



Youth Create Inspiring Videos About Canadian Agriculture Through *Shout-Out for Ag! Contest*

Ottawa, ON – April 4, 2014 – Farm Credit Canada (FCC) and 4-H Canada are pleased to announce the national winners for the **Shout-Out for Ag!** video competition. Clubs from across Canada were asked to create a short video illustrating key topics, such as how 4-H has affected their lives, or what they envision for the future of agriculture.

4-H members from across Canada rose to the challenge and over \$50,000 in prize money was awarded to clubs nationwide.

Members cast nearly 20,000 online votes to determine the provincial winners. Provincial winners from each category then moved on to a national judging panel. From the dozens of entries, four national winners were selected and earned top scores for creativity, impact, and awareness of 4-H in Canada.

The national winners in each category are:

Club

Horsefly 4-H Photography Club (BC)
Summerside 4-H Rockets (NL)
Comox Valley Calf Club (BC)
I. Sullivan Memorial 4-H Club (NL)

Video Category

We joined 4-H because....
We want to pursue a career in agriculture because...
What is the future of science and technology in agriculture?
What can every Canadian do to sustain feeding the planet?

“It is energizing to see the excitement and commitment to agriculture as shown by these 4-H clubs,” said Lyndon Carlson, Senior Vice-President, Marketing at FCC. “The next generation of agriculture is in good hands and FCC is happy to support these young people in expressing and pursuing a future in our amazing agriculture industry.”

“We are thrilled that our members are so articulate when they share their knowledge and passion about 4-H,” said 4-H Canada CEO, Shannon Benner. “We are also thankful for the longstanding support from FCC because they help us to continue developing leadership skills in Canadian youth.”

To watch the winning videos, please visit www.youtube.com/4HCanada.

-30 -

About 4-H Canada

4-H is one of Canada’s longest-running and most respected youth-serving organizations helping young Canadians to “Learn to Do by Doing” in a safe environment. With more than 24,000 members and 7,500 volunteer leaders, the 4-H community has extended beyond its rural roots and offers clubs for a diverse range of interests and skills across the country. Provided with the tools and guidance 4-H members work individually and with others to reach their goals. This unique combination of group-based learning and personal interests is what makes the 4-H experience exciting and memorable for everyone involved. Through this process, we are creating a 4-H culture of skilled, responsible and confident leaders that are committed to positively impacting their communities across Canada. At a national program level, members have the chance to travel nationally and internationally, and participate in leadership conferences and seminars.

To learn more about 4-H Canada, please visit www.4-h-canada.ca.

About FCC

As Canada's leading agriculture lender, FCC is advancing the business of agriculture. With a healthy portfolio of more than \$25 billion and 20 consecutive years of portfolio growth, FCC is strong and stable – committed to serving the industry through all cycles and to being socially and environmentally responsible. FCC provides financing, insurance, software, learning programs and other business services to producers, agribusinesses and agri-food operations. Employees are passionate about agriculture and committed to the success of customers and the industry. For more information, visit www.fcc.ca. Follow Farm Credit Canada on Facebook, and on Twitter @FCCagriculture.

For more information, media may contact:

Christine Moses, Marketing and Communications Manager

4-H Canada

cmoses@4-h-canada.ca

613-234-4448 (ext 29)

Shaun Humphries, Sr. Strategist, Communication

Farm Credit Canada

shaun.humphries@fcc.ca

306-780-6987

