

The Pledge

The magazine for 4-H alumni in Canada



CANADA

SUMMER 2023

Senator Rob Black

Making A Difference is Something You Never Outgrow

Living On Purpose

With 4-H Canada Distinguished Alumni Dr. Ken Keis

Thought L.E.A.D.ers

Catching Up With The 2022 L.E.A.D. Scholarship Recipients





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CANADA

Mission Statement

The mission of the 4-H movement in Canada is to empower youth to be responsible, caring, and contributing leaders who effect positive change in the world around them.

Vision

Thriving communities in partnership with youth leaders.

4-H Pledge

I PLEDGE

My **HEAD** to clearer thinking,
My **HEART** to greater loyalty,
My **HANDS** to larger service,
My **HEALTH** for better living,

For my club, my community, my country and my world.

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By Doing

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The Pledge

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Senator Rob Black, Member of the Senate of Canada, Queen Elizabeth II Diamond Jubilee Medal recipient, and 2016 4-H Canada Honourary Member.

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Making A Difference by Inspiring Tomorrow's Leaders

In 1993 I was selected to take part in what was then the RBC 4-H Canada Interprovincial Exchange Program and in a serendipitous twist of fate, found myself travelling to Quebec instead of Nova Scotia when another member had to back out of the trip.

Before that trip, I didn't realize 4-H had its roots in agriculture, take that in for a second. Growing up in a tiny outport community in rural Newfoundland and Labrador, clubs like my Tremendous Trio Club of King's Cove specialized in crafts, cooking, dancing, woodworking, and other non-agriculture skills. As a 16-year-old who had only seen cows at a distance, you can imagine my culture shock waking-up for chores on a dairy farm in Quebec's Eastern Townships that first morning!

As fate would have it, my host was a young 4-H leader who had recently become a staffer at the Quebec 4-H Council based at McDonald College in Laval. This meant that I got to split my trip between rural Quebec and the bright lights and big city life of Montréal!

On weekends I travelled with my host, Sylvie, to the Richmond and Bedford Fairs, took part in cattle shows, and shadowed her as she carried out her work duties representing 4-H Quebec - it was an eye-opener!

I left Montréal with Sass Jordan's *Goin' Back Again* playing in my head, and a newfound understanding for the variety of skills development and opportunities available to youth through the 4-H movement. When I did 'go back again' a few years later to begin my career - this time to Ottawa - one of the first places I applied for work was at 4-H Canada. The timing wasn't right just then, and I had a lot of work experience to gain, but I was committed to non-profit, and determined to one day work for 4-H.

Thirty years later, now in my second year as a 4-H Canada staffer, I have a firsthand opportunity to witness how the 4-H movement in Canada positively impacts the lives of youth from coast-to-coast-to-coast. 4-H gives youth members access to hands-on learning, personal development, and opportunities to take part in national events like the 4-H Canada Science Fair (which feeds into the Canada-Wide Science Fair), Citizenship Congress, and Members Forum. 4-H is helping youth members become the leaders of tomorrow through scholarships for post-secondary education in our four Leadership Development Pillars:

Community Engagement & Communications, Science & Technology, Environment & Healthy Living, and of course, Sustainable Agriculture & Food Security.

Each time I speak with a 4-H'er, whether it's a club leader, provincial supervisor, a member of our Youth Advisory Committee, or a 4-H youth member, I think back to my own time in 4-H and I am reminded of the impact my 4-H leaders had on my development. It's a big responsibility and one for which our volunteer leaders deserve our admiration and recognition. As a first-hand beneficiary of the commitment put forth by 4-H leaders, I look at the position I have today as an opportunity to pay tribute to them and pay it forward to our next generation of leaders.

Until next time,



Lori Barron
Director of Marketing,
4-H Canada
4-H Newfoundland and
Labrador Alumna



Photo Credit: Anna Epp Photography

“4-H gives youth members access to hands-on learning, personal development, and opportunities to take part in national events...”

4-H Today

Find out more about Positive Youth Development at 4-H-Canada.ca/what-we-do



Positive Youth Development

4-H is based on a positive youth development (PYD) approach that recognizes everyone has interests, abilities, and strengths that can be enhanced by participation in the 4-H programs. Research shows that participation in high quality 4-H programs increases thriving in youth, and thriving youth achieve important developmental outcomes, such as academic, motivation, and achievement.

Leadership Development Pillars

We provide impactful programming that is relevant to today's youth under our four leadership development pillars.



Community Engagement & Communications



Science & Technology



The Environment & Healthy Living



Sustainable Agriculture & Food Security

4-H Canada

17,434

4-H Members

1,262

Clubs

6,770

Leaders

45,460

projects

Demographics

62.1%

Farm

26.9%

Rural

11%

Urban

11.5

Average age

*Stats reflect the membership year ending Dec. 31, 2022

Making A Difference and Celebrating Leadership

Events like Leadership Summit always strike me as a meaningful opportunity to share knowledge, create communities of practice, spotlight the work of great leaders, and build overall capacity in our leadership excellence. It is also an opportunity to expand on what we know and grow as a movement, **Learning To Do By Doing** across the country.

Following the 2023 Leadership Summit, 4-H Canada launched its national outreach initiative to re-engage alumni and attract new volunteers to the 4-H movement. Already in the early days of the campaign, interest has been beyond what we had imagined, as it is clear Canadians are looking to organizations such as 4-H to see that Canada's youth have a place to learn, share, and grow as global citizens.

The work our volunteer leaders do is especially relevant in today's post-COVID environment, as in-person events and club activities continue to become the norm once again. During the pandemic, like many organizations, 4-H participation numbers saw a decline. The good news is participation numbers are back on the rise, as youth look to 4-H not only for developmental learning, but for community, and a sense of belonging. Our youth in Canada have sacrificed an enormous amount in the past few years, as they felt the effects of isolation more than most, at a time when interaction and engagement are so critical to their development.

4-H leaders deserve recognition for their willingness to stay committed to their clubs, despite those challenges, to ensure that clubs could continue to operate, and provide essential opportunities for youth to cope with the stress of the situation, to continue to learn, and to connect with community.

Our volunteers play a deeply important role in the lives of our 4-H youth, not only in guiding them through valuable programming that 4-H offers, but in inspiring them to become tomorrow's leaders. It is an important torch that they get to pass on to their club members, and it is one that we are proud to be able to support.

As we get ready to publish this latest issue of *The Pledge*, I look back at the values I gained as a 4-H member; and the words I recited from the

4-H the Pledge to use my *head, heart, hands, and health ...for my club, my community, my country, and my world*, it is clear that making a difference is something we learn to do as 4-H members and it is something we take with us into adulthood, to our careers, our families, our communities, and beyond.

Being able to make a difference in the lives of our youth members, as we help them grow into tomorrow's leaders, is a chance to effect positive change in the world. What an incredible opportunity we have been given!

As we head into summer, on behalf of the entire 4-H Canada Board of Directors, I would like to extend a huge thank you to our volunteers who give their time, energy, and commitment to make a difference in the lives of Canada's youth.

Have a wonderful summer everyone!

Carlie Whetter

Carlie Whetter
Chair, 4-H Canada Board
of Directors
4-H Manitoba Alumna



Photo Credit: Anna Epp Photography

“It is clear that making a difference is something we learn to do as 4-H members and it is something we take with us into adulthood, to our careers, our families, our communities, and beyond.”

Making a Difference

is Something You Never Outgrow

Senator Rob Black reflects on the impact 4-H has had on his life in public service.

By Lori Wiens

When the 4-H Canada Citizenship Congress national event took place in Ottawa this past spring, there was perhaps no one more inspirational for the participants than Senator Rob Black, who was there to take part in the Congress and marvel at tomorrow's leaders.

"I sat in the Gallery to watch," explained Senator Black. "I am in awe of these young people who are so amazing." He was proud to see how well they performed as they interacted on the floor. "There were tons of leaders in that group. That's where our future leaders are coming from."

For Senator Black, 4-H has been instrumental in his life, and he credits the movement for helping him reach Canada's Senate floor as an independent Senator representing his home province of Ontario.

"I have been involved in 4-H for almost 50 years of my life," he said. "I have been involved as a member, a leader, a provincial staff member, and a board member. I was also a past president of the Canadian 4-H Council. I always tell people that I would not be here in the Senate if it was not for 4-H."

In fact, he was so proud of the youth involved in the Congress that he invited his fellow senators to the Thursday night reception and several of them showed up,



much to his delight. "One of the senators expressed his gratitude at being invited. He said, "thank you for connecting me to my folks."

According to Chelsea Crawford, Youth Programs Manager at 4-H Canada, the Congress participants were grateful for his support. "Senator Black is a very busy man, the fact that he took the time out of his schedule, away from his family and other responsibilities, shows how important 4-H is to him," she said. "He was able to provide 4-H Canada and our members the physical space in the Senate for the mock debate, as well as the support of actively listening to our members and providing his knowledge on a panel where the topic was "Public Service & 4-H - Exploring the important connection between 4-H programming and active citizenship".

Senator Black believes that the skills youth learn in 4-H are critical in everyday life. "You learn how to work with people; how to get along with others; how to talk to people; how to have good meetings and how to engage with folks," he said.

He acknowledges that there are other programs available that are similarly helpful, but for him, 4-H was closest, and he has always been grateful for his involvement. According to Black, when it comes to hiring employees, having 4-H on a résumé is a good sign. "People hire 4-H members," he said. "If I see a 4-H résumé, it will float to the top and they will get an interview. They might not get the job, but they will get an interview."



