



2021 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.

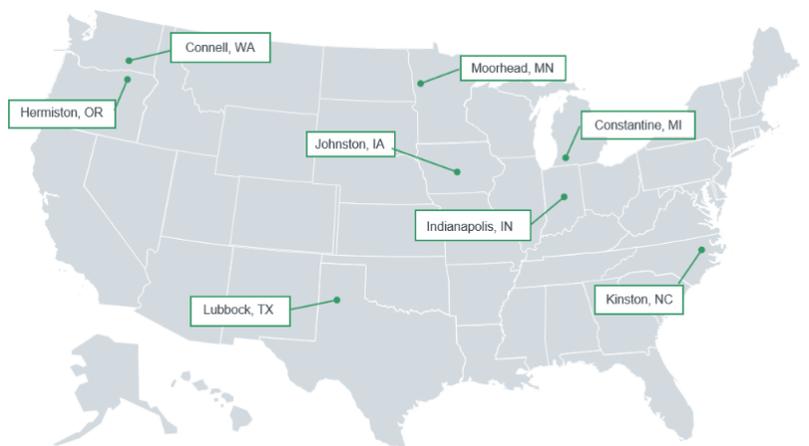
Engaging employees and communities

Joining Corteva employees and local communities in planned pollinator events, further supporting the Corteva Grows mission.



Pollinator events: 4-H youth and Corteva employees work together during the onsite Corteva plantings.

YEAR 3 – 8 KEY MARKETS



YEAR 3 REACH

4,300 YOUTH

TRAINED BY 149 4-H TEEN POLLINATOR AMBASSADORS

Teens take ownership of pollinator issues and use this passion to teach younger youth

120 MONARCHS ON THE MOVE KITS

DISTRIBUTED THROUGH KEY MARKETS AIDING ADDITIONAL REACH OF 3500

This curriculum engaged both rural and urban youth in the importance of pollinators

4,000 POLLINATOR KITS

PROVIDED TO PROGRAM PARTICIPANTS IN KEY MARKETS

Youth were equipped to establish their own pollinator garden

540 4-H GARDENING ESSENTIAL BUNDLES

DISTRIBUTED THROUGH OPEN PROMOTION

Family kits provide hands-on pollinator education during global pandemic.



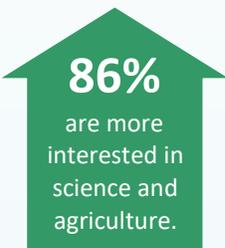


CORTEVA 4-H POLLINATOR HABITAT PROGRAM

YOUTH PARTICIPANTS STATED...



97% understand why protecting pollinators and increasing their habitat is important to our food supply.



91% plan to take action to create and protect pollinator habitats in their community.

TEEN POLLINATOR AMBASSADORS REPORTED...



UNDERSTAND WHY PROTECTING POLLINATORS AND INCREASING THEIR HABITAT IS IMPORTANT TO OUR FOOD SUPPLY

97%



UNDERSTAND HOW TO CREATE AND PROTECT POLLINATOR HABITATS.

99%



ARE MORE INTERESTED IN SCIENCE AND AGRICULTURE

92%



PLAN TO TAKE ACTION TO CREATE AND PROTECT POLLINATOR HABITATS IN THEIR COMMUNITY.

85%

INFLUENCER ENGAGEMENT

Radio Media Tour
Rancher/4-H Mom Influencer,
Natalie Kovarik
and Grace Moeller,
Minnesota 4-H Pollinator Habitat
Teen Ambassador

RESULTS

16 Interviews
Cumulative Audience: 12,457,419
Radio Airings: 740
Internet/Online Airings: 13
Cumulative Ad Value: \$352,368



MARKETING METRICS

#4HPOLLINATOR

January - December 2021

Impressions: 4,628,430

Engagement: 4,503

