

Planting for Pollinators

Our campaign aims to address the climate and biodiversity crises facing our planet, and to inspire and empower people to act.



- ***"Climate emergency and the crisis facing nature and wildlife are two sides of the same coin,"*** Hansjorg Wyss, Swiss philanthropist
- ***"Insects are the little things that run the world." "If insect populations collapsed, life as we know it would not exist,"*** E. O. Wilson, renowned biologist and Pulitzer-prize winning author
- ***"Pollinators are essential to the continued existence of 80% of all plants and 90% of flowering plants,"*** Doug Tallamy, entomologist, author, and creator of the Homegrown National Park initiative
- ***"Butterflies are like the canary in the coal mine when it comes to our ecosystem. A healthy butterfly population speaks volumes for the overall health of the local environment,"*** Dr. Jeffrey Glassberg, president and founder of the North American Butterfly Association



A shocking headline in the New York Times in 2020 reports that we have lost 2 billion birds since 1970. That is almost one-third of all birds! 96% of them need insects to survive!

Please check out our new [**70% Native Plant Campaign for Birds**](#) and [**join our effort!**](#)

Our events aim to:

- Raise awareness and offer solutions to the multiple crises we face.
- Engage people in hands-on activities creating and maintaining pollinator habitat.
- Support other pollinator efforts in Greenfield and beyond, and pollinator-related legislation.
- Beautify Greenfield and improve community and quality of life. We have a vision of pollinator-friendly trees, shrubs, and herbaceous plants everywhere!

You are invited to join the many Greenfield residents who are building pollinator habitat in their yards, and the many volunteer groups working to expand pollinator gardens and corridors in town. These include the **Greenfield Energy Park**, the **John Zon Community Center**, **Fiske Avenue**, the **YMCA**, and more. [Learn about these public spaces, and join the folks caring for them.](#)