“There are many opportunities to make a difference, make connections, and provide opportunities – formally or informally.”

Crawford praises Senator Black for recognizing and supporting the young members of 4-H. "He makes you feel seen and heard when you speak with him. I witnessed it myself as well as the honour of watching him have conversations with members who commented that getting to speak with Senator Black was a highlight of their experience." She then added, "His dedication to 4-H Canada and its members is a great example of his leadership and inspiration as a Senator and 4-H alum."

Senator Black hopes his involvement inspires other alumni to become involved. "There are many opportunities to make a difference, make connections, and provide opportunities – formally or informally."

He explained, "You can get involved, write cheques, volunteer, or become a mentor." Not only does it help tomorrow's leaders, but it can also be rewarding for the alumnus. "I like to say we can be paid in four different ways: cash, recognition, opportunities to learn, and opportunities to give back. Where I get my reward is in giving back and in learning," he said.

With 4-H still growing strong, Senator Black is confident that it will continue to produce leaders. His success is proof that 4-H is still relevant in today's world. "Again, I can't emphasize enough that I wouldn't be here - in the Senate - if it weren't for my involvement in 4-H". 🍀

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A Behind the Scenes Look at 4-H Canada's New Outreach Campaign

By Nadine Sisk

4-H may be a positive youth development organization, but as anyone who has ever been a part of the movement knows, it takes people of all ages to make this community thrive. That is the message behind the new volunteer recruitment campaign recently launched by 4-H Canada.

You may have noticed these animated videos featuring four 4-H youth popping up while you scrolled your favourite social media feeds recently. We thought we would give you a little behind the scenes look at the campaign, and share why we believe connecting with new volunteers, and re-engaging alumni, is so important to growing the 4-H movement in Canada.

The Characters

Spearheaded by the Brand Committee, the campaign is built around a 90-second video that shows a group of four 4-H members, supported by volunteers, participating in activities that build skills such as leadership, critical thinking, planning for success, and a sense of purpose. Eventually, the youth grow up to have successful careers, but when disaster strikes one of the projects from their time in 4-H, they are reunited and the lasting impact of 4-H, and the friendships that come from it, is obvious.

The Message

In creating the video and other assets to support the campaign, the committee (which is comprised of representatives from across the country and the Youth Advisory Committee), recognized the opportunity to reinforce several other goals of the 4-H movement including: encouraging new members to join; reflecting the diversity within Canada as a demonstration of our commitment to diversity, equity and inclusion; and raising awareness of 4-H with the general public, many of whom are unfamiliar with 4-H.

The campaign also makes a nod to a by-gone era and is intended to create a sense of

nostalgia for former 4-H members by using imagery from a time when many of today's 4-H alumni were members themselves. The videos tell a story that echoes that sense of community that so many 4-H alumni say is an important part of what it means to be a member of 4-H.

The Delivery

With ambitious targets set and only a few months left to achieve them, the campaign will be delivered in geographic regions identified by the provinces as priority areas. Within those geographic regions, the video and a variety of related materials will be shared online, in social media feeds, and on programmatic television. Paid search, which allows us to engage with people who are looking for information on a specific topic, such as volunteering and youth development, will also be an element of how we ensure that the invitation to participate in 4-H reaches the right audiences.

The Goal

As we witness clubs return to in-person participation, the consensus from the committee was that our most pressing need is to ensure we have volunteer support to meet the demand. Without that, we simply would not be able ensure as many youth members as possible can experience the benefits of 4-H, such as achieving career-readiness.

I pledge my
HEAD
to clearer thinking



The volunteer recruitment campaign emphasizes the opportunities 4-H creates for youth to gain the skills they need to improve their educational outcomes and succeed in the labour market. By showing how projects – and 4-H youth – grow and evolve, the campaign highlights the difference volunteers can make by nurturing responsible, caring, and contributing youth who are committed to positively impacting their communities and the world around them.

While our primary goal is to increase the number of volunteers engaged in helping youth across the country, we also hope the video will encourage an increase in youth enrollment and, at the same time, help to raise awareness about the value and importance of 4-H with those who may not have already heard of 4-H. 🌱

Connect with us!

Making a difference is something you never outgrow.

Visit volunteer4h.ca today to reconnect and get involved!

I pledge my
HEAD
to clearer thinking

Living On Purpose

By Dr. Ken Keis, 2022 4-H Canada
Distinguished Alumni Award Recipient



I grew up as a third-generation dairy farmer in Abbotsford, BC, and started in 4-H at nine years old as a member of the Matsqui Holstein 4-H Club. I was also a member of the Matsqui 4-H Tractor Club, and still have my very first trophy as winner of top first-year 4-H member.

Like many youths, as a teen, I struggled with feelings of self-worth. Between being bullied at high school for being a “farm boy”, and a teacher who missed signs of a learning disability, telling me I would not amount to anything, I craved a sense of belonging. Unlike my high school experiences, 4-H provided me with a safe and supportive environment where I felt accepted. I thrived in the 4-H setting and soon I was participating in provincial, national, and international travel and development opportunities.

The connections I made in 4-H even led me to my first job working at the Pacific National Exhibition (PNE), which lasted for 10 seasons!

Like so many 4-H alumni today, I can say that 4-H inspired me to pursue my purpose, which for me, meant becoming a professional speaker and

Photo Credits: Photos courtesy of Ken Keis



Everyone has a purpose - I have witnessed this with my own eyes, having worked with thousands of individuals over my career.

There are many reasons individuals struggle with not having clarity. In recent years, we have seen our current generation of youth struggle more than others through isolation and a lack of connection. Organizations like 4-H Canada have provided a safe space to come together, share experiences, and grow. This is the kind of nurturing and positive environment that today's youth and tomorrow's leaders need as they grow on their own journeys of self-discovery and development.

Every single person reading this article has a purpose, a calling, gifts, talents, and abilities that energize you. This is where you can make your greatest contribution and positive difference to your life, your community, and your world! 🍀

trainer. I can trace that spark back to the National 4-H Conference in Toronto when I was 16 years old. That experience lit a fire inside me, and it was only the beginning of my journey to becoming an inspirational communicator.

My early career took me through several experiences, from herdsmen at my family's dairy farm, to a stint at Agriculture Canada. Throughout that time, I remained involved in 4-H, judging speeches and dairy showmanship at several fairs. My 4-H involvement led me to be elected president of the Purebred Holstein Breeders Club and the Central Fraser Valley Holstein Club and director of the local fair association.

In 1989, I took a leap of faith and began my journey as a professional speaker, trainer, and coach and joined a sales training franchise.

With experience and time, I expanded my expertise from sales into leadership, purpose, wellness, and personality assessments. Within three years, I was hired to provide training, consulting, and development for Chrysler Canada. That work led to me being awarded the sole source contract for all Soft Skills Training and Development for the entire country. During that period, along with my business partner, we developed over 40 business training programs; one of which was so successful, it was deployed in 40 countries.

I bought the publishing company I was associated with for assessments—Consulting Resource Group International Inc.—and spent the next 20 years revising, updating, and creating an online Holistic Assessment Development System, which is now used in over 30 countries and in 13 languages.

It is hard to imagine that a young, mis-diagnosed boy who was told by his English teacher that he would amount to nothing was now owner of an international publishing and training company! There was no way anyone could have convinced me in my 20s that I would be an author of four books, including an Amazon bestseller, 14 assessments, 10 online eLearning courses, 500 articles, and over four million words of content published, never mind earning a 4.0 in my Ph.D. in Leadership.

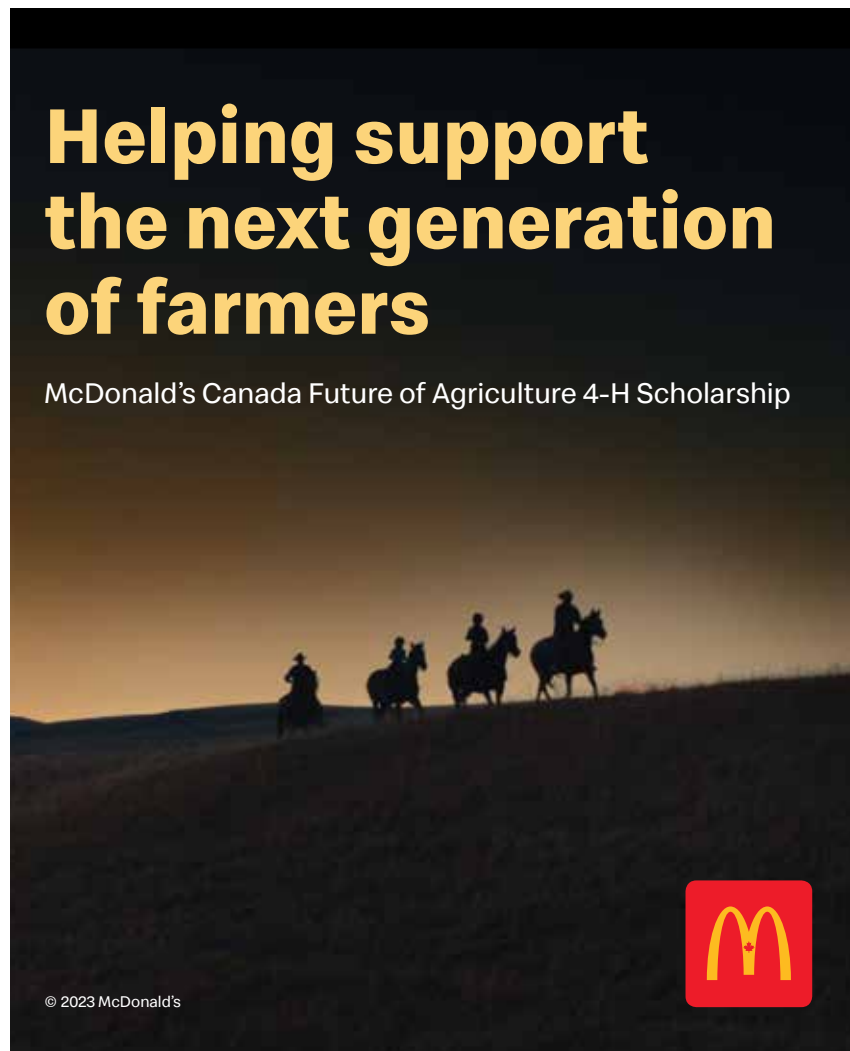
Over time, I shifted from a speaker who writes, to an author who speaks! Today, my mission in life is to help others live, lead, and work *On Purpose!*

4-H Canada Distinguished Alumni Award Recipient for 2022, Dr. Ken Keis has been helping individuals and organizations reach their greatest potential. Today, Ken is the President and CEO of Consulting Resource Group, an international leadership, coaching, and training firm. An expert on leadership, purpose and wellness, his firm is acknowledged as being one of the top three leadership development and coaching firms globally. He has published four books and countless articles that have been published in over 30 countries and in 13 languages.

