



CORTEVA
agriscience

2022 REPORT



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.

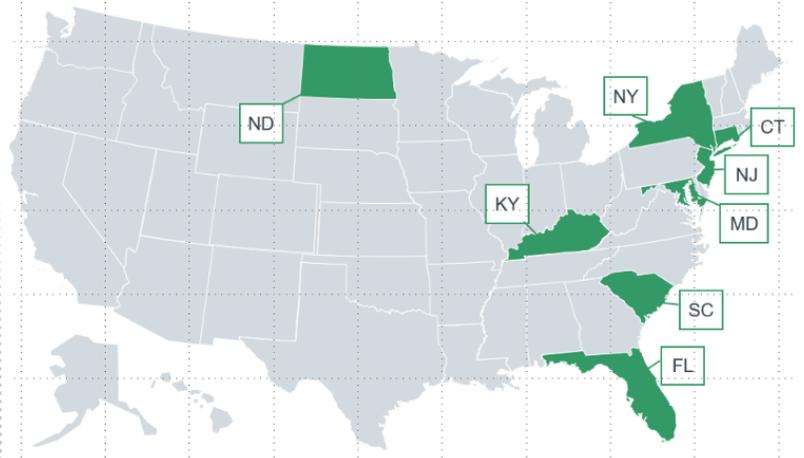
Engaging employees and communities

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



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

YEAR 4 – 8 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.





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% are more interested in science and agriculture.

100% Understand how to create and protect pollinator habitats.




98% 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 pursue 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
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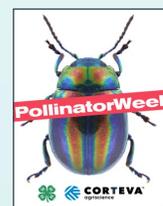
POLLINATOR WEEK MARKETING METRICS

#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

