



Reporting Our Progress in Caring for the Land and Serving People



Pollinator and Native Plant Awareness NatureWatch Program FY2012 Accomplishments Washington Office & FS Regional Botanists

State: United States, Canada & Mexico

Accomplishments:

- 317 Wildflower Viewing Sites on FS website;
- Celebrating Wildflowers site hosts more than 10,000 plant images and over 1,500 pages of information about the aesthetic, recreational, biological, medicinal, and economic values of native plants; plus how to conserve native plant habitats;
- Committee Member for Monarch Joint Venture;
- Lead Agency in designating National Pollinator Week, National Grasslands Week, and National Wildflower Week;
- Steering Committee for North American Pollinator Protection Campaign;
- FS Chief Tidwell key speaker at 2012 Pollinator Reception at Canadian Embassy.

Forest Service Contribution: \$31,300

Partner Contribution: \$30,000

Internal Partners:

Rangeland Management; Watershed, Fish, Wildlife and Rare Plants Staff; International Programs.

External Partners:

North American Pollinator Protection Campaign, Pollinator Partnership, and over 130 partners.



Celebrating Wildflowers efforts to keep native plants and pollinators at the forefront of the public mind continues to be a huge success, demonstrated by its status at the top of all internet search engines for “wildflower viewing.” Beyond aesthetics, *CW* showcases the value of pollinators in agricultural production, the importance of native plants to ecosystems, and the vital connections between humans, wildlife, and plants.



Larry Stritch and FS Summer Intern, Emily Loubert, showing off a beautiful new wildflower display.

In Fiscal Year 2012, FS Botanists and Wildlife Ecologists hosted over 20 plant pollinator events, distributed over 15,000 pollinator posters, and *Celebrating Wildflowers* enjoyed 545,397 web hits to its online resources.



2012 Pollinator Week poster highlighting migration pathways.

A true collaboration both internally between staffs and with its external partners, *CW* printed 1,650 “Bumble Bees of the Western U.S.” identification guides ; 4,455 “Bumble Bees of the Western U.S.” posters; 11,000 copies of “Join the Conversation About Our Native Bees” bookmark; 5,000 “Why Are Some Plants Rare?” bookmark; and 25,000 copies of the popular brochure “Attracting Pollinators to Your Garden Using Native Plants,” distributed widely to educators, botanic gardens, zoos, and other venues across the U.S.

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