



Peak of the Market Growers Invest \$50,000 in Agriculture in the Classroom - Manitoba

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Peak of the Market is proud to announce a significant partnership with Agriculture in the Classroom - Manitoba (AITC-M).

“Peak of the Market believes in the significance of Agriculture education and looks forward to sharing the benefits of the industry and the importance of eating **both potatoes and other vegetables** with Manitoba students,” said Pamela Kolochuk, CEO, Peak of the Market. “We are very pleased to support a well-established organization like AITC-M that connects with over 56,000 students and more than 1000 teachers in balanced and meaningful ways.”

As part of the partnership, Peak of the Market will be the presenting sponsor of the Foundations of Manitoba Agriculture Virtual Resource - a hub on the AITC-M website where all major crop and livestock commodities in Manitoba will be highlighted specifically for educators and students across the grade K-12 audience. In addition, **potato and vegetable farming** will be highlighted by AITC-M through other digital and in-classroom materials including the new Amazing Veggies Race.

“We are so excited about this incredible partnership with Peak of the Market,” said Sue Clayton, Executive Director of AITC-M. “The Foundations of Manitoba Agriculture is a much anticipated resource that will be used by Manitoba teachers and students for many years to come.”

Peak of the Market is an inclusive and diverse company driven by a dedicated group of Growers and staff that has marketed quality produce for 80 years; supplying a wide variety of **fresh, quality vegetables** across Canada and throughout the United States. Peak of the Market has earned the reputation for, not only ensuring the produce grown exceeds the national standard for safety and quality, but that customers receive the same attention and superior service. Everyone at Peak of the Market takes pride in working toward a collective commitment to excellence, in everything we do, all year long.

Agriculture in the Classroom - Manitoba is a non-profit, charitable organization dedicated to developing curriculum-linked programs, resources and activities to help teachers and students learn more about the importance of agriculture in Manitoba.

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For more information:

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