General Mills Cheerios-Xerces Pollinator Habitat Program Update

Stephanie Frischie

Agronomist / Native Plant Materials Specialist,
Xerces Society for Invertebrate Conservation

26 February 2020
7th Native Prairie Restoration/Reclamation *and*
5th Transboundary Grasslands Workshops
25-27 February 2020
Regina, SK

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The Xerces Society for Invertebrate Conservation

The Xerces Society is a science-based nonprofit organization that engages in education, outreach, applied research, policy, and restoration to protect invertebrates and their habitats.

Xerces blue butterfly (*Glaucopsyche xerces*), the first U.S. butterfly to go extinct due to human activities

Main Office: Portland, Oregon

Regional Offices: California, Connecticut, Indiana, Iowa, Minnesota, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Oklahoma, Washington

Photos: 2018 Xerces staff by Matthew Shepherd/Xerces Society. Blue butterfly by Dana Ross.

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Xerces Society - Protecting the Life that Sustains Us

- **Pollinator conseration**
- **Agricultural biodiversity**
- **Endangered species**
- **Aquatic invertebrates**
- **Pesticide management**
- **Urban conservation**
- **Policy & advocacy**

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The Xerces Society Publications Library www.xerces.org

- Native thistles
- Milkweeds
- Rangelands
- Interseeding
- Collecting your own wildflower seed

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Market Certification - Bee Better Certified

Bee Better Certified™ identifies and celebrates farmers and businesses that adopt farm management practices that support pollinators, and gives consumers confidence that their purchasing decisions benefit pollinators and the farmers working to protect them.

Photo: California Giant Blueberry Farms

beebettercertified.org

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General Mills Cheerios – Xerces Pollinator Habitat Program

General Mills/Cheerios is committed to improving pollinator habitat on their supplying farms by providing pollinator habitat seed mixes to farmers who are:

- Growing oats for grain in GM sourcing regions
- Interested in using a variety of crop rotations and conservation practices
- Willing to plant diverse forage blends and wildflower seed mixes
- Committed to maintaining plantings for at least 5 years
- Able to protect pollinator habitat from pesticide impact
- Enthusiastic to share their story with friends, family, neighbors, and others who care about pollinators

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General Mills Cheerios – Xerces Pollinator Habitat Program

The program provides free forage, native wildflower, and native grass seed mixes with technical support for farmers to:

- Conserve wild bees and butterflies
- Boost pollination and yield of crops such as canola, dry edible beans, buckwheat, sunflower, alfalfa seed, and soybeans
- Improve soil health
- Enhance pastures with forage legumes and/or native wildflowers
- Restore weedy, degraded lands to flowering habitat
- Attract beneficial organisms to suppress pests

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Cheerios - Xerces Pollinator Habitat Program
Habitats to date:

66	growers
73	habitats
27.9 acres	average habitat size
20 acres	median habitat size
0.6 to 160 acres	range of habitat size
9	seed companies
10	tame species
78	native species

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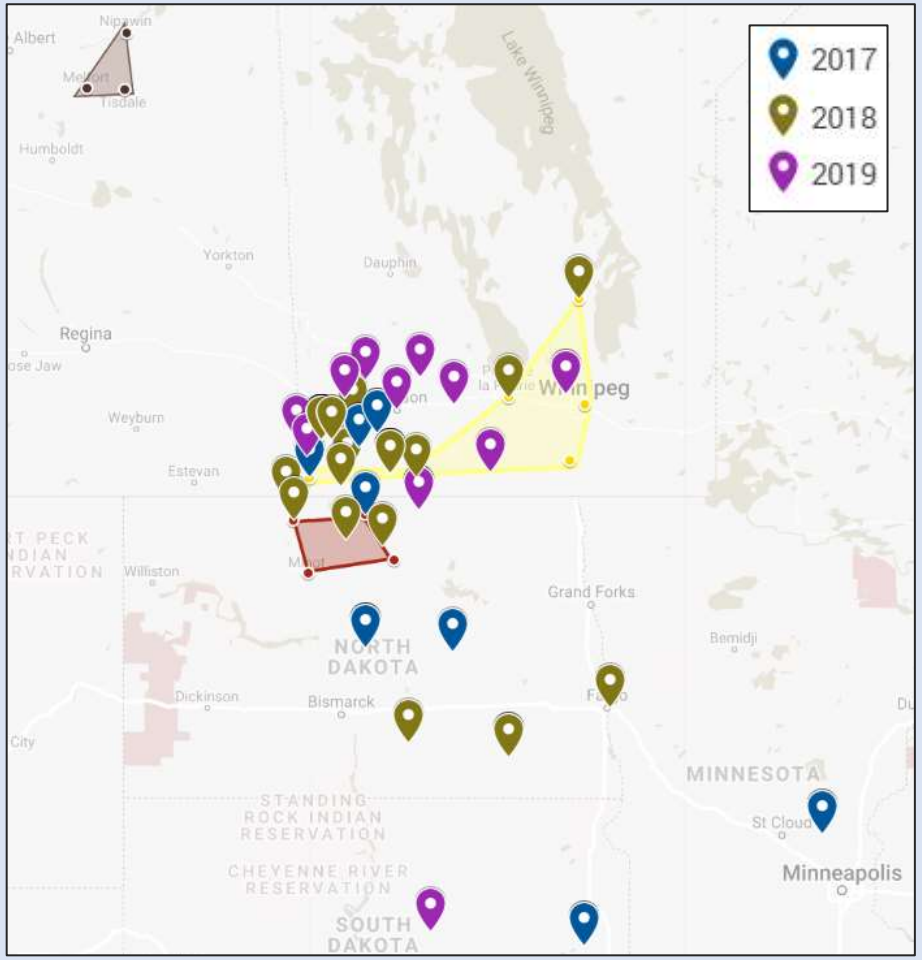
Cheerios – Xerces Pollinator Habitat Program