Learn more about Ken at www.kenkeis.com or www.crgleader.com.

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Thought L.E.A.D.ers:

Catching Up with the 2022 L.E.A.D. Scholarship Recipients

Annually, 4-H Canada recognizes four outstanding youth members who have become exceptional leaders through their 4-H experience and who share the best of themselves with their community. The Leadership Excellence Awards of Distinction (L.E.A.D.), sponsored by CN, include a four-year scholarship, mentorship from an expert in the recipient's field of interest, and the opportunity to be a L.E.A.D. spokesperson. One recipient is selected for each of 4-H Canada's Leadership Development pillars.

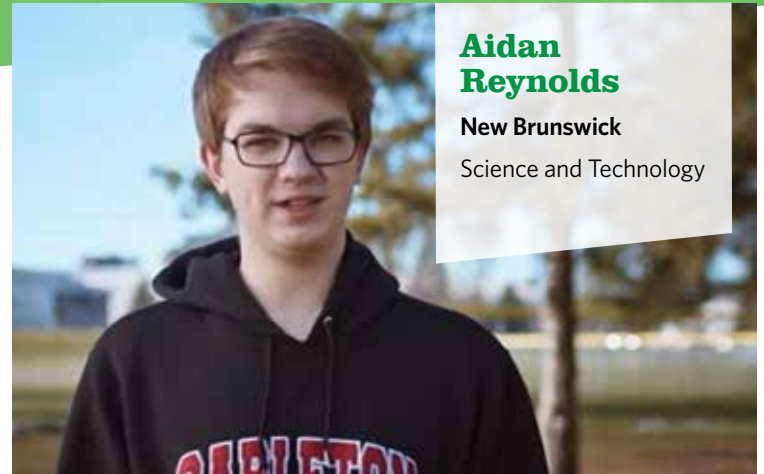
With their first full year of studies as L.E.A.D. scholars under their belt, we caught up with the 2022 L.E.A.D. scholarship recipients to find out what is top of their mind and what their experiences have been like to date.



Ava Copas

Nova Scotia

Community Engagement
& Communications



**Aidan
Reynolds**

New Brunswick

Science and Technology

4-H: What do you believe is the most important issue or challenge facing youth today?

Ava: I believe one of the most important issues facing youth today is finding opportunities to become involved, volunteer, be leaders, and find the support to do so. 4-H is an amazing program that helps solve this issue. My hope is that more youth will become involved in the program and get to experience how 4-H makes a huge impact on your life, as it has mine!

4-H: Who do you look up to most and why?

Ava: There are many people in my life that I look up to: my parents for their hard work and encouragement, my 4-H leaders for inspiring me to volunteer and the opportunities they have provided me with, and other leaders within my community who have inspired me to be the best version of myself.

4-H: One year into your studies as a L.E.A.D. scholar, what would you say has been the best part of being a L.E.A.D. recipient?

Ava: Part of being a L.E.A.D. recipient is feeling the responsibility of living up to what it meant to earn that scholarship in the first place. It is an incredible honour to be a L.E.A.D. recipient and I think about it each day as I strive to do my best. It inspires me to continue volunteering and being in leadership positions.

4-H: What was the best 4-H experience or opportunity you have had?

Aidan: My best 4-H experience was probably when I assisted the judges at the Albert County Fair a few years ago. My local 4-H club leader, who was one of the judges, had broken their ankle and couldn't walk at all. I stepped up and did most of the physical tasks that she would normally do. I helped the other kids in our club get their horses saddled up, helped the younger and inexperienced members guide their horses to where they need to be, and even assisted my club leader judge a couple of times. It was hard but valuable work that taught me what it really meant to be in a leadership role.

4-H: What do you believe is the most important issue or challenge facing youth today?

Aidan: One of the biggest concerns facing our youth is climate change. Over the last few years, we have seen more hurricanes and heat waves more consistently than ever before. Climate change is especially problematic for our youth, since we will be the ones who will have to deal with the consequences of permanent climate change if the current generation fails to do what needs to be done to counteract it.

4-H: Who do you look up to most, and why?

Aidan: I probably look up to my dad the most. His path through life and university is very similar to my own experiences, so not only do I have someone who can relate to my struggles and experiences, but his success in his career gives me the hope and motivation needed to cultivate my own success.



Elena Sales

British Columbia

Environment &
Health Living



Kate Axten

Saskatchewan

Sustainable Agriculture
& Food Security

4-H: What was the best 4-H experience or opportunity you have had?

Elena: Participating in 4-H public speaking competitions was both the most powerful and memorable part of my 4-H experience. It transformed me from a little girl, too shy to raise her hand in club meetings to the person I am today, confident and outgoing. I also met so many amazing people at the competitions (especially when competing at a provincial level), which made the experience even more memorable.

4-H: What is a pressing issue in your community and how are you helping to solve it?

Elena: Growing up on my family's farm, I took composting for granted. When I moved to Montréal for university, I was shocked by the lack of awareness and knowledge about proper composting and recycling. One of the main issues is contamination in bins, which essentially causes countless bins of compost and recycling to end up in the landfill.

As a Zero-Waste Ambassador through McGill's Office of Sustainability, I helped promote smart and environmentally friendly zero-waste habits around campus. I dedicated several hours each week to answering student's questions about waste and promoting other sustainability initiatives, such as the Cano reusable container program. I did this by going around to each table in the dining hall on campus. In addition to this, I also volunteered at sustainability-oriented events around campus, worked with McGill officials to come up with sustainable solutions, and organized sustainability focus groups. I also joined various councils and pitched the idea of an in-residence composting program, which will be initiated next year.

4-H: Who do you look up to most, and why?

Elena: This has got to be my grandma, Joanne. She is an absolute icon who started an environmental non-profit, runs our organic blueberry farm, and is an incredible writer - yet is so humble about all her outstanding achievements. A little eccentric sometimes, maybe, but one of the kindest and most thoughtful people you will ever meet. The fact that she stands up for what she believes in and protects what she cares about, regardless of what others think, is so inspiring.

4-H: What do you believe is the most important issue or challenge facing youth today?

Kate: I think information overload is a huge issue for today's youth. Today's youth have access to so much information at their fingertips and are constantly met with new information at an alarming rate. It can be difficult to know what to believe and which information is more important. This can be a catalyst for other issues that youth face, such as stress and anxiety. Reading that the world is going to end one day, and hearing that everything is completely fine the next takes a toll on youth's mental health. This is especially difficult when there is pressure on youth to be changemakers.

4-H: The L.E.A.D. award recognizes community service. What is a pressing issue in your community and what are you doing/want to do to help solve it?

Kate: A pressing issue that is common in many rural agricultural communities is population decline. I have seen this firsthand in my community. Despite those who work hard to keep rural communities alive, it is difficult without people. The food system has a large impact on this as its current structure does not support the well-being of rural communities. Our current food system lacks the ability to provide equity, nutrition, and sustainability. My goal is to make changes in the food system that have ripple effects that regenerate our dying communities.

4-H: What are your career and personal goals? How do you think your L.E.A.D. scholarship will support these goals?

Kate: My career goals are very much focused on sustainable agriculture and food security. I want to create change in our food system, to help support a more resilient environment and healthier people. This is a very big and broad goal, one which I have no idea how to tackle yet. This is where the L.E.A.D. scholarship comes into play. Education is something that is going to be very useful to me as I explore ways of achieving my goals and the L.E.A.D. scholarship makes getting a good education possible. By receiving the L.E.A.D. scholarship, this also means that we are paired with a mentor. It is extremely valuable to be able to gain insight from someone who has experience and expertise in the agricultural industry. Having Chantelle Donahue, my mentor, provide me with guidance is going to be helpful in allowing me to achieve my goals in the future. 🍀

I pledge my
HEART
to greater loyalty



Photo Credit: Photo Courtesy of Nuela Charles

From Farm to Fame

Catching-up With Three-time JUNO Award Nominee Nuela Charles

By Lori Wiens

Canada's 4-H alumni have found success in an array of careers at home and around the world. According to internationally acclaimed singer/songwriter Nuela Charles, the skills she learned in 4-H when she was young helped provide a foundation for a career that has garnered numerous accolades, including three consecutive Juno nominations.

