



What is the AgriFood Challenge?

The AgriFood Challenge is a Canada-wide initiative that challenges 4-H members to find ways to support sustainable agriculture and food security in your community.

With your club or on your own, you may have already learned about sustainable agriculture and food security through the **Proud To Bee A 4-H'er, Dig Into Soil**, and **Food For Thought** outreach kits and activity books.

In this challenge, you and your club can take what you've learned from the activity kits and apply it within your community. Use what you've learned to come up with an activity or project that promotes sustainable agriculture or food security in your community. It doesn't have to be a brand-new activity—your club may already be doing something that works.

Who can participate in the AgriFood Challenge?

The challenge is open to all 4-H Canada members and 4-H Clubs in good standing. 4-H members of all ages are encouraged to participate.

Your group can be any size. Whether you choose to complete the challenge individually, in a small group with fellow club members, or as a whole club, you get to make this challenge your own!

How can members and clubs participate in the AgriFood Challenge?

Create your group and use the 4-H Do, Reflect, Apply approach to get started!

STEP 1 DO

Use the **Proud To Bee A 4-H'er, Dig Into Soil**, and **Food For Thought** activity books to learn more about sustainable agriculture and food security. Try out some activities.

STEP 2 REFLECT

Talk with your group about what you learned from the activity books and activities. Ask yourselves – How do these problems affect your community? Then think of ways to use your knowledge to positively impact your community.

STEP 3 APPLY

Now it's time to bring your ideas to life. With the support of your club leaders, choose how you would like to support sustainable agriculture and/or food security in your community and then make a game plan. Think about the kinds of questions you need to ask before you get started. Your leader and your group can help you with this.

Divide the work, roll up your sleeves and get started! Once you have completed your activity, you will then need to submit your activity report to 4-H Canada at https://apply.4-h-canada.ca/prog/agrifood_challenge.

Be sure your plan allows you to complete your challenge before **November 30, 2025**.

When will the AgriFood Challenge take place?



APRIL 30, 2025

The challenge officially begins! Go to the 4-H Canada website to find the registration link and register your group to get started. You'll go to the same spot on the website to submit your final challenge report once you've completed your activity.

NOVEMBER 30, 2025

The challenge officially closes. All challenge documents must be submitted through the online report by 11:59pm E.T. to be eligible for review and prizing.

FEBRUARY 2026

Challenge prize winners announced!

Agri-Food Challenge Submissions and Prizes



There are **15 cash prizes of \$500/each available** to be won by participating clubs

- Cash prizes will be awarded to the club of the winning member(s).
- No club will be eligible to win more than \$1,000 in total cash prizes.
- Both the club and the members who completed the winning challenge must be deemed 'in good standing' by their provincial association.
- Winners will be determined through a review process based on the information provided in the online challenge report including information such as: reason initiative was chosen, involvement of 4-H member(s), community impact, sharing of photos, and reflection of learnings.

Please see the 4-H Canada website for full Terms and Conditions.

Tips For A Successful AgriFood Challenge



- **Ask your club leaders for support** – this is your challenge, but the volunteer leaders in your club are ready to help and support. Talk with them throughout the process and use their expertise to your advantage.
- **Keep a journal and take photos** – make note of who is involved, why you chose this activity, what positive impact are you hoping to make, what did you do, how it went, what was learned, etc.
- **Get your community involved** – connect with people and groups in your community to find out about the impacts of sustainable agriculture and food security, and how you can help. Invite them to be part of your challenge.
- **Start early and keep going** – make the choice to take part early, register your participation and stay connected with 4-H Canada for help, guidance and to stay in the know throughout the Challenge.
- **Submit your report when you complete your challenge** – don't leave completing your online forms until the last minute! When your challenge is complete, finish your report and be sure to SUBMIT! Don't miss your chance to win!



4-h-canada.ca

Questions? Concerns? We're here to help and it's just an email away. Contact us at **program@4-h-canada.ca**