

# CABEF Communications Toolkit

## Email Option #1 to solicit support from industry partners

Has there ever been a more crucial time to support youth development in Canada's agri-food sector?

Even before the COVID-19 pandemic, worrisome labour shortages had our leaders calling for new measures to backfill the thousands of agri-food job vacancies in our country.

Now, employers are scrambling like never before.

The Canadian agriculture and food industry is an exciting and growing field. The federal government has identified agri-food as one of six Economic Strategy Tables that will drive our economy over the next decade. But the sector cannot grow without more young people involved, from farm to fork.

That's where the [Canadian Agri-Business Education Foundation](#) (CABEF) comes in. Like you, we know education is key to developing tomorrow's young leaders. And we also know finances can be a limiting factor for educational access.

CABEF is awarding seven \$2,500 scholarships to Canadian students who are entering or currently pursuing an agricultural-related program at a Canadian college, university or apprenticeship (trade) institution. We're looking to important industry partners like you for help to promote our Pathways to Agrifood scholarships.

By sharing the CABEF scholarship opportunity in your networks, you just might make someone's dreams come true – and play an important part in creating the Canadian agriculture innovations of tomorrow!

Included in our attached toolkit you will find newsletter content you can share with your mailing lists, CABEF logos, sample social media posts, and [videos](#) of past winners.

Students can apply [here](#).

Individuals can donate [here](#), and organizations and businesses can donate [here](#).

Don't forget to follow us on [Twitter](#), [Instagram](#), and [LinkedIn](#) for updates on scholarship deadlines, winner announcements and more!

Should you have any questions, please reach out to Mary Thornley at [info@cabef.org](mailto:info@cabef.org).

PS: Attached to this email you'll find a toolkit to help you easily share information about the CABEF scholarship: content you can copy-paste into your monthly newsletter; CABEF logos; social media posts; photos of past winners; and application and donation forms. You can also share any of the links above to our videos, online application and donation forms, our social media platforms, and our website.

### **Email Option #2 for industry partners to send to their networks**

As a proud supporter of the Canadian Agri-Business Education Foundation (CABEF), **[insert your organization's name]** is excited to tell you about an opportunity you can share with the agricultural youth in your networks.

The [Canadian Agri-Business Education Foundation](#) (CABEF) awards seven \$2,500 scholarships annually to Canadian students who are entering or currently pursuing an agricultural related program at a Canadian college, university or apprenticeship (trade) institution.

The Canadian agriculture and food industry is an exciting and growing field. Over the last few years, the federal government has identified agri-food as one of six Economic Strategy Tables that will drive our economy over the next decade. But the sector cannot grow without more young people involved, from farm to fork.

How can we ensure that agriculture will continue to be innovative, a key economic driver, and maintain Canada's position as a world leader in the industry?

By supporting the next generation who will make it happen!

Ending option A: Please encourage youth who are at least 16 years old and who are entering, or are currently enrolled full-time in, an agricultural or ag-related program at a recognized Canadian college, university or trade school to apply before the April 20, 2021 deadline.

Ending option B: To help our agriculture industry's youth find their pathway to an exciting career in agriculture or agri-food, we invite you to use the elements in the attached folder. You'll find social media posts, newsletter content, logos, the [application form](#), and more. We encourage you to share this with your networks before the scholarship application deadline of April 30, 2021.

### **Newsletter content for industry partners**

Even before the COVID-19 pandemic, worrisome labour shortages had our leaders calling for new measures to backfill the thousands of agri-food job vacancies in our country. Now, employers are scrambling like never before.

There are numerous employment opportunities in the agriculture and food industries. Whether you're looking to become a plant breeder, an agri-marketer, a researcher, part of the agri-retail industry, a PhD, a farmer or an agricultural equipment technician, it all starts with an undergraduate degree, diploma or apprenticeship in an agriculturally based or related program.

Each year the [Canadian Agri-Business Education Foundation](http://cabef.org/) awards seven \$2,500 scholarships to Canadian students who are entering or currently pursuing an agricultural related program at a Canadian college, university or apprenticeship (trade) institution.

Scholarships are awarded to students based on a combination of leadership attributes and an essay or video response to the question “What do you consider to be the two main opportunities for the Canadian agriculture and food industry and which one inspires you the most?”

To find your pathway to an agri-food scholarship, [apply](http://cabef.org/) before the April 30, 2021 deadline: <http://bit.ly/CABEFapply>

### **Social media posts for industry partners to share on their networks**

- Interested in a career in #agriculture? Find your #PathwaysToAgrifood with a scholarship through @CABEFoundation: <http://cabef.org/>
- The #CdnAg industry continues to be a key economic driver and world leader in agricultural products and innovations. But it needs more young people to be involved. If you're interested in pursuing post-secondary education in an #agriculture-related program, check out @CABEFoundation scholarships today! <http://cabef.org/>
- The Canadian #agriculture and #food industry is an exciting and growing field. If you want to be part of this innovative industry by pursuing post-secondary education in an agriculture-related program at a Canadian college, university or trade institution, find out how you can win a \$2,500 scholarship from @CABEFoundation: <http://cabef.org/>
- Are you currently pursuing studies in a Canadian agricultural undergraduate degree, diploma or apprenticeship program? Apply for a #PathwaysToAgrifood scholarship through @CABEFoundation before April 30. <http://cabef.org/>
- Has there ever been a more crucial time to support youth development in Canada's #agrifood sector? Support your #PathwaysToAgrifood career with a scholarship from @CABEFoundation: <http://cabef.org/>
- There are many employment opportunities in #agriculture and #food. Whether you're looking to become a plant breeder, an agri-marketer, a researcher, part of the agri-retail industry, a PhD, a farmer or an agricultural equipment technician, it all starts with an undergraduate degree, diploma or apprenticeship in an agriculturally based or related program. Apply for your #PathwaysToAgrifood scholarship today! <http://cabef.org/>

- Even before the COVID-19 pandemic, worrisome labour shortages had our #CdnAg leaders calling for new measures to backfill the thousands of #agrifood job vacancies in our country. Find your future career in #CdnAg by applying for a #PathwaysToAgrifood scholarship! <http://cabef.org/>