drop dead date. Many like to coordinate the timing in June but teachers want to line it up with lessons and the two wants don't always A-line.
- Hutterite Colony Schools are always a challenge because they know more about specific Ag than urban kids however are not knowledgeable when it comes to food processing and manufacturing. This would be nice to have a video about maybe processing something like canola...something they are not familiar with.

Zone 6 – Edmonton – Gladys Wachowich will be returning

- packaging in smaller boxes would be helpful

Zone 6a – City of Edmonton – Holly Davies will be returning

Zone 7 – Yellowhead County – Wendy Soroka will be returning

- email is a great tool
- I think if we had at least 5 extra class kits in January it would save a lot of postage
- I was wondering if CAP should do a presentation at the Teachers Conventions. Then more of the teachers – not just grade 4 teachers would know about CAP and voila! More knowledge about agriculture in EVERY GRADE! Could become more in the curriculum. In zone 7 there are becoming more little schools with split grade 3, 4 or 5 classes. Many teachers will apply for CAP every other year so the older group will not have to hear it again. Even if we think "Agriculture is vital to Life!" is worth hearing at least once every week, others may not share our exuberance.

Zone 8 – Wood buffalo – Kellie Nichiporik will be returning

- Fort Mac was a struggle to get volunteers. I had a few volunteers who took schools and then became too busy to do their presentations.
- It was my first year, and I thought it went pretty well.
- A list provided of provincial buildings that we can use to courier that would be useful. I spent way too much time trying to find offices of locations that I can send to.

Zone 9 – Big Lakes – Jill Henry will be returning

- Swan Hills was a challenge, might consider moving the boundary as it is not technically in the Peach Region.
- What worked well – The Facebook group is a good idea.

- I had a few records to go on regarding previous volunteer presenter/school. It would be nice to offer that spot to the same volunteer again.
- I would like to see a volunteer zone appreciation session, meet fellow volunteers, exchange ideas, presentation from the GM, bring new recruits. More opportunities for mentoring an in class session for potential recruits.

Comments from the Teachers:

- One thing students were fascinated by was how much science and math was part of agricultural practice.
- The students found the video to be very engaging, and the information was eye opening both for myself, and for the class. We didn't realize that agriculture encompassed so many things! They were definitely interested in some of the job opportunities that were shared. They also enjoyed the hands on portion when they got to look at the different seeds. I thought it was great because it related directly to them, and to Alberta.
- I'm not being negative, but just trying to help. I realize these kids aren't "teachers," and there is a lot of potential for this program to be great. For these "kids" to come into schools, they really need to have a direction/ a purpose, and I don't know what the requirements of their program is, but if they are coming into classrooms, they need to be prepared more to work with kids, have an idea of the outcomes they are trying to cover, and they need to know how to make a presentation interactive and interesting. Their ideas were great! My two presenters seemed very unorganized, not overly enthused to be here, and maybe even feeling a bit lost at times. I didn't get a teachers kit and the evaluation I was given was the "volunteer evaluation" so I had no choice to go online, as that one is not for me.
- Leona Petherbridge was our presenter today. She brought boxes and boxes of visuals for the students to see. I have never, in over 10 years of welcoming CAP into my grade four classes, been so impressed. She is an amazing presenter. She had the kids eating from the palm of her hand!!!
- I hope this program continues for a long time. It was such a pleasure to have this presentation.
- My students look forward to Ryan coming out to present the CAP every year! He designs the program so that it is a little different every year in order to keep the students engaged. I have noticed that most of the students do retain what is taught and also enjoy asking agriculture related questions. Gummy worm treats are also appreciated by the students! Looking forward to next year's visit!
- we greatly appreciate Mr. Tyler Gullen since he was able to speak French
- The teacher kit was not needed. The student booklets were great!
- Very good presentation. The most in-depth that I have seen in the many years that I have had presenters come to my class.
- Please continue to present to Gr. 4 classes. We love your visits!
- I was amazed at how attentive the students were, an indication of their level of interest.

Comments from the Volunteers:

- I would love to hear what the teacher thought of the presentation, as well as my skills for teaching children. It would be awesome to get written feedback. Is it possible that we could get the teachers evaluation of our presentation?) I am applying for a job where I would be involved in teaching children, so it would be nice to have evidence that I did it well.
- I thoroughly enjoyed the entire program from start to finish. We had a difficult time keeping the presentation confined to one hour. We have tours of our farm for ECS and 4-H groups, so it was exciting to visit the classrooms to set up and present. Allan and I only hope the students enjoyed it as much as we did.
- The training materials are useful. However, they have changed little since I began volunteering so I don't feel it's necessary to receive a complete package every year. At my last classroom, they no longer had computers with disc drives! They were not able to find their portable disc drive either. Fortunately, I could share the movie via YouTube. Happy to see Alberta Pork is sponsoring and part of the booklet again! Thanks for the opportunity to support the program. I really enjoy spending time with the kids.

- The school I was at this year for all my presentations (Ecole Saint Jean D'Arc) was amazing! It was their first year having CAP and were very enthusiastic and great to work with. I had a blast!
- 85 students, 3 teachers, 3 communities later and I'm ready to do it all over again next year, such a rewarding and positive experience for me!!
- Let's keep this program alive, it is so important to keep children and families informed of agriculture!
- I think it's such an important program for all students whether they are involved in ag or not. The kids are so much fun and the teachers are really great to coordinate with also.
- I think that this is a fantastic program and I hope every grade 4 student in AB is able to get one. It is so much fun to do!
- Only comment is I was a little disappointed in the amount of communication by CAP coordinator. I had a couple questions and emailed Conny and never got a response back from her. Otherwise I think is a great program and really enjoy volunteering with it
- Because I am working full time now at my nursing job I had to take vacation time for the presentations, so it was good to be able to cover four classrooms in one day at one school. But I always enjoy the smaller classrooms where I seem to get better engagement.
- I always start my presentation by asking if a farmer helped students to get to school today; it is disappointing that so many kids don't realize where their food comes from. That is why I keep doing this.
- The Apple game is great. Both kids and teachers love it.
- Are there plans to update the CAP video (with the scarecrow)? The one item that always causes controversy is the comment that "white chickens lay white eggs and brown chickens lay brown eggs", unfortunately it's not that clear cut.
- My last class had no idea what "agriculture" meant I thoroughly enjoy doing these classes

And a little This & That:

- We ran a test project with an ESL grade 6 class. The teacher never sent in a teacher evaluation form, but did send this email.

Here is a review for our presenter today at Terry Fox School:

The presenter was very energetic. He made the content interesting for Syrian refugees, who have been in Canada for less than a year. The video gave them some ideas for careers to explore in the future.

Vicki Dahlseide Young

LEAD Program Teacher, ESL Learning Leader Terry Fox School

- I changed advertising venues this year. I went away from the bimonthly ATA newspaper and opted for the quarterly ATA magazine. From my teacher survey from last year it didn't seem as if many teachers were reading the newspaper. Our numbers were up, so the change didn't hurt.