4-H POLLINATOR HABITAT PROGRAM

Generating meaningful experiences with 4-H youth as stewards of our environment

PROGRAM OVERVIEW

Corteva and National 4-H are committed to growing youth with the awareness, passion and skills to be responsible stewards of our planet in the generations to come by:

**Educating through curriculum and teen leadership**
Teaching more kids about the importance of pollinators and how to take action toward conserving them.

**Elevating thought leaders, influencers and other stakeholders**
Leading important discussions related to pollinators and environmental conservation, reinforcing sustainability messages.

**Engaging employees and communities**
Joining Corteva employees and local communities in establishing pollinator habitats, further supporting the Corteva Grows mission.

YEAR 4 – 8 KEY MARKETS

![Map of key markets]

YEAR 4 REACH

| 8,271 YOUTH |
| TRAINED BY 91 4-H TEEN POLLINATOR AMBASSADORS |
| Teens take ownership of pollinator issues and use this passion to teach younger youth |

| 24 POLLINATOR HABITATS ESTABLISHED |
| TEENS ACROSS THE 8 KEY MARKETS LEARNED HOW TO PLAN & INSTALL HABITATS. |
| Teens and community partners will work together to sustain the establishments. |

| 48 YOUTH, 16 ADULTS FROM 8 STATES |
| ATTENDED THE 2022 NATIONAL 4-H YOUTH SUMMIT ON AGRISCIENCE |
| A 4-day experience spent exploring agriscience careers and amplifying their passion to teach others about how to be responsible stewards of our planet. |

| 2,600 POLLINATOR KITS |
| PROVIDED TO PROGRAM PARTICIPANTS IN KEY MARKETS |
| Youth were equipped to establish their own pollinator garden |

| 350,000+ YOUTH WITH 4-H STEM CHALLENGE |
| 96 SPONSORED KITS DISTRIBUTED TO KEY MARKETS CONTRIBUTED TO THE REACH |
| Kit activities inspire kids to take an interest in STEM topics. |

Thanks to Corteva, 4-H teens are learning how to establish pollinator habitats working with community partners.
CORTEVA 4-H POLLINATOR HABITAT PROGRAM

TEEN POLLINATOR AMBASSADORS REPORTED...

100%  =  Understand why protecting pollinators and increasing their habitat is important to our food supply.

94%  =  Understand how to create and protect pollinator habitats.

100%  =  Plan to take action to create and protect pollinator habitats in their community.

MAKING AN IMPACT: TEEN REFLECTIONS

THIS PROGRAM...

“...helped me make connections and meet new people. I have developed people skills and learned how I can help and educate.”

“...impacted my family by making us all want to help make sure pollinators can do their jobs.”

“...helped me develop useful skills teaching youth and also working in a leadership position.”

“...motivated Sam from SC to take the initiative of leading a 4-H Garden Club.

“...provided the pathway for Kolton from KY to find his passion and voice as he stepped up to lead others.

“...inspired Esther from MD to purse a career in environmental law.

“...motivated Abigail to further engage in her community.

“...influenced Samantha’s decision to pursue a career where she can work with bees and plants.

COMMUNITIES OF 4-H POLLINATOR HABITAT ESTABLISHMENTS

Connecticut: Bloomfield
Florida: Ocala
Kentucky: Grayson, Winchester, Erlanger, Lexington, Williamstown
Maryland: Waldorf, Indian Head
New Jersey: Beachwood, Cape May, Cherry Hill, Salem City, Somerville, Toms River
New York: East Syracuse
North Dakota: Beulah
South Carolina: Abbeville, Clemson, Due West, Lexington, Seneca

POLLENINATOR WEEK MARKETING METRICS

#4HPOLLINATOR
June—July 2022
Impressions: 4,174,896
Engagement: 297,451

YOUTH ENGAGEMENT
ELAAN BADER
Teen Ambassador
Illinois 4-H Pollinator Habitat
RESULTS
Interview aired on 3 TV Stations
Internet/Online Airings: 6
Unique Monthly Views: 555,100

100%  =  86% are more interested in science and agriculture.

100%  =  94% are more interested in science and agriculture.

100%  =  98% plan to take action to create and protect pollinator habitats in their community.

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