



Media Release

2010 B.C. 4-H PROVINCIAL COMMUNICATIONS PROGRAM

Twenty-six 4-H members from across the province travelled to Kelowna July 1-4th, 2010 for the B.C. 4-H Provincial Communications Program. This is the first year that B.C. 4-H has combined the Provincial Public Speaking and Provincial Demonstration competitions into one action-packed weekend. The nine top speaking participants and nine demonstration teams competed at club, district, and regional levels to be awarded the opportunity to attend the provincial program.

After an eventful game of mini golf on Thursday providing the members the opportunity to get to know one another, Friday started bright and early with the delegates participating in three local agriculture tours. The first stop was the Kelowna Lavender Herb Farm, where the delegates picked fresh herbs and learned about value-added practices and the challenges of promoting a product to a niche market. From there, the members toured Arlo's Honey Farm where they saw up close the delicacy of ecosystems and how bees and the environment can affect agricultural stability. The last stop was The Jammery. Here the delegates learned about the jam making process and sampled a wide variety of the products that are made on site. Later that afternoon, delegates attended a session on communications skills delivered by CBC Radio host and producer, David French.

Competition day was held on Saturday July 3rd, at Kerry Park in downtown Kelowna. Public Speaking Delegates were given their impromptu topic "*How has agriculture diversified to include non-traditional markets*", and used information gathered from the previous day's tours to prepare a 1-4 minute impromptu speech. The Demonstration teams alternated with the public speakers for a great day of competition and entertainment in the beautiful outdoor venue. We would like to congratulate all of the participants on their speeches and demonstrations, and announce the top 2010 presenters:

Public Speaking

- 1st – Rachel– Fraser Valley
- 2nd – Amy– Central Interior
- 3rd – Shannon– Vancouver Island

Demonstrations

- 1st - Sabrina and Amanda– Fraser Valley
- 2nd – Katelynn and Amanda– Yellowhead West
- 3rd - Anika and Eliah– Vancouver Island

B.C. 4-H members also had the opportunity to meet Minister of Agriculture and Lands Steve Thomson. Minister Thomson announced the provinces continued support of the B.C. 4-H program.



B.C. 4-H would like to thank the judges, timekeeper and the B.C. 4-H Ambassadors for being the Masters of Ceremonies and for volunteering their time for this program. B.C. 4-H would also like to thank the 4-H families and friends for their support and dedication to the 4-H program. A special thank you to the program sponsors and local supporters whose generosity made this event possible: B.C. 4-H Provincial Council; B.C. 4-H Foundation; B.C. Ministry of Agriculture and Lands; Agriculture and Agrifood Canada, Growing Forward Business Development Program; Mutual Fire Insurance Company of British Columbia; Federated Co-Operatives Limited; Armstrong Regional Cooperative; Parks Alive! Festivals Kelowna; the Kelowna Flower Farm; and Travelodge, Kelowna on the Lake.

B.C. 4-H is a non-profit organization that is dedicated to youth development. The program provides over 2100 young people with an opportunity to learn how to become productive, self-assured adults who can make their community a good place in which to live. This is fostered through project and program work, experiences with other 4-H club members and leaders through participation in district, regional and provincial programs such as Provincial Communications.

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