General Mills Cheerios- Xerces Pollinator Habitat Program Update

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

Xerces Society - Protecting the Life that Sustains Us

- Pollinator conservation
- Agricultural biodiversity
- Endangered species
- Aquatic invertebrates
- Pesticide management
- Urban conservation
- Policy & advocacy
The Xerces Society Publications Library [www.xerces.org](http://www.xerces.org)

- Native thistles
- Milkweeds
- Rangelands
- Interseeding
- Collecting your own wildflower seed
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
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
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
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>66</strong> growers</td>
<td><strong>73</strong> habitats</td>
</tr>
<tr>
<td><strong>27.9 acres</strong> average habitat size</td>
<td><strong>20 acres</strong> median habitat size</td>
</tr>
<tr>
<td><strong>0.6 to 160 acres</strong> range of habitat size</td>
<td><strong>9</strong> seed companies</td>
</tr>
<tr>
<td><strong>10</strong> tame species</td>
<td><strong>78</strong> native species</td>
</tr>
</tbody>
</table>
# Cheerios – Xerces Pollinator Habitat Program

**FUTURE ACRES:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Acres</th>
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<tbody>
<tr>
<td>2019 Fall</td>
<td>90</td>
</tr>
<tr>
<td>2020 (SK focus)</td>
<td>1000</td>
</tr>
<tr>
<td>2021</td>
<td>400</td>
</tr>
<tr>
<td><strong>Future total:</strong></td>
<td><strong>1490</strong></td>
</tr>
<tr>
<td><strong>Project total (3300 acre goal):</strong></td>
<td><strong>3378</strong></td>
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</table>
Planted acres

<table>
<thead>
<tr>
<th>ACRES TO DATE:</th>
<th>Total by mix</th>
<th>2017 CAN</th>
<th>2017 USA</th>
<th>2018 CAN</th>
<th>2018 USA</th>
<th>2019 CAN</th>
<th>2019 USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seed Mix</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>native wildflowers and grasses</td>
<td>216</td>
<td>0</td>
<td>16</td>
<td>37</td>
<td>120</td>
<td>11</td>
<td>33</td>
</tr>
<tr>
<td>tame legumes and grasses</td>
<td>1414</td>
<td>335</td>
<td>5</td>
<td>582</td>
<td>165</td>
<td>243</td>
<td>84</td>
</tr>
<tr>
<td>native and tame species</td>
<td>259</td>
<td>0</td>
<td>0</td>
<td>46</td>
<td>6</td>
<td>207</td>
<td>0</td>
</tr>
<tr>
<td><strong>To date Total:</strong></td>
<td><strong>1888</strong></td>
<td><strong>335</strong></td>
<td><strong>21</strong></td>
<td><strong>664</strong></td>
<td><strong>291</strong></td>
<td><strong>461</strong></td>
<td><strong>117</strong></td>
</tr>
<tr>
<td><strong>2017 total:</strong></td>
<td><strong>356</strong></td>
<td><strong>2018 total:</strong></td>
<td><strong>955</strong></td>
<td><strong>2019 to date:</strong></td>
<td><strong>578</strong></td>
<td></td>
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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
Interseeding and enriching degraded pasture
MBFI - Brandon

Alfalfa Blend
Clover, Alsike
Clover, Ladino
Sainfoin

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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
Cheerios-Xerces Pollinator Habitat Program 2020-2021

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- 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
INTERNATIONAL NETWORK FOR SEED-BASED RESTORATION

NATIVE SEEDS FOR RESTORATION

DISCOVER THE NETWORK