



4-H Canada, BASF announce new partnership to advance civic engagement of 4-H members

OTTAWA, ON – February 20, 2020 – 4-H Canada and BASF Agricultural Solutions Canada have partnered to empower youth leaders to positively contribute to communities while advocating and developing their voice in areas important to them. BASF will support the positive youth development organization with funds for national and provincial 4-H programming over two years and be the lead partner of programming within 4-H Canada’s Community Engagement & Communications Leadership Development Pillar.

“We share the passion and dedication that drives today’s youth to take action to improve their communities and help make the world a better place,” said Jonathan Sweat, Vice President, BASF Agricultural Solutions Canada. “By partnering with 4-H Canada and investing in their Community Engagement & Communications Leadership Development Pillar, we are helping to build the skills and capacity needed to strengthen the voice of Canadian youth – a voice so desperately needed in discussions around modern agriculture both today and long into the future.”

Civic engagement is a cornerstone of 4-H activities across Canada and around the world. 4-H Canada’s Community Engagement & Communications Pillar programming empowers youth to make a positive difference in the world. It encourages them to take action on issues that are important to them, such as the UN Sustainable Development Goals, and lend a hand in their communities. From public speaking to volunteering their time in service projects locally and around the world, participants demonstrate community leadership through 4-H.

BASF’s investment will support 4-H Canada’s Youth Advisory Committee (YAC) in their work as the national voice for 4-H youth in Canada and as contributors to the direction of 4-H operations and governance at the national level. As national 4-H youth ambassadors, YAC members bring an authentic youth voice to industry events, policy discussions, consultations and international conferences.

The partnership will also include support for Show Your 4-H Colours in the month of November. The annual campaign celebrates the 4-H movement from coast to coast and sees members, leaders, alumni and supporters alike come together to make an impact in their communities.

“We’re proud to partner with BASF to advance opportunities for 4-H youth to be engaged in their communities,” says Shannon Benner, 4-H Canada’s CEO. “This new partnership – and the programming it supports – demonstrates how the 4-H movement is nurturing youth leaders who are positively impacting their communities across Canada and around the world.”

In addition to national programming, this investment will support 4-H programming at the provincial level in Alberta, Saskatchewan, Manitoba and Ontario, and their own leadership development and ambassador opportunities for youth.



About 4-H Canada

For over 100 years, 4-H Canada has been one of the most highly respected positive youth development organizations in Canada. 4-H Canada has close to 24,000 members and more than 7,600 volunteer leaders. Our goal is to help young Canadians “Learn To Do By Doing” in a safe, inclusive and fun environment. We believe in nurturing responsible, caring and contributing youth leaders who are committed to positively impacting their communities across Canada and around the world. To learn more about 4-H Canada, please visit 4-h-canada.ca and follow our [Facebook](#), [Twitter](#) and [Instagram](#) pages.

About BASF's Agricultural Solutions division

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That's why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2018, our division generated sales of €6.2 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 20,000 employees in North America and had sales of \$19.7 billion in 2018. For more information about BASF's North American operations, visit www.basf.com.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

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