



Cargill Renews Support of 4-H in Canada; Empowering Youth through Positive Youth Development Programming

Ottawa, ON, June 20, 2022 – 4-H Canada is pleased to announce a renewed partnership commitment supporting youth in Canada, with Cargill investing over \$450,000 in the 4-H movement across Canada by 2024.

This partnership will focus on multiple levels of support for 4-H members and organizations across Canada in the coming two years, from grassroots to provincial agencies to national events.

“We believe 4-H Canada is creating the foundation for a promising future by preparing young leaders to make positive change in their communities,” said Jeff Vassart, president of Cargill Canada. “We are proud to partner with organizations like 4-H, because together we can work to inspire and prepare today’s youth to be breakthrough leaders who will help solve some of the world’s greatest challenges.”

To kick off the partnership, Cargill became the Presenting Sponsor of the [Powered Up!](#) and [Making a Splash](#) Outreach Initiatives in 2022, supporting club kits that encourage youth to get hands-on and have fun, while learning about the United Nations’ Sustainable Development Goals (SDGs) - a set of 17 goals that encourage global citizens of all ages to help address critical issues like poverty, health, education, and the environment.

Powered Up! and Making a Splash are currently being rolled out across Canada, and will reach more than 5,000 youth, providing the opportunity to enjoy hands-on activities any time, from anywhere, while making meaningful contributions to their communities, country, and the world.

Also ahead, Cargill will bolster 4-H Canada’s [Careers on the Grow](#) programming, support the national 4-H Canada Members Forum, plus provide critical resources for programming by provincial 4-H organizations.

The investment in mentorship and hands-on career programming is an important area of focus for 4-H Canada, primarily by supporting youth in setting career goals, developing in-demand skills for today’s workforce, and gaining hands-on work experience. Cargill’s support is critical in helping 4-H address the skills and labour gap that exists in vital industries like agriculture in Canada.

In addition, Cargill is directing \$90,000 to provincial 4-H organizations over the next two years to support grassroots programming in Alberta, Saskatchewan, Manitoba, and Ontario. The



funds will help bolster programs that highlight shared priorities of 4-H and Cargill, including food security, youth agriculture education, diversity, equity and inclusion, STEM, and climate and water protection.

“We are grateful to Cargill for their engaged and enthusiastic support of 4-H Canada’s positive youth development programming,” said 4-H Canada CEO, Shannon Benner. “A cornerstone of the 4-H program is preparing youth for their future careers, and we are proud to expand our Careers on the Grow programming to help even more youth leaders reach their career goals. By supporting provincial 4-H organizations, Cargill is also providing vital resources to grassroots programming, bolstering a strong foundation for 4-H in Canada.”

For more information on the innovative 4-H programs being supported by Cargill, including 4-H at Home Outreach Initiatives and Careers on the Grow, visit www.4-h-canada.ca/programs.

- 30 -

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 in Canada has close to 23,500 members and more than 8,500 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 Cargill

Cargill’s 155,000 employees across 70 countries work relentlessly to achieve our purpose of nourishing the world in a safe, responsible and sustainable way. Every day, we connect farmers with markets, customers with ingredients, and people and animals with the food they need to thrive. We combine 156 years of experience with new technologies and insights to serve as a trusted partner for food, agriculture, financial and industrial customers in more than 125 countries. Side-by-side, we are building a stronger, sustainable future for agriculture. For more information, visit Cargill.com and our [News Center](#).

For more information, media may contact:

Lori Barron
Communications Manager
4-H Canada
lbarron@4-h-canada.ca



News Release

613-978-4541

Emily Webster
Media Relations Senior Specialist
Cargill
Media@cargill.com