For music aficionados, Edmonton, Alberta-based Nuela Charles is not easy to pigeonhole. Described as a pop, soul, jazz, hip hop, and rhythm & blues artist, her unique blend of music has earned her three consecutive JUNO Award nominations in

the Adult Contemporary field along with numerous other music industry awards.

Fully cognizant that her music does not fit neatly into any single category, she has learned to create the music that allows her to

express her own identity. "At the end of the day, I consider myself a singer/songwriter. It is just me and my acoustic guitar," she said. "The lyrics are so important to me. I want them to say something. I use them to take back the power."

Born in Kenya, Charles' family lived in Switzerland before moving to Onward Ranch, eight miles southwest of Williams Lake, BC when she was six. It was there that she discovered the Chilcotin 4-H Club in the fourth grade, an experience that she credits for helping her establish skills and a desire to

desire to succeed on her own terms that has served her well in her music career. "It made me the person I am today," she said. "It was monumental to my development. I don't know if I would be the same person if I wasn't in 4-H."

Even though her experience in 4-H was based on raising animals, the lessons were relevant to any career. "There is a whole business side. You buy feed, learn to budget, and learn to keep the animal healthy. It was a massive responsibility and a culmination of all your hard work."

One day she was going through some old storage bins and found 4-H articles relating to husbandry, showmanship, and speech. "I loved the speech," she recalled. "It lays the foundation to allow me to stand up to talk to anyone about anything," then added, "It's a program everyone should be part of."

Nuela was a member of the Williams Lake 4-H club until her family moved to the Bahamas just after grade 7. When Nuela was in grade 12, her family moved back to Canada, and as a young adult she decided to focus on building a career with her music. "Music was never something I thought was possible to have a career in," she said. "I said to my

parents 'Let me give it a go for two years' and then two years ended up becoming ten."

Now 38-years-old, she has more than proved herself as an acclaimed singer/songwriter. Her most recent album was released in September 2022 and is described as a journey to self-acceptance. "Everyone wants to be loved and feel validated," she writes on her website. "If I have learned anything over time, particularly during the last two years, it is that you have to love yourself first - you have to look inwards before seeking outside validation."

Despite being invested in the music industry, a part of her heart still belongs on the ranch. "My grandparents breed horses in Alberta. Any time I visit, they put a shovel in my hands. My city friends can't believe I shovel out the stalls," she laughed.

While she is continuing to reach new milestones in her music career, she says that someday she would like to rediscover her love of a rural lifestyle. "My dream is to live on a farm somewhere with my animals," she said. "It is such a special thing." 🍀

Photo Credit: Manuela Wüthrich



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Catherine Manning

A lifetime promoting youth opportunities

Province: Nova Scotia

4-H Club: Avon 4-H Club



Like so many inspirational leaders in the 4-H movement, Nova Scotia's Catherine Manning has spent her lifetime promoting opportunities for youth in her province.

As a judge, leader, council member, and director at the local, county and provincial levels, she has embraced the alumni belief that making a difference is something you never outgrow. "It is such an enlightening thing to volunteer with 4-H," she said from her home in Falmouth, Nova Scotia. "When you stay involved, you never stop evolving."

Manning grew up on a dairy farm and joined 4-H at the age of nine. "I was a quiet, reserved kid, but my dad took me to my first meeting and after that, there was no turning back. I was hooked," she claimed. She participated in her club's activities and even became a 4-H camp counsellor in her teens.

Manning earned her degree in a Bachelor of Science from Nova Scotia Agriculture College in Truro, Nova Scotia. Although she was still an



eligible, active club member when she got to school, she was able to join the Alumni Club where she reconnected with friends from years past and met other former members with strong roots in the organization. It is also where she met her husband, Dean, who has also spent much of his life volunteering with 4-H.

In the early 2000s, when Catherine and Dean moved to Dean's family's cattle farm in Falmouth, Nova Scotia where they currently own a beef herd along with greenhouses to grow market garden vegetables. Catherine is a hands-on farmer involved in all aspects of their business, including an online store.

Soon after Catherine arrived in Falmouth, she once again chose to join the club that had made such a difference in her life and become a leader with the Avon 4-H club, one of six 4-H clubs in the county.

Catherine and Dean's children, Caylene and Andrew were also exposed to 4-H even before they were eligible to join. "We would take them to the shows, and they saw everything that was going on," she explained. "In the end it was their choice," explained Catherine, "and they, too, became involved in 4-H." Both of her children benefited from the skills built through their 4-H experience. In fact, her daughter's professor commented on her excellent public-speaking skills, which Catherine believes can be attributed to 4-H. Caylene is now a registered dietitian and Andrew is a Relationship Manager of commercial agricultural accounts for the Royal Bank of Canada.

As an alumna, Manning strongly encourages other alumni to become involved in 4-H in whatever way they can. She says it has positive effects for everyone. "We are helping shape young people, but we get as much out of it as we give," she said. She admits that finding volunteer leaders isn't always easy and although she understands the time commitment can be daunting for some people, they will reap the rewards if they choose to volunteer. "Yes, it may take some extra time out of your day, but at the end of the day, we know that it is worth it." 🍀

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HEART
to greater loyalty

Let the Sunshine In



Stephanie and Jakob Vogel's Adventures in Agrotourism with Fields of Gold Sunflower Farm

Nestled in the heart of North Stormont, Ontario, lies a captivating haven known as Fields of Gold Sunflower Farm. In just its third year of operation, this family-owned and operated farm has captured the attention of many for its breathtaking fields of vibrant yellow sunflowers, drawing visitors from far and wide. But there is more to Fields of Gold than meets the eye; it's a place where individuals can forge a deep connection with nature, support local agriculture, and create indelible memories.

Time To Bloom

"I think we should start a sunflower farm," joked Stephanie Vogel to her husband Jakob, as she looked up from her cell phone on a drive to town.

"I immediately loved the idea," Jakob recalls. "Stephanie was a little hesitant about making plans, but I was all in from the second she said

those words. I loved the idea that it would be a way to bring both of our passions together."

The couple, who had purchased their farm in 2018 from Jakob's parents, were juggling owning and operating the farm and their corporate day jobs and struggling to decide if they wanted to invest in the farm and grow



Photo Credits: Photos courtesy of Stephanie and Jakob Vogel

the operation, or if they would press pause and further their careers. Fast forward to 2020 when the world shut down due to the COVID-19 pandemic, it was then that the couple decided to rent the farmland to a local farmer who continued the traditional cash crop farming operation. Jakob and Stephanie then took a break to plan what would become Fields of Gold Sunflower Farm.

That following summer, with the help of the “Spark” business grant from Ontario Tourism Vision Laboratories, Fields of Gold Sunflower Farm opened to the public. To the couple’s delight, the beauty of the sunflowers captivated the hearts of hundreds, and the farm immediately began drawing visitors in from far and wide.

Agrotourism Experiences and Events

Now entering its third season in operation, Fields of Gold Sunflower Farm has become a “must visit” destination, attracting tourists and locals from across Ontario and beyond. Fields of Gold Sunflower Farm boasts 20 acres of sunflowers, strategically planted in a staggered manner to ensure a continuous bloom throughout the season, allowing visitors to bask in the sunflowers’ splendor all summer long.

“The number of people who come from near and far to enjoy the trails through the sunflowers, learn about the farm, and the greater agriculture community is outstanding,” says Jakob. “From visitors, to photographers, yoga in the field, to small weddings, and many paint nights, we offer so many different activities that Fields of Gold really is the perfect little outing for anyone.”

In addition to the popular yoga classes and painting workshops, one of the most popular attractions is the u-pick sunflower experience, giving visitors the opportunity to stroll through the fields and handpicking their own vibrant sunflowers to bring home.



Community Collaboration

Fields of Gold Sunflower Farm remains committed to bolstering the local community and championing sustainable agriculture through partnerships with local businesses and organizations. The farm actively promotes the region, encouraging visitors to explore the myriad attractions North Stormont has to offer.

The couple also channels their success towards a meaningful cause by donating a portion of the proceeds from sunflower sales to local food banks. This philanthropic initiative ensures that fresh, nourishing food is accessible to all community members while upholding the farm’s unwavering dedication to sustainable agriculture.

The Future Looks Bright

Stephanie and Jakob are constantly exploring new ways to elevate the visitor experience and continuously expanding their offerings to encompass a wider range of events and activities. From photography classes to farm-to-table dinners, the farm strives to ignite the senses and deepen the connection between visitors and the agricultural tapestry that surrounds them.



Fields of Gold Sunflower Farm stands as a testament to the intersection of beauty of the region and their commitment to community engagement and exceptional visitor experiences. The farm has earned its rightful place as a beloved destination for locals and tourists seeking solace and inspiration amidst the sunflower-strewn landscape.

“It takes a lot of courage to jump all in on a new idea,” reflects Jakob. “I love that we get to bring both of our passions together; myself in terms of agriculture, and Stephanie in terms of connecting, interacting with, and educating the public. The farm lets us reflect on what we really want in life, and with the wonderful support and encouragement we have received from our community, we are forever glad we took this chance.” 🍀

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Inspiring Tomorrow's Leaders through Passion and Commitment

Shirley Barnable Recognized with Honourary Membership

By Lori Wiens

In the realm of fostering leadership and nurturing young minds, Shirley Barnable stands as a living testament to the transformative power of 4-H involvement. Her dedication to 4-H has earned her the Lifetime Honourary Membership from 4-H Canada.

A familiar face at 4-H Newfoundland and Labrador events, Shirley's long-standing commitment and passionate contributions to the 4-H movement have not gone unnoticed. The prestigious recognition of Honourary Member serves as a testament to her dedication.

