



## 4-H Canada and Syngenta Canada Renew National Partnership to Empower Youth Leaders in Agriculture

**Ottawa, Ontario – February 4, 2020** – 4-H Canada and Syngenta Canada Inc. are pleased to announce the continuation of their successful partnership, with Syngenta as the lead partner of programming within 4-H Canada’s Sustainable Agriculture & Food Security leadership development pillar over the next two years.

4-H Canada’s programming within the Sustainable Agriculture & Food Security pillar empowers 4-H members to learn about sustainable farming practices and their impact, understand issues of food security at home and around the world, explore education and career choices in the agriculture sector, and meaningfully contribute to important global conversations, such as how to advance the United Nations’ Sustainable Development Goals (SDGs).

“At Syngenta, our ambition is to help safely feed the world and take care of our planet, which is at the core of 4-H Canada’s Sustainable Agriculture & Food Security pillar,” explains Syngenta Canada President Trevor Heck. “To achieve the United Nations’ SDGs, we need new ways of thinking, fresh approaches and a step-up in collaboration, which is what this partnership with 4-H and the involvement of these future industry leaders will bring.”

The renewed investment by Syngenta will see the continuation of the popular Proud to Bee a 4-H'er and Steeped in Soil programs, as well as the creation of a new soil health and climate change club outreach initiative in 2021. This is another step 4-H is taking towards advancing the SDGs and creating opportunities for youth to act and be engaged in addressing these global goals. The Syngenta investment will also support provincial 4-H programming.

“Our continued partnership with Syngenta Canada is a testament to our successful work in building youth leaders with the passion and skills to create sustainable change,” says Shannon Benner, 4-H Canada CEO. “With Syngenta’s support, 4-H will continue to grow opportunities for youth to access high-quality hands-on programming relevant to their interests and the concerns of their generation as global citizens focus on a sustainable future.”

The renewal of 4-H Canada’s long-standing partnership with Syngenta builds on the collaboration of national programming that has supported youth in creating profound impacts in communities across Canada. Through Syngenta’s support of Proud to Bee a 4-H'er since 2014, and Steeped in Soil since 2018, 4-H clubs have taken part in experiential learning initiatives that educate their peers and their communities about the importance of pollinators and soil health. Over 23,000 4-H youth have taken part in these initiatives to date.



### **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](http://4-h-canada.ca) and follow our [Facebook](#), [Twitter](#) and [Instagram](#) pages.

### **About Syngenta**

Syngenta is one of the world’s leading agriculture companies. Our ambition is to help safely feed the world while taking care of the planet. We aim to improve the sustainability, quality and safety of agriculture with world class science and innovative crop solutions. Our technologies enable millions of farmers around the world to make better use of limited agricultural resources. With 28,000 people in more than 90 countries we are working to transform how crops are grown. Through partnerships, collaboration and The Good Growth Plan we are committed to improving farm productivity, rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more visit [syngenta.com](http://syngenta.com) and [goodgrowthplan.com](http://goodgrowthplan.com). Follow us on Twitter® at [twitter.com/Syngenta](https://twitter.com/Syngenta) and [twitter.com/SyngentaCanada](https://twitter.com/SyngentaCanada).

### **For more information, media may contact:**

Ryan Baan  
Marketing Manager  
4-H Canada  
613-759-1013 ext. 132  
[communications@4-h-canada.ca](mailto:communications@4-h-canada.ca)

Christina Stroud  
Head of Corporate Affairs Canada  
Syngenta Canada Inc.  
519-212-6193  
[christina.stroud@syngenta.com](mailto:christina.stroud@syngenta.com)