News Release

4-H Canada Youth Drive Sustainable Solutions with the AgriFood Challenge

Ottawa, ON, March 20, 2025 – 4-H Canada and Syngenta Canada are proud to announce the winners of the first-ever AgriFood Challenge, a national initiative inspiring 4-H members to take meaningful action in support of sustainable agriculture and food security in their communities.

Through hands-on learning, creativity, and teamwork, 4-H members and clubs across the country demonstrated the vast array of possibilities for tackling some of the world's most pressing farming and food sustainability challenges.

Many contest entries addressed food insecurity and food waste, resulting in donations to local food banks and community events imparting sustainable food production practices. Participants also carried out projects that enhanced biodiversity through pollinator garden plantings while others increased knowledge about agricultural sustainability through awareness campaigns and presentations. Each winning initiative showcased the dedication of 4-H members to improving their clubs and communities by enhancing sustainability.

"4-H youth have always led the way in creating real change," said Hugh Maynard, Interim CEO for 4-H Canada. "We're very grateful to Syngenta Canada for partnering with us to empower our youth members to take on the important topics of sustainable agriculture and food security."

The 2024 challenge offered up to 15 cash prizes of $500 each to recognize and support the efforts of winning members and their clubs. All entries were evaluated based on the impact of the initiative, member involvement, community engagement, and reflections on learnings.

"We applaud this year's AgriFood Challenge winners for their innovative contributions to sustainable agriculture and food security," says Christina Stroud, Head of Corporate Affairs at Syngenta Canada. Since 2014, Syngenta has contributed over $1.8M and engaged more than 25,000 4-H members through the Proud to Bee a 4-H'er, Dig into Soil, Steeped in Soil and Food for Thought programs. "This latest outreach initiative aligns perfectly with our commitments to empower youth, alleviate rural hunger, and promote sustainable farming practices."

Congratulations to this year's winners:

- Pitt River Beef, Lamb and Swine Club, Maple Ridge, BC
- Woodlands 4-H Club, Surrey, BC
- Big Lake 4-H Club, Williams Lake, BC
- Headingley 4-H Club, Headingly, MB
- The Pas Helping Hands 4-H Club, The Pas, MB
- Tilston Beef Club, Tilston, MB
- Challenging Pioneers, Goulds, NL
- Shu-Mil 4-H Club, Shubenacadie, NS
- Lyn Athens 4-H Club, Brockville, ON
- Hanover 4-H Sheep Club, Hanover, ON
- Lombardy Bread Making 4-H Club, Lombardy, ON
- Kensington 4-H Club, Kensington, PEI

For more information about the AgriFood Challenge visit https://4-h-canada.ca/agrifood-challenge/. Year two of the competition will launch April 30, 2025. Stay tuned for details to be announced soon.

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About 4-H Canada

For over 111 years, 4-H Canada has been one of the most highly respected positive youth development organizations in Canada. 4-H in Canada has over 19,000 members and more than 7,000 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, X and Instagram pages.

About Syngenta

Syngenta is a global leader in agricultural innovation with a presence in more than 100 countries. Syngenta is focused on developing technologies and farming practices that empower farmers, so they can make the transformation required to feed the world's population while preserving our planet. Its bold scientific discoveries deliver better benefits for farmers and society on a bigger scale than ever before. Guided by its Sustainability Priorities, Syngenta is developing new technologies and solutions that support farmers to grow healthier plants in healthier soil with a higher yield. Syngenta Crop Protection is headquartered in Basel, Switzerland; Syngenta Seeds is headquartered in the United States. Read our stories and follow us on LinkedIn, Instagram & X.

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