



Why Pollinators?



Pollinators provide an ecological service that is essential to the health of the environment. Scientists have determined that the worldwide economic value of the pollination service provided by insect pollinators is roughly \$217 billion. The shape or markings on flowers help to guide insects to the rewards of nectar or pollen. Bees and wasps, flies, butterflies and moths, and beetles are the 4 major groups of pollinating insects. A diversity of native plants blooming at different times provides flowers for foraging throughout the season. Non-native or highly ornamental varieties provide little or no food value for native pollinators. Protecting, enhancing, or restoring native wildflower foraging habitat are the most significant steps you can take for bees, butterflies and other flower visitors.

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