

For Immediate Release

Young adults from around the world invited to the table in Canada to help solve the issue of feeding a hungry planet

Applications to participate will be accepted until February 15, 2013

Ottawa & Calgary (December 5, 2012) – 4-H Canada is inviting young adults from around the world to ‘come to the table’ on August 19th to 25th, 2013 for the global 4-H Youth Ag-Summit in Calgary, Alberta, Canada to share ideas and develop a plan of action on how to feed a hungry planet.

From now until February 15, 2013, young adults between the ages of 18-25, from over 20 countries have the chance to submit an application by writing an essay (max. 2,000 words) or filming a video (max. seven minutes) about the challenges of feeding a hungry planet. 120 of the successful applicants will receive an expenses-paid trip to the global 4-H Youth Ag-Summit – a weeklong event where ideas will be shared and opportunities will be explored with other young people, business leaders and scientists about this global agricultural challenge. One revolutionary idea could make history.

Bayer CropScience is the title sponsor of the Youth Ag-Summit and is committed to inspiring youth from around the world to see how they can make a difference and bring agriculture to the forefront of this global challenge. Countries currently involved include Australia, Brazil, Canada, Chile, China, Costa Rica, Finland, France, Germany, India, Indonesia, Italy, Japan, Mexico, South Africa, Spain, Taiwan, United Kingdom and USA.

In November 2011 the United Nations declared the planet’s population surpassed seven billion people. In less than 40 years this forecast will see 2 billion more mouths in need of healthy food and nutrition. If the next generation is to help find a solution for these people, they must first understand the challenges and opportunities their peers are experiencing around the world today. No one person, company or nation holds the answers; but through discussion and collaboration at the global 4-H Youth Ag-Summit in Calgary, it is hoped that agricultural solutions can be found, acted upon and achieved.

40 youth from across Canada **will be** selected to participate in this event. **20 of these participants will be 4-H members and/or 4-H alumni.**

Young adults between the ages of 18-25 can find-out more details and apply online by visiting www.YouthAgSummit.com

-30-

About 4-H Canada

4-H Canada celebrates its 100 year anniversary in 2013. Beginning in Roland, Manitoba in 1913, 4-H is one of the country’s longest-running and most respected youth organizations. 4-H provides opportunities for Canada’s youth to explore, learn, and discover while expanding their horizons. More than 8,000 trained volunteer leaders help more than 26,000 4-H members develop self-confidence and learn a wide variety of skills through hands-on project work from Newfoundland and Labrador to British Columbia. To learn more about 4-H in Canada visit: www.4-h-canada.ca.

About Bayer CropScience

Bayer celebrates 150 years in 2013. Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer CropScience AG, a subsidiary of Bayer AG with annual sales of about EUR 7,255 million in 2011, is one of the world's leading innovative crop science companies in the areas of crop protection, non-agricultural pest control, seeds and plant biotechnology. The company offers an outstanding range of products and extensive service backup for modern, sustainable agriculture and for non-agricultural applications. Bayer CropScience has a global workforce of about 21,000 and is represented in more than 120 countries. Further information on Bayer CropScience Canada is available at: www.bayercropscience.ca.

For more information contact:

Tammy Oswick-Kearney
Special Projects Officer
Canadian 4-H Council/Canadian 4-H Foundation
Office: 613-234-4448 ext.26
Toll Free: 1-855-234-4448 ext. 26
TO-Kearney@4-h-canada.ca

Derrick Rozdeba
Manager, Integrated Communications
Bayer CropScience
Office: (403) 723-7432
derrick.rozdeba@bayer.com