



Investing in the Next Generation: John Deere Canada Foundation, dealers support youth leadership in agriculture

Westerose, AB., August 13, 2025 – 4-H Canada is celebrating a landmark partnership with the John Deere Foundation of Canada and participating John Deere dealers across the country, aimed at developing youth to take on leadership roles throughout the agriculture industry and in communities across the country. The initiative brings a total of \$175,000 in funding, including \$100,000 from the John Deere Foundation of Canada and an additional \$75,000 from eleven regional dealers.

The investment will help reach an estimated 1,500 to 2,000 youth through national 4-H programs such as Citizenship Congress and Members' Forum, as well as local activities across seven provinces. Participants will gain critical skills in agricultural innovation, sustainability, leadership, and wellbeing — experiences that build a stronger future for Canadian agriculture.

This impact builds on compelling evidence from 4-H Canada's recent alumni survey. At least eight-in-ten alumni reported that 4-H helped them develop skills including public speaking, leadership, teamwork, self-confidence, meeting management, and a sense of responsibility. Seven-in-ten alumni also reported improvements in interpersonal skills, decision-making, self-esteem, positive values, and record-keeping. On average, alumni identified 14 different skills, attitudes, and attributes gained through 4-H, with responsibility, positive values, teamwork, leadership, and planning/decision-making ranking highest.

Notably, 44% of 4-H alumni report working in agriculture today, compared to just 1% of the general population — demonstrating the program's powerful influence in building a talent pipeline for Canada's agricultural sector. Alumni also report a higher sense of confidence than the general public, and 75% agree that 4-H helped them master skills they continue to use both professionally and personally.

"This partnership is about investing in young people who will drive the future of agriculture and rural communities in Canada," said Hugh Maynard, CEO of 4-H Canada. "By working together, we are giving youth the tools, networks, and confidence to lead in a rapidly evolving sector."

"Supporting 4-H means supporting the next generation of innovators, entrepreneurs, and community leaders," said Karen DeBreau, Communications and CSR Lead at John Deere Canada. "The John Deere Foundation of Canada is proud to stand behind this vision for a thriving agricultural sector."

In Alberta, this funding will support a variety of 4-H programs that focus on leadership, personal development, and hands-on learning opportunities for youth. These funds will help ensure that 4-H members across the province can access high-quality programs and experiences that build skills, foster confidence, and inspire the next generation of leaders in agriculture and beyond. Funding in Alberta was provided by four local dealerships: Deerland Equipment, Horizon Ag & Turf, PrairieCoast Equipment and Western Tractor.



News Release

The funding is part of the wider *Tomorrow Needs 4-H* campaign, an initiative led by the Canadian 4-H Foundation to raise funds to sustain and expand high-impact youth programs.

Beyond financial support, the partnership will create opportunities for mentorship, volunteering, and stronger connections between local 4-H clubs and John Deere dealer communities — reinforcing shared values around rural prosperity and empowering youth.

- 30 -

About 4-H Canada

For over 111 years, 4-H Canada has been one of the most highly respected positive youth development organizations in Canada. 4-H in Canada has over 19, 000 members and more than 7,000 volunteer leaders. Our goal is to help young Canadians “Learn To Do By Doing” in a safe, inclusive and fun environment. We believe in nurturing responsible, caring and contributing youth leaders who are committed to positively impacting their communities across Canada and around the world. To learn more about 4-H Canada, please visit 4-h-canada.ca and follow our [Facebook](#), [X](#) and [Instagram](#) pages.

About the John Deere Foundation and the John Deere Foundation of Canada

The John Deere Foundation and the John Deere Foundation of Canada help bring to life John Deere's higher purpose – “We run so life can leap forward” – through investments that allow the people we serve to overcome the challenges they face today and create for themselves paths to a more prosperous tomorrow. Since 2006, the John Deere Foundation of Canada has donated more than \$6M to organizations across the country that focus on child and youth development, building stronger communities and combatting poverty and food insecurity. Learn more here: <https://johndeere.widen.net/content/fytybo7izh/original/business-impact-report-2024-v2.pdf?u=47cufg>

For more information, media may contact:

Ana-Julia Reis
Communications Officer
4-H Canada
areis@4-h-canada.ca