

IMPACT REPORT

2022/23 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 **12,824** PAGE VIEWS **30,058**



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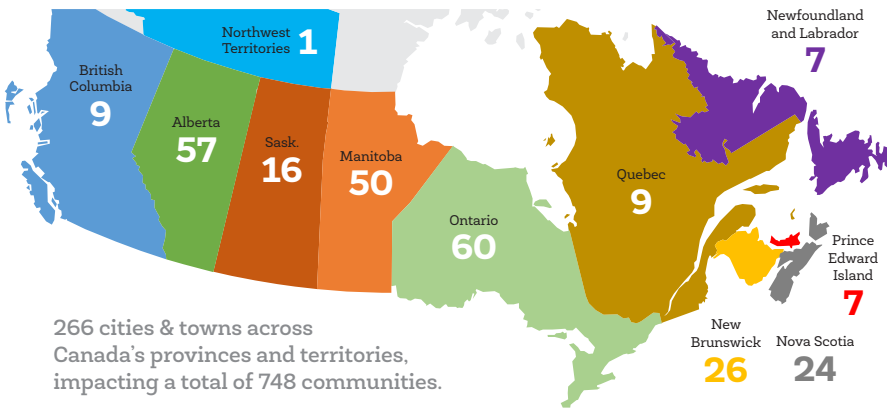
IMPACT METRICS - 2022/2023 SCHOOL YEAR

TOTAL OUTREACH 245,470

- TEACHERS: 3,021
- STUDENTS: 52,233
- CLASSROOMS: 1,627
- SCHOOLS: 1,397
- CLASSROOM VIRTUAL VISITS: 19
- TEACHER CONVENTIONS: 7
- IN-PERSON SCHOOL VISITS: 74

RESOURCES DISTRIBUTED 15,778

Mailouts, giveaways & downloads



- **SCHOOL GARDENS**
63 Schools / 10 Provinces
- **TEACHER MEMBERS**
157 Communities / 9 Provinces
- **BULBS TO BLOOM PROGRAM**
31 Communities / 7 Provinces
- **JOURNEY 2050 PRESENTATIONS**
11 Communities / 4 Provinces
- **REGIONAL MANAGER EVENTS**
107 Communities / 9 Provinces
- **SOIL CONSERVATION WEEK ACTIVITIES**
18 Communities / 8 Provinces / & Territories
- **EARTH DAY SEED GIVEAWAY**
185 Communities / 10 Provinces
- **CANADIAN AG DAY ACTIVITIES**
12 Communities / 6 Provinces
- **SCHOOL GARDEN TEACHER WEBINAR**
40 Communities / 9 Provinces
- **CANADA WIDE SCIENCE FAIR**
100+ Communities / 10 Provinces / 3 Territories
- **MANITOBA TEACHER INSTITUTES**
23 Communities / 1 Province

TWITTER IMPRESSIONS 42,500



YOUTUBE IMPRESSIONS 57,200



FACEBOOK REACH 20,800



LINKED-IN IMPRESSIONS 8,200