

June 30, 2021

**PROVINCE AND MANITOBA 4-H COUNCIL ANNOUNCE FIRST RECIPIENT OF THE  
ALEXANDER CHERBAN AGRICULTURE INDUSTRY DEVELOPMENT PROGRAM**

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**Increasing Public Awareness of  
Importance of Agriculture to Economy: Pedersen**

The Manitoba government and the Manitoba 4-H Council have selected Agriculture in the Classroom as the first recipient of the Alexander Cherban Agriculture Industry Development Program, Agriculture and Resource Development Minister Blaine Pedersen announced today.

“We are pleased to honour the fine work of Agriculture in the Classroom as it helps shape young minds and inspire future leaders in the field,” said Pedersen. “This important work helps shape our youth and help develop a better understanding of the important role agriculture plays in all our lives.”

The Manitoba government launched the Alexander Cherban Agriculture Industry Development Program in 2020, which supports activities to strengthen industry development and leadership in the agriculture and food industry. The program is administered by the Manitoba 4-H Council Inc.

Agriculture in the Classroom – Manitoba’s (AIRC-M) project entitled *The Foundations of Manitoba Agriculture Educator Primer* will provide education and awareness to enhance public trust in agriculture. In print, and online, the project will introduce the foundations of Manitoba primary agriculture production.

“We are beyond thrilled to be the recipients of this incredible grant,” said Sue Clayton, executive director, AIRC-M. “This new foundational resource will allow us to make major strides in educating teachers about agriculture in Manitoba, and in turn, expand our reach to more students in the coming years. It’s wonderful to reach students with our programs and resources, but when we can educate teachers, the expanse of our reach multiplies to hundreds or even thousands.”

The Alexander Cherban Agriculture Industry Development Program provides up to \$50,000 per year for projects from Manitoba non-profit organizations, governments or academic institutions for innovative provincewide initiatives that increase public awareness about the importance of

agriculture to the economy, build public trust for agriculture and processing, or support agriculture skills development and promotion of agriculture and food related career opportunities.

The deadline for the next intake of the Alexander Cherban Agriculture Industry Development Program is July 31. For more information on Alexander Cherban, the program or how to apply, visit [www.gov.mb.ca/agriculture/industry-leadership/acaidf.html](http://www.gov.mb.ca/agriculture/industry-leadership/acaidf.html) or the Manitoba 4-H Council Inc. website at <https://4h.mb.ca/alexander-cherban-acaidp/>.