

Landscaping for Pollinators Conference
Agenda
Friday, March 31
9:00 AM to 3:30 PM

8:30-9:00 Registration

9:00-9:05 Welcoming Remarks

9:05-9:30 Introduction – *Rebecca Finneran, Kent County MSU-Extension*

As MSU-Extension Consumer Horticulture Educator, Rebecca will share with us the message that consumers are hearing through the Smart Gardening initiative, and its applications for the Green Industry. She will explain how landscapers can use the tools offered by MSU-E. (Science and research-based gardening; environmental awareness and sustainability, smart plants, smart lawns, smart soils!)

9:30-10:30 Pollinators and Pesticides – *Meghan Milbrath, Michigan State University Dept. of Entomology, coordinator of the Michigan Pollinator Initiative*

Pollinators are essential for growing the foods we eat and for a healthy environment, but many of the tools that we use to control pests can harm pollinators. In this seminar we will discuss the history and biology of pollinators, and what pollinators are important in Michigan, and how they are affected by pesticides. We will cover how to select pesticides that are less toxic to pollinators, as well as discuss strategies that can be used to reduce risk to pollinators when using pesticides.

10:30-10:45 BREAK

10:45a-12:00p Protecting and Enhancing Pollinators in the Urban Landscape – *Dr. Dave Smitley, Michigan State University Dept. of Entomology*

Dr. Smitley will discuss the benefits of landscape design and maintenance practices that increase the density and diversity of flowers, as well as protect pollinators, predators and parasitoids. The same practices that enhance and protect pollinators also protect beneficial insects that keep pest species under control. One exception are some exotic pests that lack efficient predators and parasitoids. Strategies will be given for dealing with those pests in a way that will minimize the impact on beneficial insects.

12:00-12:45 LUNCH

12:45-1:45 Landscaping With Bee-Friendly Ornamentals – *Rebecca Finneran, Kent County MSU-Extension*

Rebecca will provide research-based suggestions on which native and non-native trees and shrubs are best for attracting and sustaining urban bees and other pollinators, and how to combine them in the landscape for aesthetically pleasing design.

1:45-2:30 A Supplier's Perspective on Ordering Native Plant Material – *Jenny Allison, Production Manager at Cardno Native Plant Nursery*

Here's how to supply the species you've specced: Jason Fritz, Nursery Sales Manager at Cardno, will address everything you need to know about ordering natives, from seasonal availability, sizes, quantity, lead time required, etc.

2:45-3:30 Promoting Pollinators While Growing Profits – *Rebecca Finneran, Kent County MSU-Extension*

As consumer awareness of pollinator issues picks up, how does it affect their purchasing decisions and plant preferences? How can you harness America's growing interest in this area to provide plants and pollinator friendly products and services that also add to your bottom line? During this seminar, you will learn more about consumer perceptions of pollinators and a plethora of ideas to energize buyers!

3:30p Closing Remarks