

Agriculture for Life
32 Priddis Creek Drive
Foothills, AB T0L 1W2

For Immediate Release

- NEWS RELEASE -

Ag for Life and AdFarm Renew Partnership to Advance Agricultural Education and Rural and Farm Safety in 2025

CALGARY (Feb. 27, 2025) – Agriculture for Life (Ag for Life) is excited to announce its continued partnership with AdFarm as they enter another year of collaboration dedicated to enhancing agriculture education and advancing rural and farm safety.

Since 2011, Ag for Life has had the privilege of working alongside AdFarm, Canada's leading agriculture-focused marketing agency. This longstanding relationship has been vital in amplifying Ag for Life's efforts to educate communities about agriculture and promote rural and farm safety across the province. The renewed collaboration for 2025 highlights their shared commitment to raising awareness of agriculture's vital role in society and advocating for the safety and well-being of Alberta's rural communities.

“We're thrilled to continue our collaboration with AdFarm and build on the incredible progress we've made over the years,” said Luree Williamson, CEO of Ag for Life. “Their expertise and dedication have helped us extend our reach, allowing us to make a greater impact in educating youth about the importance of agriculture and promoting rural and farm safety. We're excited to see where the next chapter of our partnership takes us.”

Looking ahead, Williamson is optimistic about the future of the collaboration, adding, "We're eager to explore new opportunities with AdFarm, continue strengthening our impact and further advance our mission. This partnership will allow us to continue highlighting the essential role agriculture plays in our daily lives.”

AdFarm's Global President, Ben Graham, said the collaboration is rooted in empowerment and agricultural excellence. “This partnership strengthens our shared commitment to advancing agriculture by supporting programs that highlight our industry's role in feeding, clothing and fueling our growing world. Together, we are fostering a deeper appreciation for the farmers and ranchers who drive our industry forward.”

About Ag for Life

Ag for Life (Agriculture for Life) has the mandate to deliver educational programming designed to improve rural and farm safety while building public understanding around the agricultural industry.

Ag for Life is made possible through the funding and commitment of companies that employ almost 20,000 people in more than 350 Alberta communities. Founding Members include AdFarm, Glacier FarmMedia, Nutrien, Rocky Mountain Equipment and UFA Co-operative Limited. Find out more at agricultureforlife.ca.

About AdFarm

AdFarm is a leading North American full-service communications agency with award-winning expertise in agriculture and food. Celebrating 40 years of business, AdFarm has built trusted relationships with agriculture associations, media, key influencers and thought leaders; providing in-house strategic public relations counsel, creative, branding and a full suite of digital services. For more information, please visit adfarm.com.

For further information contact:

Irena Ceko

Agriculture for Life

Communication Specialist

iceko@agricultureforlife.ca

250-826-6398