



AgriFOOD CHALLENGE

YOUTH LEADERS CREATE SUSTAINABLE SOLUTIONS



What is the AgriFood Challenge?

The AgriFood Challenge is a Canada-wide initiative challenging 4-H members to consider how you can take action in support of sustainable agriculture and food security in your community.

4-H'ers have what it takes to innovatively solve some of the biggest challenges facing our planet. This challenge is one way to make a difference!

With your club and individually, you've explored 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, your fellow 4-H'ers, and your club can put that learning into practice. You choose the most meaningful way to take action to support sustainable agriculture and food security in your community. This is your chance to live your 4-H Pledge by combining knowledge, hard work, and service.

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?

Choose your challenge group and try using 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 challenge group members about what you learned from the activity books and the activities you completed. How do these issues affect your community? Brainstorm ideas for how you can use what you've learned to take positive action.

STEP 3 APPLY

With the support of your club leaders, choose what your action will be and make a plan for your challenge. Do you need any permission? Do you need supplies? How long will it take to complete your action? Who can you ask for help? What community resources can you make use of? When do you need to start? How can you involve others? What will the role of your challenge group members be?

Divide the work, roll up your sleeves and get started! There's no better time to create positive change in your community than right now!

Be sure your plan allows you to complete your challenge before **December 8, 2024**.

When will the AgriFood Challenge take place?



TUESDAY, APRIL 23, 2024

4-H Canada will host a virtual Challenge Information Session. During this session, volunteer leaders will learn about the challenge and how to encourage members and clubs to participate. Time will be available to answer questions.

TUESDAY, APRIL 30, 2024

The challenge officially begins! Go to the 4-H Canada website. Find the link to register to participate. This will ensure you stay up to date throughout the challenge.

THURSDAY, JUNE 13, 2024 AT 7PM ET

Join 4-H Canada and special expert guests from both the sustainable agriculture and food security sectors for our Mid-Challenge Webinar! Open to everyone participating and interested in joining the challenge. Learn more about sustainable agriculture and food security, how you can take action, and get expert advice on how to have meaningful impact through your challenge. There will also be time for questions.

SUNDAY, DECEMBER 8, 2024, 11:59PM ET

The challenge officially closes. All challenge documents must be submitted through the online form by this time to be eligible for review and prizing.

JANUARY 2025

Announcement of challenge prize winners.

Agri-Food Challenge Submissions and Prizes



There are **15 cash prizes of \$500/each available** to be won by Challenge participants.

- 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.

Tips For A Successful Agri-Food 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 records, both written and photos** – who is involved, why did you choose this action, what positive impact are you hoping to have, what did you do, how did it work, what was the outcome, who benefited from your actions, what did you learn, 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