



For Immediate Release



Media Release

FarmFood360 in the Classroom

New resource brings agriculture resources into Canadian schools

February 22, 2022 – (Guelph) A successful partnership between Farm & Food Care (FFC) and Agriculture in the Classroom Canada (AITC-C) has led to the completion of a national classroom online resource designed to give students and teachers across Canada the opportunity to dig deeper into the virtual farm tours available at FarmFood360.ca. It was released today in celebration of Canada’s Agriculture Day.

FarmFood360° virtual reality farm tours allow Canadians to tour real, working farms and food processing facilities on tablets and desktop computers, as well as through mobile phones and VR (Virtual Reality) devices. These tours are a natural fit for thousands of teachers and students for use in online learning and for agricultural organizations seeking to connect with consumers virtually.

Since students across Canada turned to online learning at the start of the COVID-19 pandemic, there’s been a growing number of requests from educators wanting to find ways to use the tours in their classrooms. In 2021, the site hosted more than a million visitors who viewed the 22 tours available.

The online resource that now accompanies the FarmFood360° VR tours was produced by AITC-C, working in collaboration with FFC. There are activities for all 22 tours – each encouraging students to watch the videos and take a virtual tour and then answer questions about what they saw. With the help of AITC-C’s provincial agriculture in the classroom organizations, it will be distributed digitally to classrooms across Canada.

Bonnie den Haan, Chair of Farm & Food Care Ontario, said, “The partnership between AITC-C and Farm & Food Care builds on the strengths of both organizations. Working with AITC-C to create this curriculum-based program will extend the reach of our innovative resources. We’re excited to see this partnership taking FarmFood360° into classrooms from coast to coast.”

“We are pleased to bring the virtual tours at FarmFood360° into the hands of Canadian educators,” said Johanne Ross, Executive Director of AITC-C. “We want students to be curious and excited about learning about Canada’s agriculture and food story. Through this resource, we are providing teachers with a link to bring this story to life in the classroom.”

The tours, as well as the educator guides, are currently available online at www.FarmFood360.ca and www.aitc-canada.ca. This is the second partnership between the groups. In 2021, AITC produced an educator resource to accompany the award-winning publication, *The Real Dirt on Farming* available at www.RealDirtonFarming.ca

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About Farm & Food Care

With offices in Saskatchewan, Ontario and Prince Edward Island, Farm & Food Care cultivates appreciation for food and farming by connecting farm gates to our dinner plates. Farm & Food Care brings farmers, agricultural professionals, related businesses and other groups together with a mandate to provide credible information on food and farming in Canada. If you have a question, we'd be pleased to answer it. For more information, visit www.FarmFoodCareON.org or www.RealDirtonFarming.ca

About Agriculture in the Classroom Canada

Agriculture in the Classroom Canada (AITC-C) is a Canadian charitable organization with a vision to bring agriculture to every classroom, inspiring every student. Alongside ten provincial member organizations, AITC-C provides accurate, balanced and current, curriculum-linked resources for students at all grade levels. We are proud to work with our network of partners, stakeholders and volunteers to provide educational experiences that will foster a passion for lifelong learning through collaboration, creativity, critical thinking and communication by sharing Canada's remarkable agriculture and food story. To learn more visit aitc-canada.ca.

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