



INSPIRING
Vibrancy
IN ALBERTA COMMUNITIES



VISION

AAAS inspires *Vibrancy* in Alberta Communities

MISSION

Through education, facilitation and collaboration,
AAAS **empowers** people to be leaders in high quality communities

VALUES

*Excellence in direction and execution. Success through collaboration.
Motivation through education and engagement. Advocacy through example.
Dedicated to strengthen Agricultural Societies and their communities*

GOALS

SUSTAINABILITY

- Funding:
- Staff Stakeholders Relations
- Board Stakeholder Relations

ORGANIZATIONAL GROWTH

- Succession Planning
- Board Analysis
- Technology

MEMBERSHIP DEVELOPMENT

- Capacity Building
- Provincial Infrastructure Project

WHO ARE WE?

The Alberta Association of Agricultural Society (AAAS) is a not-for-profit, non-governmental, provincial association originally formed in 1947 that advocates and provides resources for the **293** Agricultural Societies in Alberta.

We are located in Edmonton in the Ministry of Agriculture building (J.G.O' Donoghue) thanks to our strong relationship with the Ministry and their support of the Provincial Association. AAAS is incorporated under the *Societies Act* (which is different legislation than the Agricultural Societies in AB are incorporated under). The Association is governed by a volunteer board made up of 10 Directors - 9 elected from 6 regions, and 1 elected service member director. The operations are managed by a Chief Executive Officer and a management team.

WHAT IS OUR MAIN PURPOSE ?

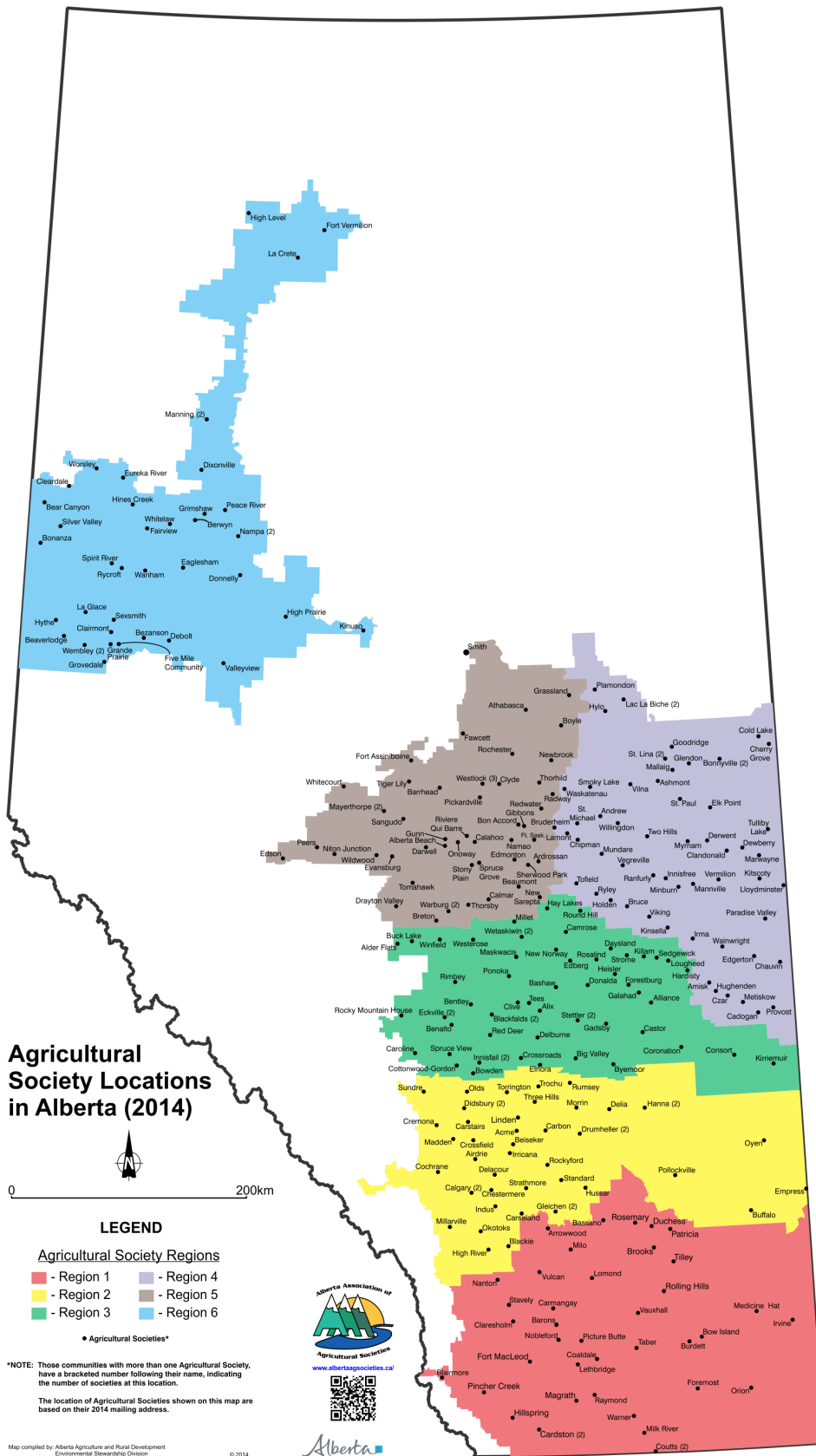
- Advocating for Agricultural Societies (Ag)
- Partnering with Government
- Providing education for members, government, industry and the public
- Providing resources, services, programs and opportunities for our members
- Strengthening the role and presence of Agricultural Societies in Alberta

