



Oat Growers: Interested in Pollinator Conservation on Your Farm?

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* of Canada and the US
- 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

The Cheerios Pollinator Habitat Program works with growers like you to plan, plant, and manage pollinator habitat. 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

* For landowners in SK, MB, ND, SD and MN, especially in these regions: Manitoba: Pierson, Killarney, Portage La Prairie, Arborg, Winnipeg, and Morris. Saskatchewan: Melfort, Tisdale, Nipawin. North Dakota: Minot, Rugby, Bottineau, Mohall.

For more information, please contact Stephanie Frischie, Agronomist / Native Plant Materials Specialist at the Xerces Society, for the US and Canada:
stephanie.frischie@xerces.org 219-208-5879