Shannon Benner, CEO of 4-H Canada, applauds her tireless efforts as a mentor for youth, going above and beyond to ensure their success. From meticulously planning club meetings and provincial summer camps to accompanying them on journeys across the country, Shirley has remained resolute in her mission to equip young individuals with lifelong skills for their community, country, and the world at large.

4-H: Forging Lifelong Connections

For Shirley, staying involved with the club throughout her life has yielded countless rewards and heartwarming experiences. She underscores the inclusivity and sense of belonging that permeate the 4-H community. "There's something special about 4-H," she enthuses. "No matter where you go in the country, proudly declaring yourself a '4-Her' ensures a warm welcome into their homes."

Shirley's own journey with 4-H began when her family relocated to Newfoundland from the United States during when she was a child. Despite the region's foundation in fishing rather than agriculture, every



**“Even if they don’t emerge
as champions, they learn valuable
lessons from their experiences.
It is not all about being number one
in the competition; as long as they try,
they are already winners.”**

community boasted a 4-H club, likely due in part to families actively relying on agricultural to supplement their livelihood. Shirley reminisces, “We relished attending fairs in other communities, showcasing our own produce or demonstrating other talents. On one occasion, I even exhibited a painting of a horse because that was my forte.”

4-H: A Tight-Knit Family

As an adult, Shirley has dedicated over two decades to volunteering with the organization. Witnessing young individuals embrace agriculture education has been an absolute highlight for her. Serving as a chaperone, she has accompanied groups to events nationwide, broadening their horizons. “I cherished taking kids to the The Royal Agricultural Winter Fair in Toronto,” she reveals. “There, they could witness the incredible effort fellow 4-H youth were investing in the animals they showcased.”

However, it is not only the competitions that bring Shirley joy; it is the profound sense of family that permeates every aspect of 4-H. “Apologies to their parents,” she chuckles, “but I see all the young competitors as my own children. Each time they step up to present, I feel a surge of excitement and nervousness on their behalf. That is the true essence of 4-H—a tight-knit family that supports and uplifts one another.”

Shirley firmly believes that the skills acquired through 4-H will shape the success of these young individuals in their future endeavors. “Even if they don’t deliver speeches every day, they will face job interviews or apply for bank loans,” she affirms. “Participating in 4-H instills confidence, enabling them to boldly declare, ‘I can do this.’ Even if they don’t emerge as champions, they learn valuable lessons from their experiences. It is not all about being number one in the competition; as long as they try, they are already winners.”

Paying It Forward: A Call to 4-H Alumni

Shirley passionately urges former 4-H members to get involved in any capacity possible. “If you have ever contemplated becoming a 4-H leader or supporting one, I wholeheartedly encourage you to embrace that opportunity,” she emphasizes. “Even if you only spare a moment to share your personal journey with the kids, let them know how profoundly you cherished your 4-H experience. Enlighten them by saying, ‘This is where 4-H led me in life.’”

As Shirley prepares to retire this spring, her dedication to the program only intensifies. She plans to work even harder to engage past members



to rekindle their involvement. “I remain committed because I yearn for the program’s continued success. I want to witness the next generation develop the same fervent love for 4-H that I hold.”

To all the alumni, Shirley’s advice resounds with sincerity. Engaging with 4-H will not only enrich the lives of the children they mentor but also provide a deeply fulfilling experience for themselves. They will bear witness to the transformative journey of young individuals as they seamlessly integrate into 4-H and their communities. “It’s vital to remember that 4-H equips you with exceptional life skills,” she affirms. “Embracing this opportunity is a remarkable way to pay it forward, perpetuating the legacy of 4-H for generations to come.” 🍀



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Leaders Corner

Make A Difference by Becoming a Club Leader

Have you been looking for ways to re-engage with 4-H? Becoming a 4-H leader is an excellent way to make a positive impact in your community, inspire youth, and create a safe environment for youth to thrive.

As a 4-H alum, your deep understanding of the organization and your passion for its mission make you the ideal candidate for this role. The good news is you don't need to be an expert to get started. All you need is enthusiasm, a willingness to learn, and a desire to make a positive impact.

Here are a few simple steps to help you embark on your journey to becoming a 4-H leader:

Determine Your Preferences and Availability

Think about the type of 4-H club you would like to be involved in and consider how much time you can commit to the role. Assess your

interests and skills to find a club that aligns with your passion and availability. If you know a local club, ask about attending a meeting to learn a little bit more about them, and what 4-H looks like in your area.

Connect with Your Provincial 4-H Office

Reach out to your provincial 4-H office for more information about local clubs in your area. They can provide you with valuable insights into existing clubs and guide you on the steps to get involved. Their expertise and resources will help you kick-start your journey as a leader.

Complete the Leader Screening and Training

Ensuring the safety and well-being of 4-H members is our top priority at 4-H Canada. As part of the process, you will need to complete a provincial leader screening, which includes a police background check. Additionally, mandatory training sessions will equip you with the necessary knowledge and skills to excel as a 4-H leader. Take the time to complete these requirements to ensure a safe and enriching environment for everyone involved.

Join an Existing Club or Start Your Own

If there is a local 4-H club in your area, consider attending a meeting to get a better understanding of their activities and dynamics. If there is not a club nearby, don't worry! You have the option to start your own. Gather a group of interested individuals, reach out to the provincial

4-H office for guidance, and take the initiative to establish a new club in your community.

(Check out the Provincial Council Directory at the end of this section to find out how to reach your local council.)

Access Resources for Your Club

Take advantage of the resources available to you as a 4-H leader. Visit 4-H LEARNS at: www.4-h-learns.org, the national online knowledge sharing platform, where you can access a wide range of resources, club activities, and valuable information. Your provincial office may also provide specific resources tailored to new volunteers. Sign up and explore these platforms to enhance your leadership skills and deliver engaging experiences for your club members.

Dive In and Enjoy

Once you have completed the necessary screenings, training, and have found or started a club, you're ready to dive into your role as a 4-H leader. Embrace the opportunity, have fun, and make the most of this meaningful

experience. Your dedication and guidance will shape the future of 4-H members, fostering their personal growth and development.

Becoming a 4-H leader is a fulfilling and impactful journey, allowing you to give back to an organization that has shaped your own life. By following these steps and tapping into the support and resources available, you can become an exceptional 4-H leader, making a positive difference in the lives of young people and empowering them to **Learn To Do By Doing.** 🍀

Provincial 4-H Councils

Newfoundland and Labrador

4-hnl.ca
info4hnl@gmail.com

Nova Scotia

4hnovascotia.ca
info@4hnovascotia.ca

Prince Edward Island

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Pamela McOuat

Leading the Way for the Lachute 4-H Club

Province: Quebec

4-H Club: Lachute 4-H Club



For more than four decades, Pamela McOuat has been involved with the Lachute 4-H Club. As a dedicated 4-H leader, she has had the pleasure of working with many young people in her community, seeing them develop valuable life and leadership skills through hands-on projects and activities focused on agriculture and rural living.

Pamela's involvement with the Lachute 4-H Club began with her husband, Ken McOuat, who was a very keen 4-H member in his youth. Pamela remembers her husband having had such a "good eye for cattle". He alongside another 4-H member even won the National Judging Competition in 1954!

Since becoming involved in the Lachute 4-H club Pamela has been interested in a wide range of projects and activities, from livestock shows and competitions to community service initiatives and educational programs. Her passion for agriculture and rural living, combined with her natural ability to connect with young people, make her a beloved and respected figure within the club.

It has been more than 40 years since Pamela and Ken were involved in 4-H activities, their four children were members of Lachute 4-H Club,



and in those days, they would have four calf projects, four gardens, lots of crafts and cooking. There were always people gathering, working together on numerous projects. It would be chaotic at times, but it was also great fun and it made unforgettable memories. Pamela fondly remembers her husband Ken as always being a very keen supporter, and he was always there to motivate their kids, and other kids in the club, to participate in all activities. "4-H has become part of our lives", she said. Her family has evolved from her children being active members, to her son Andrew and she being volunteer leaders, and now grandchildren, Matthew, Joshua, Hannah and Cindy also being active in the club.

"Our children and now our grandchildren have gained so much from 4-H," said Pamela. "The opportunity to serve on the executive and learn from other leaders and mentors, it seems only fair to give back in whatever small way I can."

Giving back is something Pamela has been involved in within the Lachute community. In the past she has served on various committees, such as the Lachute Fair board, helping to organise the light horse show and the 4-H dairy show and currently volunteers at her local library. Her personal interests are in creative arts and has very much enjoyed helping the 4-H members with their club tie stall decorations at provincial rally and TD Classic. Encouraging the 4-H members in their livestock projects, whether it be horses, dairy or beef animals is also something she finds important.

But for Pamela, the real reward comes from seeing the young people in the club grow and succeed. Each year, at Lachute-4-H's Annual Banquet, a trophy in the memory of her husband Ken is awarded to one outstanding and distinguished recipient. This for Pamela is always a time of reflection as they choose the candidate. Pam says it makes her realize how much the 4-H members each engage and grow over the year, and the confidence they gain through their participation

Her tireless work has helped to build a strong and vibrant 4-H community in Lachute, and her legacy of mentorship and leadership will continue to inspire and empower young people for generations to come. 🍀

I pledge my
HEALTH
for better living

Sheldon Creek Dairy

By Lori Barron



John den Haan
and Maggie



Nestled in the rolling hills of Loretto, Ontario, Sheldon Creek Dairy is a dairy business run out of the third generation Haanview Farms, owned and operated by John and Bonnie den Haan, along with their daughters, Emily and Marianne, and Marianne's husband, Mike.