VISION FOR THE VALUE OF AGRICULTURAL SOCIETIES

- Agricultural Societies are recognized as positive community leaders
- Agricultural Societies connect Albertans and the agricultural industry
- Infrastructure in Rural Alberta is strong and appropriate



WHY SHOULD WE BE MEMBERS?



"The AAAS provides leadership on rural and community issues, but they are also the lead organization providing leadership on building more leaders in agriculture and in our communities....as the world evolves agricultural communities face new challenges daily. Thankfully, we have AAAS to help communities find solutions to those challenges so we can secure our future."

~ Doug Griffiths, Author of "13 Ways to Kill your Community"

"Our association with AAAS is now into it's 15th year. We are a proud Service Member with the Association and truly believe our relationship has resulted in a win-win for all involved. AAAS communicates effectively with its' membership which helps facilitate meaningful communication between those members and service members such as Foster Park. They have kept close ties with us and make sure that we have every opportunity to engage with their members. Many Provincial Associations seem to struggle with growth and sustainability, but not with AAAS. In times of uncertainty, AAAS has provided a guiding light and routinely advocates on behalf of their members. I would point out that AAAS has not only become a great resource for their membership but they are also a resource for many other similar associations in Western Canada. We are very proud to partner with AAAS and suggest that any other potential Service Member would be wise to do the same"

~ Perry Cramer, Partner, Foster Park Brokers Inc.

"Agricultural societies play an important role in community development. Our rural landscape is continually influenced by changing dynamics and each community's evolution is unique and special. As the world around us becomes busier and more complex, the tendency for some is to act more independently and in greater isolation. The Alberta Association of Agricultural Societies (AAAS) has demonstrated performance in uniting societies as a collective voice to key stakeholders and decision makers. Resources, reliable information and sage advice is paramount to any organization's success. As the hub, AAAS is the conduit for over 293 agricultural societies to stay connected and celebrate meaningful work. This unifying effort continually strives to strengthen rural communities and, ultimately, our Province of Alberta."

~ Max Fritz, Not for Profit Advisor

293 AGRICULTURAL
SOCIETIES
IN ALBERTA

2 MAJORS, 7 REGIONALS,
283 PRIMARY

52K

VOLUNTEERS

(3500+ AT A BOARD LEVEL)

OVER **590,000** HOURS ANNUALLY

or **\$8.9 MILLION**

"It is only through the united support of our members, sponsors and stakeholders that AAAS continues to provide clear, relevant advocacy and resources that support Ag Societies in building community."

