



Proposal To Parkland County

Agricultural Program Sponsorship The Multicultural Heritage Centre Stony Plain, AB March 2013

Under the umbrella of the Heritage Agricultural Society, the Multicultural Heritage Centre of Stony Plain (the Centre) has created and continues to create a series of high quality, cutting-edge agricultural programs whose reach extends beyond the Parkland County area.

These programs, and the staff of the Centre that has created them, are well respected in Alberta, and could offer high profile exposure, not just within Parkland County but also in other parts of the province.

The Centre's agricultural programming is in need of support that is sustainable. It is the long-standing practice of the Multicultural Heritage Centre to use partnership funds in responsible and thoughtful ways so that the partner views the expenditure each year as having been well worth the investment.

Agricultural programs for which support would be a tremendous asset are:

City Slickers

This amazing program brings together 1000 to 1200 urban grade 4 and 5 students each year for one day in September to understand where their food comes from and to understand just what the role is of the farmers of Alberta and of the agriculture industry in their lives.

Four Parkland County farms welcome these students on this special day, allowing the children to experience real farm life on real farms. The Centre would like to recognize the continuing support of the Gilbert Jespersen dairy farm, Cory Jespersen seed potato operation, Darren and Colleen Frank beef/mixed farm operation, Tony Kirkland Sandhills potatoes, and the Allan and Judy Bohn mixed farm. Each year these farms welcome up to 300 students onto their farm and provide a “farmer-led guided tour” of their operation for the children.

Partner support would provide “Top of the Board” recognition in all areas of City Slickers promotion, before, during, and after the event, on the Centre’s website and Facebook page, on materials sent to teachers and media, and on the sponsor board the day of the event. This program is about to be introduced across the province and that recognition would then be seen everywhere the program goes, as well.

The Organic Master Gardener Program

This program, in its 6th year, is an adult education program which brings students from across the Edmonton region, many from Parkland County itself, for a 9 month experience in learning organic growing techniques and soil amendment practices to take into their own yards or out into a new job.

Affiliated with Gaia College of British Columbia, the Organic Master Gardener Program (OMG program) grants an Organic Master Gardener certificate, recognized across North America, to students who complete all 25 courses plus required volunteer and project work. Gaia College provides curriculum for 13 organic courses and we have developed the curriculum for an additional 12 organic courses specific to Alberta conditions. Students are expected to work in volunteer capacities in their communities in their study year and in the years after their graduation. Until 2012 we were the only Organic Master Gardener option in Western Canada. In 2013 Camrose started to offer the Gaia courses (13 courses) to students in central-east Alberta.

Partner support would provide recognition in all areas of promotion, which are extensive, plus the Parkland County logo would be placed on every hand-out received by the students all year, at all meetings associated with the program, on the Centre’s website and Facebook page, and in the classroom used by OMG.

AGRICULTURAL PROGRAMS IN THE DEVELOPMENT PHASE:

Farm School -Inquiring Minds Site School

This is a new program that is currently under development. The existing “Inquiring Minds Site School” programs bring children and school staff to a location for one week, where the inquiry method of learning is paramount.

In our case, in conjunction with a classroom teacher who has applied to the program and developed curriculum for it, we would provide children with a farm experience where they would visit the same Parkland County farm every day for a week, for example, learning about dairy cattle, what happens to their milk as it leaves the farm, what do the cattle eat, is there a difference between a “milk” cow and a “hamburger” cow, and any other of the many aspects of the dairy industry that the children want to learn. We have a farm already on board for this program.

Partnering with this program would provide recognition wherever the program is promoted, to the media, to schools, on the farms as the children attend. We believe this “farm school” concept will be talked about throughout the province and will be absolutely unique to our Centre.

Little Green Thumbs

This is also a new program that is currently under development. Little Green Thumbs is a powerful educational program that helps young people value the health of themselves, the environment and their community through active participation in classroom gardens.

Indoor gardens are living laboratories that engage and inspire students to explore, discover, and learn.

As students actively co-operate to care for their garden, they learn about nutrition, environmental stewardship, sustainable food systems, and community interdependence.

Name that Tool

Name that Tool, a new program currently under development, is an inquiry-based program where children receive a common tool or implement used by farmers or those involved in the agriculture industry. The task is to name the tool, identify where and when the tool is used and define what its purpose is or what problem it solves. Presentations are given to fellow students and are videotaped for sharing. The key factor in Name that Tool is the “question” that the student is asked to answer.

A Proposal....

The **Heritage Agricultural Society**, the umbrella organization of the **Multicultural Heritage Centre** of Stony Plain, would welcome a partnership with **Parkland County** to consider support for the agricultural programming provided by the Centre.

We are asking Parkland County to consider the partnership **for a period of three years**.

This partnership of the programming would be a way to acknowledge Parkland County's agriculture pillar, to support the agricultural prominence of Parkland County, and to acknowledge the tremendous value of Parkland County's rural communities to urban and other rural people throughout the province.

The Cost to Parkland County...

We propose support of **\$20,000.00 a year** for **each** program selected for support, for three years, paid annually for programs selected.

Exclusive Benefits of this Brand recognition to Parkland County

Only agricultural programs that have provincial recognition are proposed for Brand Badge support.

Besides benefits mentioned above....

- The Parkland County logo and signage of 'Thanks' would be placed outside the classrooms in our school (the "PERC" building in Stony Plain), and at participating local Parkland County farms.
- Recognition of support in our newsletters, on annual reports, and on our website, on Twitter and on Facebook.
- A cheque presentation photo opportunity.
- Parkland County would be assured of promoting only the highest quality programming, delivered by experienced, expert Centre staff and contractors.
- Once the sponsorship is given each year, Parkland County would have no further administrative responsibility. The Heritage Agricultural Society, the umbrella organization of the Multicultural Heritage Centre, would administer all phases of the program.
- The opportunity for Parkland County Counsellors and staff to observe the programs and perhaps volunteer in programs.

Parkland County can be assured of the experience and expertise of the Heritage Agricultural Society, which has 40 years experience in non-profit management, which is financially audited each year, and which has a strong regional and provincial reputation with all levels of government and the agriculture industry.