

# AGRICULTURE AWARENESS LEADER

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**Who Can Do This Job:** Any parent, senior member, or leader.

**Time Commitment:** 5-10 hours. The time required to plan and run this event will depend on the type of agriculture awareness project, the size of your club, and on the number of service projects your club does.

**Description of Event:** Members don't have to live on a farm or show a cow to be in 4-H. They do, however, have to have an appreciation for their community and part of understanding the Island community is knowing about our number one industry: agriculture. Every member must complete an Ag Awareness project, so typically clubs will try and offer one or two events, tours, speakers (etc), that include everyone. Some clubs will try and do more and apply for the Women's Institute Club Agriculture Awareness Project award.

**Deadline:** Member must complete at least one Ag Awareness Project by the time of their club's Achievement Day.

## To Do List:

- Facilitate the members in deciding what Agricultural Awareness project(s) they would like to do. This is usually done during the club's regular meetings.
  - A list of ideas is available on the 4-H PEI Website under "Clubs".
- Contact potential locations to check availability of tours/demonstrations and set a date & time
- Book a date & time that works best, for both the club and the location of the tour/demonstration
- Communicate date, time, and location of Agriculture Awareness day to club. Consider coordinating transportation.
- Maintain records of which members have completed their Ag Awareness Project participation requirement for the year.
- If your club decides to do so, have a thank-you gift purchased for the host of your tour/demonstration and let a member present it to them when the activities have finished
- After the event encourage members to reflect on their role in the event through discussion or writing.

## Optional To Do List:

- Have your club reporter send a press release about your Agricultural Awareness Project(s) to local media (including your District's 4-H Specialist) both before and after the event.
- Assign someone to be the photographer for the event and have them send photos ASAP to the club reporter so that they can be used in press releases.
- Apply for the Women's Institute "Club Agricultural Awareness Project" Award, handed out at the February Awards Banquet.

## Examples of Agricultural Awareness Projects:

- Tours of Island farms, producers, or value added/processing plants.
- Speakers
- Plant a club garden
- Experiments
- See a list of ideas on the 4-H PEI Website under "Clubs"