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.

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.

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

National 4-H Council | Contact: Beth Hecht | bhecht@fourthcouncil.edu
YOUTH PARTICIPANTS STATED...

- 97% understand why protecting pollinators and increasing their habitat is important to our food supply.
- 85% are more interested in science and agriculture.
- 94% understand how to create and protect pollinator habitats.
- 91% plan to take action to create and protect pollinator habitats in their community.

TEEN POLLINATOR AMBASSADORS REPORTED...

- 98% understand why protecting pollinators and increasing their habitat is important to our food supply.
- 99% understand how to create and protect pollinator habitats.
- 89% are more interested in science and agriculture.
- 95% plan to take action to create and protect pollinator habitats in their community.

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