



2019 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.

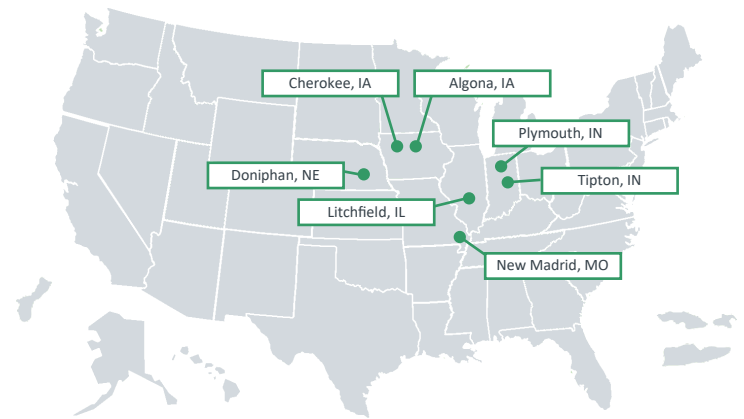
Engaging employees and communities

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 1 - 7 KEY MARKETS



YEAR 1 REACH

6,400 YOUTH

TRAINED BY 108 4-H TEEN POLLINATOR AMBASSADORS

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

290 HONEY BEE CHALLENGE KITS

DISTRIBUTED THROUGH KEY MARKETS AND OPEN PROMOTION

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

7,000 POLLINATOR KITS

PROVIDED TO PROGRAM PARTICIPANTS IN KEY MARKETS

Youth were equipped to establish their own pollinator garden

16 YOUTH, 5 ADULTS FROM 4 STATES

ATTENDED THE 2020 NATIONAL 4-H YOUTH SUMMIT ON AGRISCIENCE

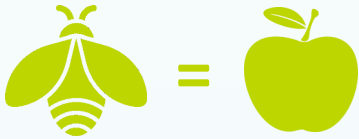
A 4-day experience spent exploring agri-science careers and further amplifying the passion to teach others about how to be responsible stewards of our planet.



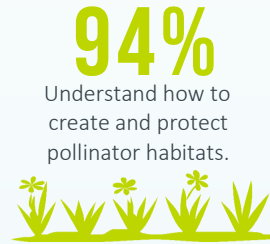


CORTEVA 4-H POLLINATOR HABITAT PROGRAM

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...



INFLUENCER ENGAGEMENT

JACKIE JOYNER-KERSEE



“Day in the Life” Video

Impressions: 34,230 | Engagement: 922 | Views: 6,472



4-H Pollinator Educational Event
Monticello, IL

MARKETING METRICS

#4HPOLLINATOR

April 15 - December 31, 2019

Impressions: 6,533,041

Engagement: 7,489