Today more than ever, Ag Societies have a significant role to play in social and economic development and diversification of AB and AAAS will provide many of the tools needed for them to succeed."

~ **Tim Carson, CEO AAAS**



Focused on Community...

Agricultural (Ag) Societies are volunteer driven, not-for-profit organizations whose mandate and diversity make them invaluable in the communities that they serve.

MANDATE OF ALBERTA AGRICULTURAL SOCIETIES

(as per the *Bill 14 Agricultural Societies Amendment Act, 2015*)

"The object of a society is to encourage improvement in agriculture and enhanced quality of life for persons living in the community by developing educational programs, events, services and facilities based on the needs of the community"

Education...

Many of the Ag Societies' programs and facilities are used by schools to enhance the education system. These programs have become a cost effective and integrated part of the curriculum and student development.

Agricultural Awareness

- Local and International Marketing
- Production, Genetics, Technology
- Ag Education—where your food comes from

Safety Training

- Farm Safety
- ATV, Firearms Training, etc.
- First Aid

Leadership Development

- Scholarship Investment
- Mentorship
- Skills Development & Training

Services and Programs...

Ag Societies often provide the space needed for community services and other groups to operate in, in addition to creating their own programs and services for the community.

- Day Cares
- Summer Programs
- Seniors Events
- Libraries
- Museums
- Fitness Centers
- Community Enhancement/Beautification

Communities in Bloom

Playgrounds

Skateboard Parks

Facilities...

Active living creates a healthier Society. The facilities owned and operated by Ag Societies allow access for Albertans to pursue their passions in sport and recreation thereby increasing their physical and mental health.

Enables other community groups to operate

- Minor Sports (Hockey, Figure Skating, Ball, Soccer, etc.)
- 4-H
- Family Community Support Services
- Recreation enthusiasts (Adult recreation, Gymkhana's, Equine events)

Emergency Response

- Ag Society facilities act as emergency relief centers & staging areas for emergency services— e.g. the Southern Alberta Flood and Slave Lake Fires. Many municipalities list the Ag Society facilities in their local Emergency Response Plan

Hub of the Community

- Ag Society facilities are often the social gathering place in the community for sports, local events, weddings, etc.

Support Small Business

- Sponsor and Host approximately 1/3 of the Approved Farmers Markets in Alberta
- Support and Promote local food producers
- Creates small business and entrepreneurial opportunities

Events...

Agricultural Societies provide affordable, accessible family entertainment, education, and economic development through their communities

Economic Drivers

- Tourism
- Business connectors & promoters (tradeshows, local spending, etc.)

Social Drivers

- Social gathering place
- Public infrastructure
- Community pride & Community support
- History, Heritage, Arts & Culture

Employment & Mentorship

- Skills development and training
- Youth employment & work experience



700 FACILITIES

OWNED AND/OR OPERATED

\$1.47 BILLION

REPLACEMENT VALUE FOR FACILITIES OWNED AND/OR OPERATED BY AG SOCIETIES NOT INC. THE LAND VALUE

(this does not include replacement values for Edmonton Northlands or Calgary Stampede)

OVER 24

AGRICULTURAL
SOCIETIES
INCORPORATED OVER
A CENTURY AGO
& STILL IN OPERATION

EDMONTON NORTHLANDS IS THE OLDEST
AGRICULTURAL SOCIETY IN ALBERTA,
AND WAS FORMED IN **1879**
BEFORE ALBERTA BECAME A PROVINCE

MORE THAN \$300,000

IN STUDENT SCHOLARSHIPS AND BURSARIES DISTRIBUTED
ANNUALLY BY THE PRIMARY AG SOCIETIES

Primary Agricultural Societies reported attendance of more than **1.6 million** at events staged by them in 2015 with an *additional* **3.2 million**

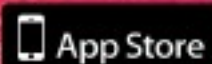
People attending events staged at Ag Society facilities but hosted by other organizations



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