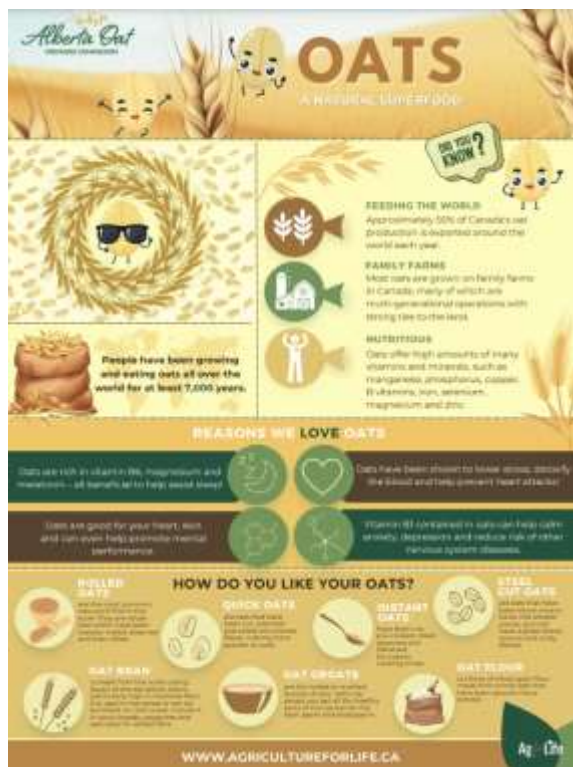


Ensuring a nutritious meal is essential for a productive day, and oats offer an abundance of nutrients for optimal nourishment. Our 2024 School Oats Program focused on promoting the benefits of a balanced diet and improving children’s overall well-being.

We are excited to announce that the School Oats Program has attracted considerable interest. Schools from various areas across Alberta, including Bowden, Foremost, Glendon, Grassy Lake, Lacombe, Ponoka, Rainier, Rimbey, Stirling, and Strathmore, have committed to prioritizing their students’ nutritional needs.

The School Oats Program was available to both rural and urban schools across Alberta, providing bursaries of \$350 to 10 schools based on demonstrated need. Running from March to June 2024, the application window was open from March 1 to April 1, 2024. The selected schools would use the bursary to purchase oats and oat-based foods. Additionally, each chosen school received an engaging poster designed to enhance students' understanding of oat nutrition, and each student from these schools was given a recipe card to take home.



From the 15 schools that registered, the following 10 have been selected to participate in this year’s program:

- Ecole Secondaire Lacombe Composite High School
- Bowden Grandview School
- Stirling School
- Glendon School
- Ponoka Secondary Campus
- Crowther Memorial Junior High
- Foremost School
- Chamberlain School
- Alcoma School
- Rimbey Elementary School

To promote the bursary and share valuable information about oats, we created four engaging social media graphics. These posts showcased the bursary's availability, featured tasty oat recipes, and shared general knowledge about the nutritional benefits of oats. Our social media campaign aimed to raise awareness and encourage participation in the School Oats Program, reaching a wide audience and fostering a community committed to healthy eating and balanced meals featuring oats. We also promoted the program extensively through our teacher newsletter, ensuring broad engagement across our educational community.



A few quotes from teachers that speak to the success of the program:

"This money will go towards our breakfast and healthy snack program which we provide to our students daily."

"We are so grateful to have even been considered, nonetheless to be chosen; this bursary will help tie over our breakfast/snack programs until the end of the school year."

"We are incredibly grateful for the financial assistance and will do our best to build and create awareness around oat nutrition."

We would like to express our sincere gratitude to the Alberta Oat Growers Commission for supporting the School Oats Program in 2024. Through our collaboration, we have made a positive difference in children's lives and championed good health for our communities.

This program is sponsored by

