



Burpee News Service – APRIL 2015 The Burpee Bee & Butterfly Brigade (BBBB)

PROJECT BACKGROUND

The idea for the Burpee Bee & Butterfly Brigade and donation of 1 million seed packets was born out of a disturbing world-wide trend: declining population in honey bees, butterflies and other pollinators. Burpee's own Miryana Navarro-Monzo, Public Affairs Advisor to the Chairman and Chief Executive Officer, George Ball, created the idea as a philanthropic solution to pollinator population losses. Navarro-Monzo and Ball, who is a horticulturist, collaborated on the idea of creating a nationwide brigade of gardeners of all ages planting flower gardens to keep bees, butterflies and other pollinators happier and healthier.



The decline of pollinators has become a matter of national security. On June 20, 2014 President Obama issued a Presidential Memorandum formally establishing the "Federal Strategy to Promote the Health of Honey Bees and Other Pollinators." The memorandum cited the significant loss of pollinators, calling the problem "serious" and requiring "immediate attention to ensure the sustainability of our food production systems, avoid additional economic impact on the agricultural sector and protect the health of the environment."

WHAT: To address the problem of dwindling pollinator populations by inspiring the public to take positive action, Burpee has created a proprietary mix of 21 flowers for its "Burpee's Bee Garden" seed packets. Designed to grow across all gardening zones, the seeds will create native habitats for bees, butterflies and other pollinators to nest, breed and feed in.

HOW: "We need at least a million gardeners!" said Ball. To encourage the planting of "Burpee's Bee Garden" seeds in homes, urban, communities and school gardens, Burpee is giving away one million packets to school children across the nation.

WHY: Alarming high honey bee and other pollinator population losses are a threat to food production in the United States. With three out of every four food ingredients requiring pollinators, Burpee's leadership team decided it was their civic responsibility to do something about this national threat. Burpee hopes to educate and inspire the public—particularly children—to take positive action to nurture pollinator populations. See Burpee Fact Sheets and infographic for more information at <http://burpee.com/pollinators>.

WHEN: Distribution of seed packets will begin in April, and seeds may be planted from early spring to late fall.

ABOUT BURPEE:

A true heritage brand, the Burpee Co. was founded in Philadelphia in 1876 by W. Atlee Burpee, an 18-year-old with a passion for plants and animals, and a mother willing to lend him \$1,000 of "seed money" to get

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him started in business. Within 25 years he had developed the largest, most innovative seed company in the world. By 1915 Burpee was mailing a million catalogs a year to America's gardeners. Still located in the greater Philadelphia, Burpee is owned and operated by George Ball, a third-generation plantsman. All Burpee products are non-GMO. Burpee's seeds and plants are available —and guaranteed—for all growing zones. The company's highly recognizable catalog is available in late December each year. Seeds and plants can be ordered by mail, phone and online. For more information, gardening techniques, recipes, gift cards and more, visit <http://www.burpee.com> or call 1 (800) 888-1447. The Burpee community can be found on Facebook, Pinterest and Twitter.

SEED PACKET INFORMATION:

Burpee horticulturist and flower product manager Venelin Dimitrov designed the "Burpee's Bee Garden" seed packets in close collaboration with National Park Service officials. The primary goals in selecting the varieties for this mix were natural diversity and ease of use. The seed packet contains 21 flower varieties, offering a buffet of tastes for all pollinators and a balanced mix of shape, color, plant habit and scents to provide nourishment from early spring to late fall. With more than 60 percent of the mix in native species "Burpee's Bee Garden" is designed to grow across the country in all gardening zones.

Each packet comes with planting instructions and will include the following Burpee seeds:

- Annual Sunflower (*Helianthus annuus*)
- Blue Perennial Lupine (*Lupinus perennis*)
- Mixed Cosmos (*Cosmos bipinnatus*)
- Mixed Zinnia (*Zinnia elegans*)
- Purple Coneflower (*Echinacea purpurea*)
- Scarlet Flax (*Linum grandiflorum rubrum*)
- Yellow Calendula (*Calendula officinalis*)
- Annual Baby's Breath (*Gypsophila elegans*)
- California Poppy (*Eschscholzia californica*)
- Lacy Phacelia (*Phacelia tanacetifolia*)
- Annual Gaillardia (*Gaillardia pulchella*)
- Red & Yellow Prairie Cone Flower (*Ratibida columnifera*)
- Blue Flax (*Linum perenne*)
- Butterfly Milkweed (*Asclepias tuberosa*)
- Rose Swamp Milkweed (*Asclepias incarnata*)
- Black Eyed Susan (*Rudbeckia hirta*)
- Plains Coreopsis (*Coreopsis tinctoria*)
- Mixed Blue Larkspur (*Delphinium consolida*)
- White Sweet Alyssum (*Lobularia maritima*)
- Red Wild Bergamot (*Monarda fistulosa*)
- Blue New England Aster (*Aster novae-angliae*)

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EDITORS' NOTE: Educational videos, B-roll, fact sheets, infographic, photographs and other resources on the Burpee Bee Garden Project may be found at <http://www.burpee.com/pollinators-resource>.