FUTURE ACRES:	
2019 Fall	90
2020 (SK focus)	1000
2021	400
Future total:	1490
Project total (3300 acre goal):	3378



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Cheerios – Xerces Pollinator Habitat Program

Planted acres

ACRES TO DATE:	Total by mix	2017	2017	2018	2018	2019	2019
Seed Mix		**CAN**	**USA**	**CAN**	**USA**	**CAN**	**USA**
native wildflowers and grasses	216	0	16	37	120	11	33
tame legumes and grasses	1414	335	5	582	165	243	84
native and tame species	259	0	0	46	6	207	0
To date Total:	**1888**	335	21	664	291	461	117
		2017 total:	356	2018 total:	955	2019 to date:	578

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Cheerios – Xerces
Pollinator Habitat Program

Farmers
Paterson Grain
Seed Producers & Vendors –
Skinner Native Seeds, Prairie Originals, Northstar Seeds
NRCS
CDs/Watersheds
Manitoba Beef and Forage Initiative
Manitoba Forage and Grasslands Assoc.
Manitoba Agriculture
Agriculture and Agri-Food Canada
University of Manitoba
Manitoba Museum

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Skinner Native Seeds







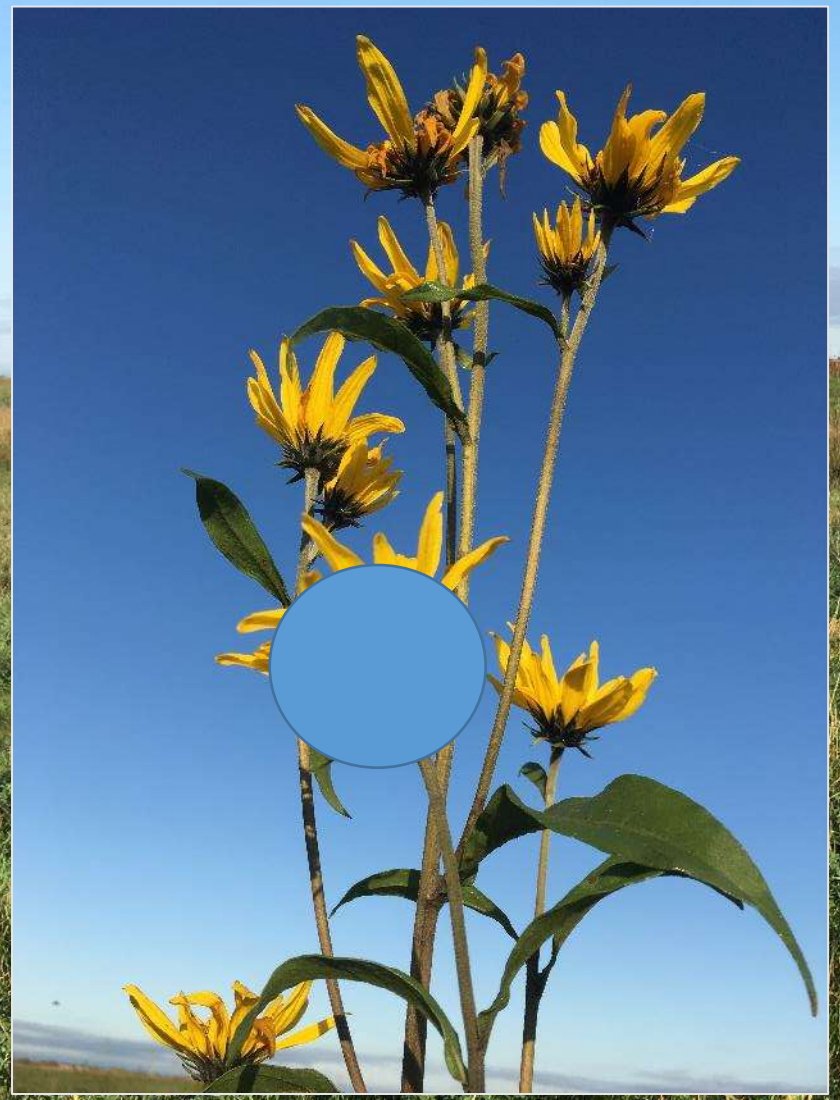


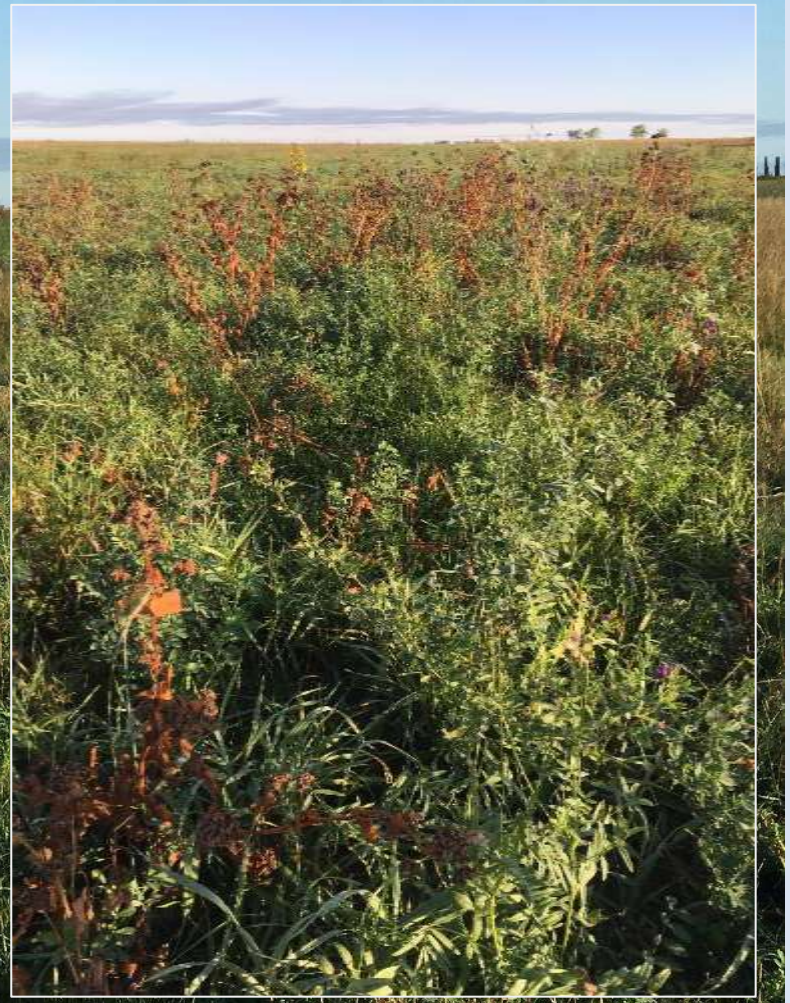

Interseeding and enriching degraded pasture
MBFI - Brandon

Alfalfa Blend
Clover, Alsike
Clover, Ladino
Sainfoin

Meadow blazing star
Heartleaf alexander
Stiff sunflower
Giant hyssop
Maximillian sunflower
American vetch
False sunflower
Many flowered aster
Showy goldenrod
Prairie clover, white
Prairie clover, purple

