

# WANT STUDENTS TO GET EXCITED ABOUT THEIR CAREER OPTIONS?

*Take part in the GEN AG provincial marketing competition*

# GEN AG

## 1 in 8

jobs in Canada is in the agriculture and agri-food sector and the opportunities will grow as the global demand for food and ag products increases.



The winning group will be profiled on the AITC Canada website and receive \$500 for their school.



Students will get a FREE agriculture tour and \$100 per group to implement their marketing ideas.



Teachers will be supported with teacher instructions, a student workbook, rubrics and a PowerPoint presentation.

GEN AG is in its second year of piloting!

“ I learned that there are many career opportunities in agriculture other than farming and business. ”  
– Student, SK



Student groups will develop and implement a creative marketing idea that promotes ag-sector careers to students in their school.



Groups will create and submit a Success Story Portfolio, showcasing the effectiveness of their marketing idea.



The top 3 groups in each province will advance to the Provincial Final.

Learn more about the GEN AG program, curriculum connections and how to register:



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