The den Haan family has built a reputation on producing outstanding quality dairy products, and for leading the way in modern agriculture practices through their innovative approach to farming and their commitment to sustainability and their community.

The farm's humble beginnings trace back to John's parents, Adrianus and Maartje den Haan, who immigrated to the region following the Second World War, along with their five children. For the three years that followed their arrival, the family worked at a neighbouring farm while they saved to buy their own farm, and in 1953, with the purchase of a single cow named Maggie, Haanview Farms was established.

The story of Maggie is one of legends! She was a young heifer who had a piece of glass in her hoof and was headed for slaughter. The den Haan family bought her for their son John's 4-H calf project and John nursed Maggie back to health. Today, she is the matriarch for 75 per cent of Sheldon Creek Dairy's herd. In fact, if you visit Haanview Farms today, any of the cows whose name start with M can trace their line back to 1962, to Maggie.

All the cows at Haanview Farms have names and very detailed family trees. Today there are five cow families in the herd, the Maggie family, the Dena Star family, the Ina family, the Plum family, and the Alda family. Each cow is called by name, and everyone works with them face to face each day. It's a practice that goes back to the farm's beginning, as John's father Adrianus worked hard to establish a pedigree herd, and all 75 cows that currently make up the herd were all born and raised right there in Sheldon Valley.

It's not surprising, then, that the exceptional quality of the milk produced at Haanview Farms is one of the things Sheldon Creek Dairy has become known for. When you ask John the secret to superior quality, his answer is simple: happy cows make the best milk.

"We're very attached to our cows – when you're with them every day, you just want to see them happy," John proudly states.

The farm also has a strong commitment to sustainability and has implemented a range of initiatives to reduce its environmental impact. For example, the farm uses solar panels to generate electricity and the cows' manure is collected and used as fertilizer for the fields. There is also a recycling program for glass bottles and other materials and the den Haans have implemented water conservation measures to reduce water usage on the farm.

Visitors to Sheldon Creek Dairy can take a tour of the farm and see the cows up close, learn about the milking process, and sample some of the farm's famous dairy products. The farm also hosts a range of events throughout the year, including farm-to-table dinners, where guests can enjoy a meal made with ingredients sourced from the farm.

Sheldon Creek Dairy's commitment to community goes beyond just hosting tours and events. They are also long-time supporters of 4-H Canada. Many of the farm's employees have been involved in 4-H as youth members, and the farm provides opportunities for young people to learn about agriculture and the dairy industry.

Through their connection to 4-H, Sheldon Creek Dairy is helping to inspire the next generation of farmers and agricultural leaders in the region. They are also helping to promote sustainable and ethical farming practices, which is crucial for the future of the agriculture industry.



For the den Haan family, Sheldon Creek Dairy is more than just a business. It is a way of life and a passion that they are eager to share with the community. "We love what we do, and we want to share that love with others," says Marianne Edward, John and Bonnie's daughter, and Manager of Operations at Sheldon Creek Dairy. "We want people to know where their food comes from and to have a connection with the land and the animals that provide it. 🍀"



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Pam Nickel

Volunteering is its own reward

Province: Manitoba

4-H Club: Valleys North 4-H Council



While there are so many positives that come from volunteering as a 4-H leader, seeing youth members succeed in life can be one of the most heart-warming rewards. This is what 4-H Leader Pam Nickel has discovered in her 27 years as an equine leader for the 4-H club in Swan River, Manitoba. "I have seen these members grow into remarkable people," said Nickel. "They all go in different directions when they're done, but they have all found success. We often say that we're creating the leaders for the future, and I believe that."

Nickel herself did not become involved in 4-H until she was a grade 12 student and was only in 4-H Beef for one year. However, it was not long before Pam was asked to teach equine to a group of 4-H members. "I actually wasn't very good at it for the first bit," she laughed, "but I had the opportunity to keep learning and improving. I think it worked because I'm just a big kid at heart."



Over the years, she has worked with other leaders to create a program that teaches everything about riding and caring for horses. "We meet twice a month to do book work," she explained. "We cover the basics including breeds, tack, confirmation, grooming, colors and any of the other fundamentals." When it comes to riding, they are willing to work with their group on any facet of equine. "We've have done Western/ English Dressage, Cowhorse, Jumping, Ranch, Roping, Gymkhana, Light Horse Show Classes and Reining. Basically, we want to give a good variety to the group," she said.

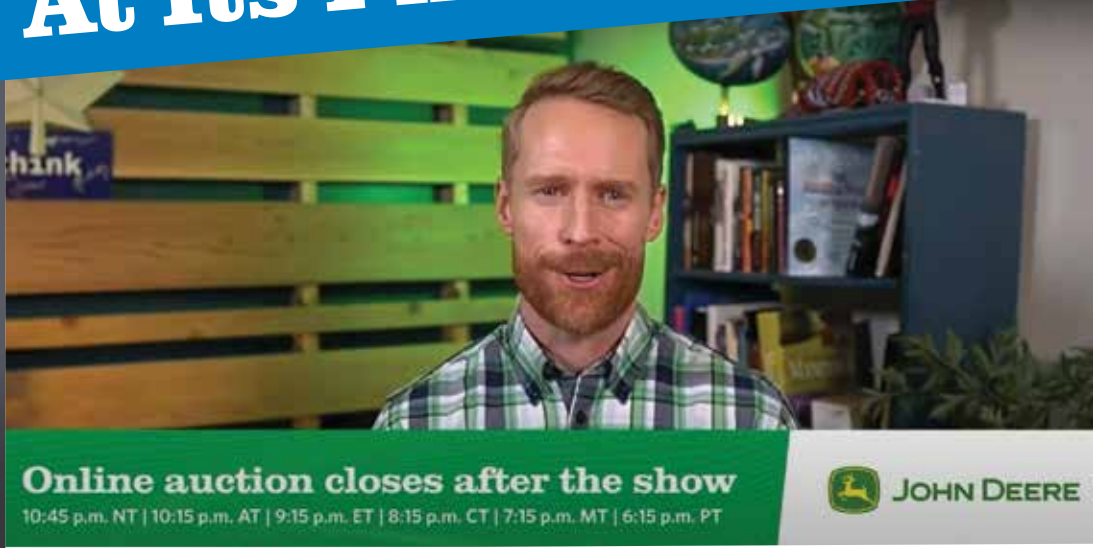
Along with the equine activities, they also do general skills including things like baking, sewing, leather work and whatever crafts she and her fellow leaders come up with. "We have some very creative members. They request specific crafts so I go on You Tube and practice until I can teach it. My kitchen has been full of glitter and hot glue a few times," she laughed.

The combination of activities has obviously resonated with the youth members because there is a waitlist to join their group. "Unfortunately, we have to limit it because we can only fit so many people in the arena at one time," she explained.

She is quick to praise her co-leaders for getting involved. "I'm really fortunate to have great leaders for the group," she claimed. "Everybody throws out different ideas and we try to make them work." The seven leaders in her group range from ages 25-70, and she and one other leader are the only ones with children currently in the club. Nickel herself taught for more than a decade before her own two daughters, now aged 9 and 11 joined. She says she thinks people are drawn to volunteer because it is so rewarding to watch the kids develop skills and advance in their abilities.

When it comes to volunteering, she says there is one excellent reason why she has continued to be involved for 27 years. "We all have fun," she said. "It's probably why I don't have a hard time recruiting. People want to be part of this great program." 🍀

Leadership At Its Finest



Host Jon Montgomery. The 2023 4-H Canada Leadership Awards brought the 4-H community from across Canada together virtually, raising critical funds for the 4-H movement, while putting the spotlight on prestigious national award recipients through inspirational storytelling. For a full list of recipients, visit 4-h-canada.ca/4hawards.

The 2023 Leadership Awards Shines a Spotlight on 4-H's Brightest and Best

Each year we bring the 4-H movement together for our signature event, the 4-H Canada Leadership Awards, to celebrate the achievements of 4-H youth, leaders, and supporters. Let's hear it for the latest group to join the prestigious list of recipients!

Hosted by Olympic Gold Medalist, host of The Amazing Race Canada, and proud 4-H alum, Jon Montgomery, the 2023 Leadership Awards show raised over \$58,000 for the Canadian 4-H Foundation.

Here's a rundown of the inspirational individuals recognized at this year's event.

2022 National Volunteer Leader of the Year Award

Supported by Co-operators



Alain Blanchette
Salisbury, NB
Irishtown 4-H Club

This award recognizes the volunteer leaders whose support and guidance provide outstanding experiences and skills to 4-H members who in turn become responsible, caring, and contributing individuals who effect positive change in their environments.

2022 Provincial Volunteer Leader of the Year Awards

Joyce Kelly, AB

Edson 4-H Multi Club

Dr. Kathy Wilkins, ON

Northumberland 4-H Veterinary Club

Amanda Hamilton-Seward, MB

Windygates 4-H Beef Club

Gillian MacDougall, QC

Shawville 4-H Club

Gail Wallace, PEI

Kensington 4-H Club

Christine Moutray, BC

Vanderhoof 4-H District Council

Shawn Bartel, SK

Carlton Trail 4-H Club

Leadership Excellence Awards of Distinction (L.E.A.D.)

Supported by CN

Awarded annually, L.E.A.D. recognizes outstanding 4-H youth who have become exceptional leaders through their 4-H experience, and who share the best of themselves with their community.



