



---

# Interested in Pollinator Conservation on Your Farm?

---

General Mills Cheerios is providing free flower seed for farmers to bring back the pollinators. Do you have crops such as canola that rely on bees and other insects for pollination? You can create flowering habitat on your farm to support pollinators, improve soil health, and boost yields of flowering crops.

We are offering free cover crop seed, wildflower seed, and shelterbelt plants for farmers to:

- Conserve wild bees and butterflies
- Improve soil health, diversify crop rotations, and protect soils from erosion
- Enhance grazing lands with forage legumes
- Restore weedy, degraded lands to flowering habitat
- Support bee keepers and honey production
- Boost pollination and yield of crops such as canola, beans, buckwheat, flaxseed, sunflower, alfalfa and clover seed, and soybeans
- Attract beneficial organisms to suppress pests

To participate, we are looking for farmers who are:

- Growing oats
- Conservation minded and want diverse crop rotations and conservation practices on their farm
- Willing to plant cover crops, wildflowers, and/or flowering shelterbelts
- Committed to maintaining plantings for at least 3 to 5 years
- Enthusiastic to share their story with friends, family, neighbors, and others who care about pollinators

---

To participate, please contact Agronomists Tom Rabaey, General Mills Inc., at: [Tom.Rabaey@genmills.com](mailto:Tom.Rabaey@genmills.com); or Jim Eckberg, Xerces Society, at: [Jim.Eckberg@xerces.org](mailto:Jim.Eckberg@xerces.org), 1 651 491 8504.