Interseeding and enriching degraded pasture
MBFI - Brandon





Scott Beaton – Stonewall MB

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Cheerios-Xerces Pollinator Habitat Program 2020-2021

stephanie.frischie@xerces.org

- Total goal of 3300 acres (2000 planted)
  - 2020 acre goal: 1000 add SK
  - 2021 acre goal: 400
- Skinner Native Seed MB Native Seed Mix - > SK native mix
- Grant for WSRCD to leverage and expand beyond Cheerios program, Canupawakpa FN
- Year 3 of MBFI trials
- Year 2 of Gibbs and Lawley, U MB research
- Communicating establishment expectations, Mae Elsinger AAFC

Photo: David Hieb

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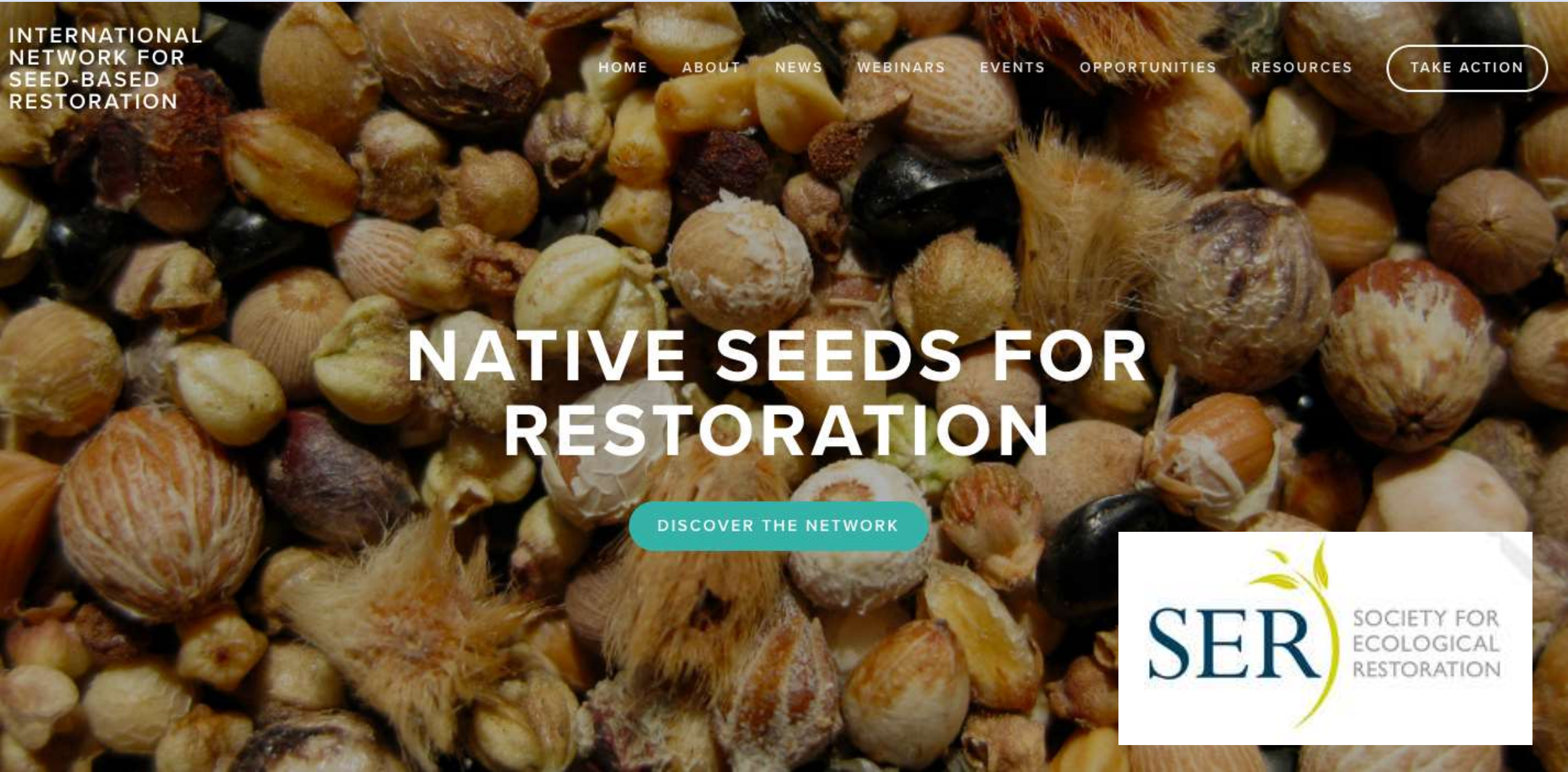
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