

# MEDIA RELEASE

October 18, 2022

For Immediate Release



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## The North American Pollinator Protection Campaign (NAPPC) Provides Recognition to Pollinator Advocates, Farmer-Ranchers, Roadside Managers, and Electric Power Companies in 2022 Award Ceremony

On October 18, 2022, this year’s award winners from the United States, Canada, and Mexico were honored by Pollinator Partnership and the North American Pollinator Protection Campaign (NAPPC) during the NAPPC Conference Award Ceremony hosted at the United State Botanic Garden in Washington, DC. By recognizing individuals and organizations that have contributed significantly to the promotion and conservation of pollinator species, NAPPC aims to encourage their activities and inspire future actions in support of pollinators.

NAPPC is a collaborative body of diverse partners, including respected scientists, researchers, private sector stakeholders, conservationists and government officials working to find common ground to catalyze groundbreaking initiatives that benefit pollinators.

“This year’s awardees display a unique and admirable dedication to the protection of all pollinating species and their habitats. As we celebrate their work, we hope others will be inspired by their tremendous efforts to support pollinators,” says Kelly Bills, Executive Director of Pollinator Partnership, which founded and facilitates NAPPC.

A brief description of award winners and their actions follows:

### *2022 NAPPC Pollinator Advocate – United States*



**Maraleen Manos-Jones** of Manos de las Mariposas has been contributing to pollinator conservation since 1978 when she brought home a monarch butterfly that laid over 100 eggs. Since then, Maraleen has traveled between Mexico and the United States to observe and tag overwintering monarchs. While camping with the monarchs in Mexico, Maraleen developed strong relationships with the mountain people. Vowing to protect both the monarchs and local communities, her passion for environmental activism blossomed. Maraleen uses her M.A. in Teaching to educate communities in Canada and the U.S. of the importance of pollinator conservation and the pervasive threats

they face. She has also authored the book *The Spirit of the Butterflies: Myth, Magic, & Art*, unifying her passions for art, science, technology, and knowledge sharing. Maraleen has contributed to pesticide research, pollinator friendly roadside management practices, and the implementation of model pollinator gardens in New York. For the past 18 years, she has operated a pollinator garden open to the public that aims to educate and inspire visitors, hoping to galvanize conservation measures at the community level.

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## 2022 N.APPC Pollinator Advocate – Mexico



**Hector Avila** is a conservation biologist located in the state of Aguascalientes in central Mexico. He was surrounded by plants and animals while growing up in the plains of the Chihuahuan Desert, cultivating his passion for nature at a young age. After noticing the scarcity of native wildflower seed producers in Mexico, Hector founded Cosmos Semillas Nativas, the first native wildflower seed producer in the country. **Hector and his company produce eight species of wildflower seeds that enhance pollinator habitat in the xeric landscapes of central and northern Mexico.** He is determined to make native wildflower seeds more available to food producers and the public

for habitat restoration by participating in the development of the Mexico's National Strategy for the Conservation and Sustainable Use of Pollinators. Locally, Hector participates in radio and T.V. interviews, lectures at schools discussing biodiversity and pollinators, and leads environmental outreach events such as pollinator education stands at local fairs. **Hector has distributed more than 6,000 wildflower seed bombs among beekeepers to promote beekeepers and create pollinator patches.** He also established wildflower strips in strawberry crops for 11 producers in the states of Guanajuato and Michoacán, Mexico.

## 2022 N.APPC Pollinator Advocate- Canada



**Myriam Parent** is a professional musician and owner of Withbloom Pollinator Gardens, a business that specializes in education, consultations, and landscaping for indigenous plant and bee habitat on Lekwugen Territory. She is passionate about sharing her knowledge of pollinators and their associated native plants partners with her community. **Myriam gets the people of Victoria, British Columbia excited about pollinator conservation by leading biweekly workshops on indigenous bees, educating participants on how to enhance bee habitat on their property.** Her generous donations of time and compassion through workshops and the creation of numerous pollinator gardens has ripple effects throughout her community, catalyzing widespread public engagement and significant urban pollinator conservation.

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## 2022 NAPPC Farmers and Ranchers- Canada



**Bas Rouge Farm and Forge** is owned and operated by Glenn and Ivonne Vasquez of Victoria, British Columbia. Bas Rouge Farm and Forge began as a homestead and has grown into a diversified farm that fulfills their mission to encourage sustainable gardening. **Their native plant nursery strives to educate visitors on the impact native plant communities has on sustaining vital pollinators in the region.** Bas Rouge promotes the persistence of pollinator habitat through their several workshops centered around sustainable gardening and native plant sales. Their Native Plants for Pollinators gardening class educates attendees on the importance of native plants, shrubs, and trees on the lifecycle of significant pollinators such as

bumblebees, small native bees, and fauna.

