



19 River Oaks Way
Palm Coast, FL 32137
T: (352) 745-0246

W: www.agclassroom.org
E: lisa.gaskalla@naitco.org

**FOR IMMEDIATE RELEASE
MARCH 7, 2019**

NUTRIEN, NAITCO PARTNER TO EXPAND JOURNEY 2050, FARMERS 2050 OUTREACH IN THE U.S.

Nutrien, Ltd. and the National Agriculture in the Classroom Organization (NAITCO) are expanding the rollout of Nutrien's educational gaming platforms Journey 2050 and Farmers 2050 to reach more middle and high school teachers and students in the U.S. with the message of the importance of agricultural sustainability.

The expanded program will provide additional training and resources to help California Foundation for Agriculture in the Classroom, Colorado Foundation for Agriculture and Iowa Agriculture Literacy Foundation to train more guest speakers to present Journey 2050 and Farmers 2050 in classrooms and teacher workshops. In addition, the increased support allows NAITCO to provide electronic devices to make it easier for Agriculture in the Classroom state programs to demonstrate the gaming platforms.

"We appreciate Nutrien's support of NAITCO and Agriculture in the Classroom state programs in their efforts to educate teachers and students about sustainability on the farm," said Will Fett, president of NAITCO and executive director of Iowa Agriculture Literacy Foundation. "Journey and Farmers 2050 games allow students to become virtual farmers and learn how to grow food while protecting the environment, supporting the local community and providing for their families."

"National Agriculture in the Classroom and its network of state programs are important partners in the rollout of Journey 2050 and Farmers 2050 in the U.S.," said Lindsey Verhaeghe, Sustainability Initiatives and Reporting Manager for Nutrien. "Students today are our future consumers, voters and elected officials, and they need to understand and appreciate the importance of growing enough food to feed a growing global population expected to reach nearly 10 billion people by the year 2050. That's why we worked with community partners, industry experts and teachers to develop Journey 2050 and Farmers 2050."

Journey 2050 is a curriculum-based school program that is offered for free. The entire program is available online. NAITCO has helped develop 7th-12th-grade lessons and PowerPoints that complement the game. One component that the students love is when they get to virtually farm in three different countries and compete against each other to become the most sustainable farm. To download the game, visit <http://www.journey2050.com/play-the-game/>. Teachers can register at [Teacher Registration](#).

Farmers 2050 is the home version of Journey 2050 which, in addition to growing crops, allows students to raise livestock, market and trade their goods in a virtual community, and compete in global events. It is also free and there are no ads or in-app fees. To learn more and download Farmers 2050, visit <http://www.farmers2050.com/>

Nutrien is the world's largest provider of crop inputs and services, playing a critical role in helping growers increase food production in a sustainable manner. NAITCO is a non-profit organization representing most of the 50 state Agriculture in the Classroom programs around the U.S. Its mission is to educate K-12 teachers and students about the importance of agriculture by providing them with web-based materials, workshops and grants and awards programs that demonstrate how agriculture can be used to effectively teach core subject areas.

FOR MORE INFORMATION, CONTACT LISA GASKALLA AT LISA.GASKALLA@NAITCO.ORG OR (352) 745-0246.