Ava Copas
Nova Scotia

Pillar: Community Engagement & Communications

Mentor: Danielle Chu

Field of Study: History & Environment and Sustainability Studies

Institution: Acadia University

4-H Club: Avon 4-H Club



Aidan Reynolds
New Brunswick

Pillar: Science & Technology

Mentor: Travis Asmundson

Field of Study: Bachelor of Science in Computer Science

Institution: Carleton University

4-H Club: Cloverdale Albert County 4-H Club



Elena Sales
British Columbia

Pillar: Environment & Healthy Living

Mentor: Nancy Tout

Field of Study: Bachelor of Science

Institution: McGill University

4-H Club: 4-H Snapshots Photography Club



Kate Axten
Saskatchewan

Pillar: Sustainable Agriculture & Food Security

Mentor: Chantelle Donahue

Field of Study: International Food Business

Institution: Dalhousie University

4-H Club: Radville 4-H Field Crops Club

You Could Be the Next L.E.A.D. Recipient!

Don't miss the chance to apply for this incredible \$20,000 scholarship and mentorship opportunity. Applications for 2023 L.E.A.D. scholarships close July 5, 2023.

Find out how to apply at 4-h-canada.ca/lead.

2022 4-H Canada Distinguished Alumni Award



Ken Keis, Ph.D
Abbotsford, BC

The 4-H Canada Distinguished Alumni Award recognizes outstanding 4-H alumni and their contributions to their community, country, and the world.

2022 Honourary Member

Supported by FCC



Shirley Barnable
Ferryland, NL

Honourary Memberships are bestowed upon individuals whose dedication and passionate contributions have advanced the 4-H movement in Canada.

Memory Lane

One of my favorite 4-H memories was showing my cavy boar, Shellfire, we all called him Shelly. I brought Shelly home from Washington state in April 2019 at 4 weeks old. His breeder wasn't sure how his coat would turn out after his mom chewed on him, but I took the risk. Shelly brought joy into my club and the other members as they got to handle a friendly and cuddly cavy. This now brings us to the PNE of 2019. I got his coat ready, and we headed to the show tables hoping we placed, but we weren't expecting the win we received. In the boar (male) class he won Champion in a huge class of around 15 other cavy boars. We got a call back to the overall class and we managed to win! We left the 2019 PNE with not only Champion Cavy Boar, but also Best Cavy in Show! This is a major accomplishment for any 4-H'er, and I couldn't be prouder that it happened with my favorite animal. Now that a few years have passed, I have unfortunately lost Shelly due to age, but his ribbons, trophies, and offspring are still with me.

Julie Chadwick

4-H Alumna, Chilliwack 4-H
Community Club
Chilliwack, British Columbia



To say 4-H is a big part of our family is an understatement. In fact, I met my husband Kevin, on a 4-H exchange trip! In the summer of 1977, 30 4-H members from PEI took part in an exchange trip with Saskatchewan, including the two of us. We met, became friends, began dating, and we were married four years later! Fast forward, we had two children who also went through the 4-H program, and now four of our grandchildren are 4-H members, with two more left to become 4-H members when they are old enough!

Susan Simmons

4-H Alumna, Prince Edward Island

The second Provincial 4-H Horse Show I ever took part in stands out in my memory. It was 2007 and was held at the Keystone Centre in Brandon, Manitoba. My pony and I were in the bareback class, and I had the biggest grin on my face knowing we had the support of fellow teammates, parents, the crowd, and even the opposing teams cheering us on. The feeling of supporting and helping one another achieve greatness is a time I'll never forget!

Robin Hygaard

4-H Alumna, Interlake 4-H Club
Manitoba

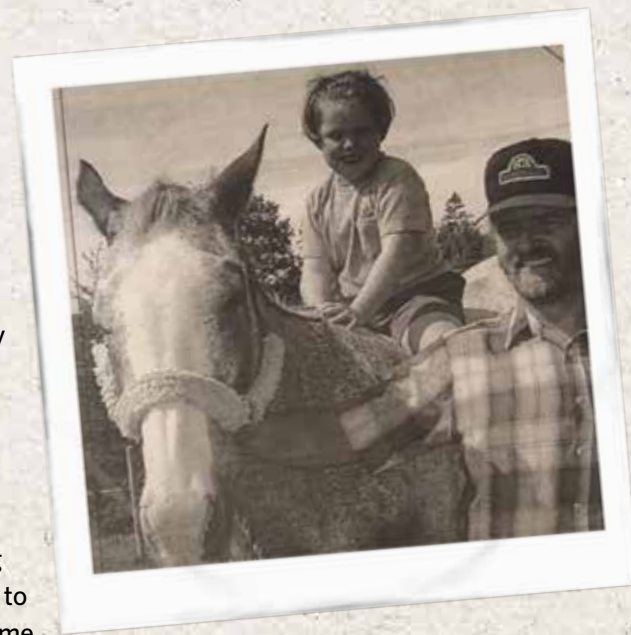


One of my favourite 4-H memories was attending the 4-H Regional Equestrian Show in Claresholm, AB each year. Spending the days before the show packing, bathing, and grooming our horses, followed by a short drive to the grounds was always exciting. It meant early mornings up to clean stalls and feed horses but was well worth the time spent meeting new people and working together as a club. A highlight was the club costume contest where we always had a great time brainstorming ideas, no matter how crazy. Looking back, it was always fun to hang a ribbon on your horse's stall, even if it wasn't first place, and feel a glowing sense of pride at your accomplishments.

Stacey Andrews, 4-H Alumna, Lethbridge, Alberta



One of my fondest 4-H memories is when I was 6 and just starting as a Cloverbud. 4-H has been in my life, before I even knew that it was. My grandparents founded a club, my aunt and uncle were two of the first Cloverbuds in Nova Scotia. My parents were leaders, my brother, cousins and I grew up in the program. My love of horses, animals, the outdoors, and being creative has been second nature to me. My grandfather always told me before heading into any competition, whether it was a public speaking competition, a class, judging, or showmanship, "Someone has to come in last and it just might be you". Lots of times, he was right! But he taught me that was okay, and it taught me to be resilient, have humility - and to be kind - as I got older in the program and started getting more red ribbons, someone else was in my shoes. That's really what 4-H is all about isn't it? Becoming a better person, while figuring it out as you go. My family is 4-H. Though some have put their leader hats up, it's who we are as people - to Learn To Do By Doing, to lend a helping hand. I attribute a lot of my life, who my family is, and who I am to 4-H. I am beyond honoured to have had that experience, and it feels truly full circle to now work for 4-H Canada.



The most memorable part of my young life was being a 4-H member. In 1976, my mother registered me in the Greenwood 4-H Club. At that time, the agricultural and animal showmanship clubs were a separate stream. I recall dairy, beef, horse and sheep clubs; and I was in the horse showmanship club. I spent hours working with my gray mare, Sugar Queen (Queenie for short). I was invited to my very first horse show, the Bil-Mar Ranch Horserama in Shady Nook. I was thrilled and felt nervous! Mom decided I needed to look my best and dressed me in a cute pink outfit. When I look back now, I smile fondly at this photo because everyone I met was in jeans and boots! I remember my leader, Corny DeHaan, encouraging me and as I stood in halter class with Queenie, I felt so accomplished! I placed fourth in my class that summer! I still have that beautiful, yellow ribbon, and I have cherished these memories deeply because they gave me confidence, a sense of belonging, and new friendships. To this day, I am grateful to the caring leaders who helped me make my way through 4-H, and to become the leader that I am today with the Sudbury Clever Clovers 4-H Club in Sudbury, Ontario!

Paulette Macdonald
4-H Alumna, Greenwood 4-H Club
Pembroke, Ontario

Chelsea Crawford, 4-H Alumna, Nova Scotia 🍀



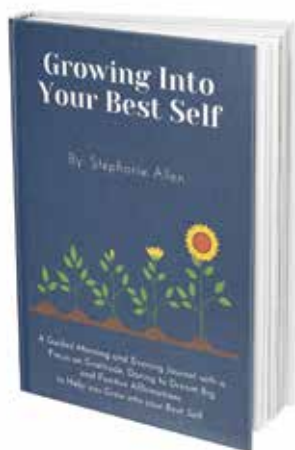
Between The Lines

When it comes to telling a great story, these 4-H members and alumni have the ‘write stuff’!

Grow Into Your Best Self

By Stephanie Allen

Growing Into Your Best Self is a morning and evening reflection with guided questions that focus on gratitude, positive affirmations, dreaming big, and self-reflection to help you grow into your best self. Each page will take 10 minutes to complete where you have a chance to focus on you, and you alone. Before you spend time helping others around you, spend some time helping yourself to grow and become the best version of you possible.



About the Author



Teacher, wife, mom, sunflower farmer and lover of gratitude. Stephanie’s gratitude practice started a few years back when the world shut down and when times were tough. She found herself constantly focusing on the negative and worrying in excess. To combat the anxiety, Stephanie focused on flipping the script, and looking

for the positive things in life, because there really are so many blessings surrounding us daily. Writing in a blank journal, Stephanie’s desire for the perfect guided journal led her to write and publish her own. *Growing Into Your Best Self* focuses on gratitude, dreaming big, positive affirmations and completing one daily task.

Buy a copy today!



Field to Fork Challenge Recipe Book

By 4-H BC and BC Agriculture in the Classroom Foundation

Back for the third year, the 2022 edition of the *Field to Fork Challenge Recipe Book* contains recipes from 18 4-H BC youth entrants, plus recipes from Chef Randle and the Honorable Pamela Alexis, Minister of Agriculture and Foods.



