

IMPACT REPORT

2023/24 SCHOOL YEAR



VISION

The soil beneath our feet is the foundation for world food security. By leading the development and delivery of plant nutrient educational programming we ensure Canadians are informed and contributing to solutions that sustainably grow healthy plants and protect our land, air and water for future generations.

MISSION

A leader in “teaching teachers” with science-based, curriculum-aligned plant nutrient resources, programs and initiatives. We work collaboratively with others to demonstrate the role of nutrients in plant production and promote solutions for sustainable agriculture and environmental stewardship.

WEBSITE USERS

9,809

PAGE VIEWS

32,787

EVENTS - OVER

7,800

**FOR MORE
INFORMATION,
CONTACT**

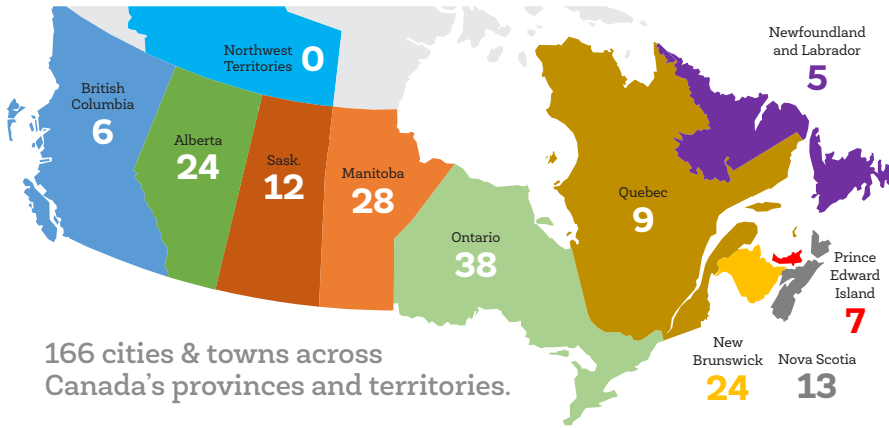
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23/24 SCHOOL YEAR METRICS

TOTAL OUTREACH 278,290

• TEACHERS: 1,400+ • STUDENTS: 30,000+

RESOURCES DISTRIBUTED
15,000 Mailouts, giveaways & downloads



166 cities & towns across Canada's provinces and territories.

- Funded **43** new school gardens, impacting over **6,000** students in **10** provinces
- **81** teacher members in **9** provinces
- **40** bulbs to bloom kits distributed in **10** provinces
- **74** Regional Manager events in **9** provinces
- Earth Day seed Giveaway **190** kits impacting over **10,500** students
- MB Teacher institute **24** teachers, **24** schools
- Canada Wide Science Fair **100+** communities, **10** provinces and **3** territories. Planted over **1,500** seed cups with visitors
- SK teacher Institute **14** teachers, **14** schools
- MB Field Studies at Kelburn Farm, **28** teachers, **9** schools & **660** students
- Global Food Security Student Summit, Kelburn Farm, **16** teachers, **11** schools, **55** students from MB, U.S.A., Australia and the U.K.

FACEBOOK REACH
36,861

INSTAGRAM REACH
4,121

LINKED-IN IMPRESSIONS
12,464

X (Twitter) IMPRESSIONS
13,546

YOUTUBE IMPRESSIONS
21,374



"We love the whole experience from preparing the soil to sowing the seeds and transplants to watering and weeding and then harvesting".



"I really enjoyed my day and appreciated the unique opportunity. Everyone was very friendly as well".



"This was a great workshop that was fluid. Your skills in planning and adapting as the day went on to make it as effective to the participants was well demonstrated".



"Starting a school garden is a rewarding project that brings people together and supports learning".