## 2022 NAPPC Farmers and Ranchers- Canada



**Persephone Brewing Company** located in Gibsons, British Columbia makes sustainable brewing and local food security a priority when crafting their award-winning beers. **Persephone is a certified B-Corporation and obtained their Bee Friendly Farming Certification from Pollinator Partnership.** Partnered with TELUS Agriculture, Persephone Brewing Company contributes to pollinator awareness and conservation through their mission to brew the most sustainable and traceable beer. TELUS

**Agriculture synergizes technology and data to increase the traceability of all ingredients used in the brewing process** to promote the economic, environmental, and social sustainability of their local food system. **The Pollinator Pilsner is a notable outcome of TELUS Agriculture and Persephone Brewing Company's collaboration, made with traceable barley, certified organic hops, and locally sourced honey.**

## 2022 NAPPC Roadside Management

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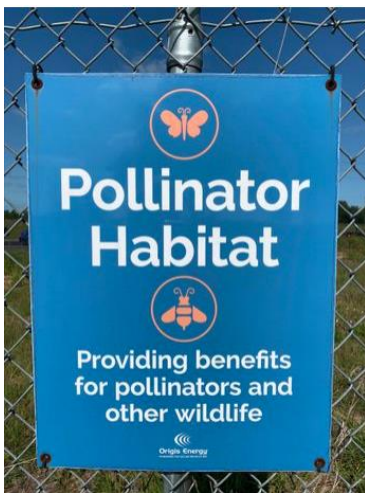
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**Ohio Department of Transportation (ODOT)** has made long strides in its efforts to promote pollinator conservation since the 1990s. The agency is determined to create high-quality pollinator habitat through its Beautification and Pollinator Habitat Program to take advantage of the numerous opportunities available to enhance and establish pollinator habitat along the state's 19,000 miles of roadside. After adjusting its seed mixture, **ODOT created Ohio's preferred roadside seed pollinator seed mix that includes warm season grasses and 12 forbs.** ODOT maintains 260,000 acres of right of way for pollinators. ODOT installed a **Pollinator Habitat Education Center at its**

**Interstate 75 Welcome Center** near the Ohio/Michigan border that includes a **1/3-acre native species demonstration garden, interpretive signage, and a one-acre oak savannah.** In 2016, ODOT released its **Statewide Roadside Pollinator Habitat Program Restoration Guidelines and Best Management Practices manual that guides district managers in maintaining and establishing pollinator habitat.** ODOT collaborates with local, state, and federal agencies, non-profit organizations, and private partnerships to maintain its successful management of roadsides for pollinator needs.

## *2022 NAPPCC Pollinator Electric Power*



The **Disney Solar Pollinator Project** supports Disney's sustainability goals to drastically improve the company's carbon footprint by including a **50% net reduction in carbon emissions by 2020 compared to 2012 levels.** Disney worked with ORIGIS Energy USA, Duke Energy, Reedy Creek Improvement District, and Reedy Creek Energy Services to bring **two solar facilities online** to achieve their goal. The installation of two solar facilities provides valuable habitat for pollinators and opportunities for further research regarding solar panel impacts on native bees. The project's designated research meadow will be maintained indefinitely and aims to increase the acreage of native flowering plant cover in and around the arrays. **The Citrus Ridge Solar plant covers approximately 270 acres of land and produces 52 megawatts of power. The Mickey Solar Array covers approximately 22 acres and produces 5 megawatts of power.**

Disney uses the solar facilities to educate and inspire children enrolled in the Disney Summer Conservation Camp in addition to engaging Disney cast members and guests in citizen science programs.

Information about pollinator award winners from 2022 and previous years is available at <http://pollinator.org/awards>.

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## **ABOUT POLLINATOR PARTNERSHIP (P2) AND THE NORTH AMERICAN POLLINATOR PROTECTION CAMPAIGN (NAPPC)**

Established in 1997, Pollinator Partnership, a 501(c)3 headquartered in San Francisco, California, was incorporated in 1997. P2's mission is to promote the health of pollinators, critical to food and ecosystems, through conservation, education, and research. Visit [www.pollinator.org](http://www.pollinator.org) for more information.

P2 facilitates NAPPC, a tri-national collaboration working to promote awareness and scientific understanding of pollinators; to gather, organize and disseminate information about pollinators; to provide a forum to identify and discuss pollinator issues; and to promote projects, initiatives and activities that enhance pollinators. NAPPC's mission is to encourage the health of resident and migratory pollinating animals in North America. NAPPC partners gather from throughout the North American continent to raise public awareness and education and promote constructive dialogue about pollinators' importance to agriculture, ecosystem health, and food supplies. NAPPC encourages collaborative, working partnerships among participants and with federal, state and local government entities. The annual conference strengthens the network of associated organizations working on behalf of pollinators to promote conservation, protection and restoration of habitat, and to document and support scientific, economic and policy research. Information about NAPPC, including past accomplishments and highlights of past NAPPC conferences, is available at <http://pollinator.org/nappc>.