



2020 REPORT

# CORTEVA'S 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.

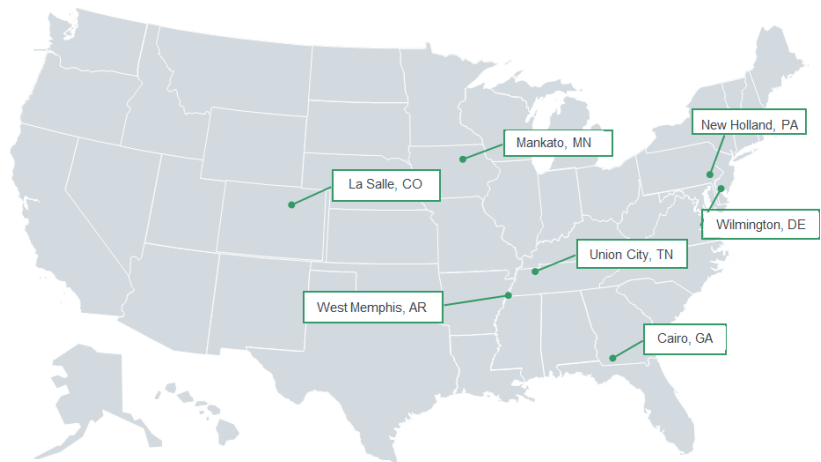
### **Engaging employees and communities**

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 2 - 7 KEY MARKETS



## YEAR 2 REACH

**6,141 YOUTH**

**TRAINED BY 83 4-H TEEN POLLINATOR AMBASSADORS**

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

**112 HONEY BEE CHALLENGE KITS**

**DISTRIBUTED THROUGH KEY MARKETS AIDING ADDITIONAL REACH OF 28K**  
High quality pollinator curriculum was incorporated into various educational settings.

**400 4-H GARDENING ESSENTIAL BUNDLES**

**DISTRIBUTED THROUGH OPEN PROMOTION**  
Family kits provided hands-on pollinator education during stay-at-home orders.

**7,000 POLLINATOR KITS**

**PROVIDED TO PROGRAM PARTICIPANTS IN KEY MARKETS**  
Youth were equipped to establish their own pollinator garden.

**46 YOUTH & ADULTS FROM 11 STATES**

**ATTENDED THE 2021 NATIONAL 4-H YOUTH SUMMIT ON AGRISCIENCE**  
A 3-day virtual experience exploring agriscience careers and further amplifying the passion to teach others about how to be responsible stewards of our planet.

National 4-H Council | Contact: Beth Hecht | [bhecht@fourhcouncil.edu](mailto:bhecht@fourhcouncil.edu)



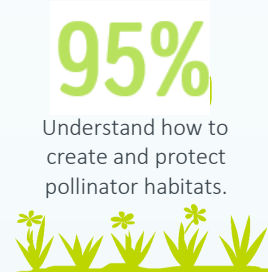
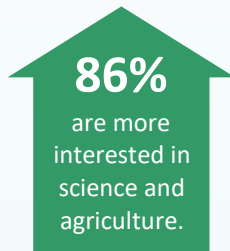


# CORTEVA 4-H POLLINATOR HABITAT PROGRAM

## 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

100%



UNDERSTAND HOW TO CREATE AND PROTECT POLLINATOR HABITATS.

100%



ARE MORE INTERESTED IN SCIENCE AND AGRICULTURE

97%



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

98%

## INFLUENCER ENGAGEMENT

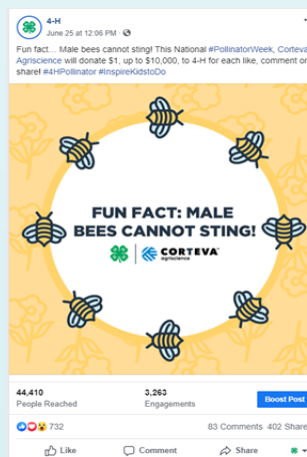
**The Peterson Brothers**  
and Lauren Baugh,  
Arkansas 4-H Pollinator Habitat  
Teen Ambassador

### Results



Cumulative Audience:	13,629,077
Radio Airings:	850
Internet/Online Airings:	11
Cumulative Ad Value:	\$402,203

## MARKETING METRICS



## #4HPOLLINATOR

January - December 2020

Impressions:  
6,877,089

Engagement:  
182,724