About the Authors



The 2022 Challenge was a collaboration of BCAITC, 4-H BC, and the Youth Development Team from the BC Ministry of Agriculture and Food, with the support of Buy BC and Save-On-Foods. Enjoy the taste of the 2022 Field to Fork Challenge! The 2022

Field to Fork Challenge Cookbook features recipes from 4-H BC members, Summer Wall, Mirrah Webster, Casey Bergen, Natalie Vizniak-Murray, Laura Harms, Riley Meszaros, and Sava Bell.

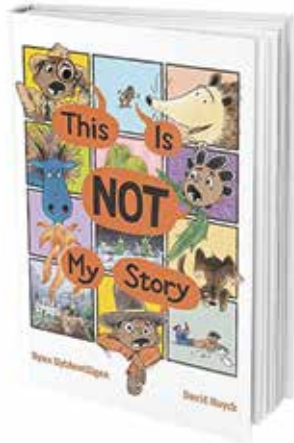
Download a free copy!



This is Not My Story

By Ryan Uytdevilligen

An author and his hero embark on a genre-bending journey to find the right story. *This is Not My Story* is a funny and unique take on metafiction and the literary technique of breaking the fourth wall to provide an easy-to-understand exploration of literary genres. This book also offers a behind-the-scenes look at the creative process that highlights the value of perseverance and teamwork. The appealing graphic novel-style art by award-winning illustrator David Huyck features loads of visual interest and humorous details for readers to pore over. Published by KidsCan Press, this book is an excellent resource for language arts lessons on literary genres.



About the Author



Ryan Uytdevilligen is a 4-H alum from Coaldale, Alberta. He grew up on his family farm, and was a 4-H Swine Club member for nine years, where he was a frequent public speaking winner, mentor, and judge, which led him to study broadcast journalism at Lethbridge College. He has published several books, including a young

adult novel called *Tractor* in 2016, a novella in 2018 called *The Cattle Driver* which earned the Will Rogers Medallion for Best Western Short Fiction, and the non-fiction film history book *Killing John Wayne: The Making of The Conqueror*, in 2021. Ryan's self-published book about his hometown, *The History of Lethbridge*, has sold over 6,000 copies. He lives with his girlfriend and golden retriever, Fleetwood, in Toronto. *This is Not My Story* is his first illustrated children's book, and hopefully the first of many!

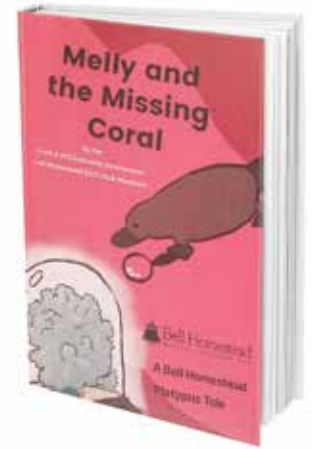
Buy a copy today!



Melly and the Missing Coral

By Brant 4-H Community Involvement -
Bell Homestead Club, 4-H Ontario

Melly and The Missing Coral was written by members of the Brant 4-H Community Involvement Bell Homestead Club. In 2021 the Club set out to create new ways to support the Bell Homestead Historical Site while unable to do their traditional tours due to pandemic restrictions. The club decided the historical site could use a mascot, and Melly the mascot was born! Following the success of Melly's launch, the 4-H club took on their next project, and explored ways to bring Melly to life. The club decided to create a book that the Bell Homestead could sell in their gift shop as a souvenir and educational tool, and the book, *Melly and the Missing Coral* was written! Catered to youth between the ages of five to nine years old, the story is set in the historical homestead of Alexander Graham Bell. *Melly and the Missing Coral* follows Melly, the platypus who lives in the Bell Homestead with his friend Coral. When Coral goes missing, Melly ventures through each room in the house searching for Coral, while learning all about the different artifacts in the house along the way.



About the Authors



Melly and the Missing Coral was written by members of the Bell Homestead Club, Isabel Hernandez, Morgan Garratt, Ethan Russell, Sydney Roloson, Carley Young, as well as Kate Eadie, Cloe Fair, Clare Martin, Jacob Russell, with leadership of Lesleigh Elgie, Elaine Elgie, and supported by Bell Homestead Historical Site Assistant Curator, Sarah Hamilton.

The book is available for sale at the Bell Homestead Historical Site Gift Shop.



The Food We Loved: Favourite Recipes from 4-H Cooking Club Alumni



Step into the 4-H Achievement time machine and travel back to 1990, and check out the recipe that helped duo, Gayle and Yvonne St. Croix of the 4-H Satch Club from St. Vincent's, Newfoundland and Labrador, take home the Provincial Team Demonstration trophy, and go on to compete at Atlantic Competitions in Moncton, New Brunswick.

A classic pasta salad that's synonymous with summer, whether it's summer barbecues, Canada Day potlucks, and weekends at the cottage, loaded with classic favourites and a whole lot of retro charm, it's the chef's kiss to any summer table. Grab your shades, turn up the tunes, and let this "Fasta Pasta" take you on a journey to summers past. This protein-packed pasta salad is a favourite of kids and adults alike, and it makes the perfect quick lunch for busy summer days.

Share the food YOU loved!
Have a favourite recipe from your 4-H days that you'd like to share?

Send your recipe with a story to accompany it, as well as any photos you might have, and we might publish it in an upcoming issue of The Pledge!

Send your favourite 4-H recipes to communications@4-h-canada.ca.



FASTA PASTA (Macaroni Salad)

INGREDIENTS:

2 cups of elbow macaroni
1 cup of mayonnaise
2 tbsp of green relish
2 tsp of sugar
1 tsp of yellow mustard
¼ tsp of salt
1/8 tsp of pepper
¼ cup chopped red pepper
¼ cup chopped green pepper
¼ cup chopped cooked ham
¼ cup chopped hard cheese

Cook macaroni according to package directions; drain and rinse with cold water. Cool completely.

For the dressing:

In a mixing bowl, combine the mayonnaise, pickle relish, sugar, mustard, salt and pepper. Add the cooked macaroni, peppers, ham and cheese. Stir well to combine all the ingredients and dressing.

Refrigerate until serving.

Enjoy!

Get Ready to Show Your 4-H Colours!

This November wear green, celebrate 4-H, and give back!

Show Your 4-H Colours is our annual campaign to celebrate the 4-H movement across Canada.

Find out how you can take part at:
ShowYour4-HColours.ca

 **Show** 
Your
 **4-H** 
Colours 



Mark Your Calendar

Check out these opportunities and events to connect with other 4-H alumni! For more information on how to participate, visit club1913.ca or the provincial 4-H websites.

4-H Canada Calendar of Events – National and Provincial



SUMMER

June 1-4, 2023

4-H on Parade (Calgary Region)
Calgary, AB

June 10, 2023

4-H Ontario Discovery Day:
Region 2: Kemptville
Kemptville, ON

June 16-18, 2023

NB 4-H Cloverbud and
Junior Camp
Glenwood, NB

June 17, 2023

4-H Ontario Discovery Day:
Region 3: Cobourg
Cobourg, ON

June 24, 2023

4-H Ontario Discovery Day:
Region 4: Caledon
Caledon, ON

July 5, 2023

L.E.A.D. scholarship application
deadline

July 7-16, 2023

Calgary Stampede
Calgary, AB

July 8, 2023

4-H Ontario Discovery Day:
Region 5: Listowel
Listowel, ON

July 12, 2023

4-H Canada AGM
Calgary, AB

July 15, 2023

4-H Ontario Discovery Day:
Region 6: Dorchester
Dorchester, ON

July 13 - 16, 2023

4-H Quebec Rally
Richmond, QC

July 22, 2023

4-H Ontario Discovery Day:
Region 1: Massey
Massey, ON

July 28 - August 11, 2023

4-H Manitoba - YBF Japan
Homestay Program
Manitoba

August 20-23, 2023

Youth Adventure Camp
Camp Winnebago, Huntsville, ON



FALL

Club sign-up and new
volunteer registration - Alberta,
Saskatchewan, Manitoba,
Nova Scotia, New Brunswick,
Newfoundland and Labrador, and
Prince Edward Island

September 1-3, 2023

Annual N.B. 4-H Provincial Show
Sussex, NB

October 13 - 15, 2023

Senior Members Event
Manitoba

October 14 & 15, 2023

Provincial Conference
Manitoba

October 2023

Nominations close for the
4-H Canada Distinguished
Alumni Award and Honourary
Membership

November 1, 2023

Global 4-H Day

November 1, 2023

Show Your 4-H Colours Day

November 1, 2023

Fundraising Gala
Manitoba

November 3 - 12, 2023

The Royal Agricultural Winter Fair
Toronto, ON

November 2023

4-H Canada Members Forum
Calgary, AB

November 20 - 25, 2023

Canadian Western Agribition
Regina, SK

November 20-25, 2023

Agribition Judging Seminar
Regina, SK

November 28-30, 2023

GrowCanada Conference
Calgary, AB

November 30, 2023

Deadline to submit nominations
for the 4-H Canada Volunteer of
the Year Award



WINTER

Club sign-up and new volunteer
registration - British Columbia,
Ontario, and Quebec

January 2024

4-H Canada Science Fair, Round 1
(virtual)

February 13, 2024

Canada's Agriculture Day
Conference
Ottawa, ON

February 15, 2024

Canada's Agriculture Day

February 2024

4-H Canada Citizenship Congress

February 2024

4-H Canada Leadership Awards



SPRING

March 2024

4-H Canada Science Fair, Round 2

April 2024

4-H Canada Leadership Summit
Vancouver, BC

May 2024

Canada-Wide Science Fair