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EXTENDING KNOWLEDGE *Changing Lives*



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When you
support
Extension,
4-H members
apply
knowledge,
talents, and
creativity to
establish small
businesses.



Henry County 4-H Means Business Club received \$500 of seed money. The seed money was repaid within six months. Two of the Club members made a \$300 profit in the 2014.

4-H Means Business as Members Launch a Variety of Small Enterprises

*4-H members develop a business plan,
finance their start-up enterprise, and
market their products and services using the
Be the E: Entrepreneur curriculum.*



4-H members are 70% more likely to attend college and 20% more likely to graduate from college.

(Tufts, 2008)

The **4-H Be the E: Entrepreneur** program began to encourage self-employment. The program allows members to turn their 4-H interests into cash as they prepare for their future. **4-H Be the E: Entrepreneur** clubs provide business education using a research based curriculum to apply skills in product line development, marketing, advertising, profit margins, developing a business plan, and cash flow. The clubs elect officers, create by-laws, and provide opportunities for members to access capital to further develop their business.

Adult volunteers serve as leaders, guest speakers, and jurors to ensure quality of products. They make 4-H members aware of opportunities to sell their wares and provide transportation since most of the young entrepreneurs are too young to drive.

Extension councils and other local community organizations provide seed money for local clubs. Youth apply for seed money, which is repaid along with a small percentage of their sales to make the club sustainable.

A variety of products have been developed including: soaps, accessories, pet care products, wood crafts, stationary, animal treats, and art. 4-H youth have developed websites allowing for on-line sales and videos demonstrating assembly of kits which are being sold.



The Madison County 4-H Means Business Club exceeded \$3400 in sales in 2014. The most surprising thing to most of the young entrepreneurs is how much time is required in addition to production hours for running their businesses. Yet, 64% of members plan to be self-employed in the future.



4-H Youth sell their wares at local festivals, farmer's markets, county fairs, and one day at the State Fair.