



SOIL CONSERVATION COUNCIL OF CANADA  
CONSEIL CANADIEN DE CONSERVATION DES SOLS

*The face and voice of soil conservation in Canada  
Le visage et la voix de la conservation des sols au Canada*

## For immediate release

# Syngenta Canada and the Soil Conservation Council of Canada partner to expand Operation Pollinator program on-farm in Western Canada

**April 24, 2017 – Beausejour, Man.** – Operation Pollinator, a Syngenta program focused on research and partnerships to promote the health and well-being of bees and other pollinators given their essential role in agriculture and nature, is expanding its footprint in Western Canada through a multi-year partnership with the Soil Conservation Council of Canada (SCCC).

Through the partnership, farmers in Manitoba, Saskatchewan and Alberta can sign-up to establish Operation Pollinator sites on their farms. SCCC is collaborating with three provincial partners to deliver the program in each of the Prairie provinces -- the Agriculture Research and Extension Council of Alberta (ARECA), Manitoba Conservation Districts Association (MCDA) and the Saskatchewan Soil Conservation Association (SSCA).

To enroll in the program, producers agree to convert one-to-two acres of lower-productivity land to establish a dedicated Operation Pollinator site. In exchange for dedicating the land, participating producers receive a provision of high-quality, pollinator-friendly wildflower seed, agronomic advice, and assistance to help offset site establishment costs.

The goal of the program is to establish and maintain new pollinator-friendly habitat over the long term, study and learn from these sites, and enhance biodiversity for the benefit of the larger Prairie ecosystem.

Farmers wishing to sign up can visit the SCCC website ([www.soilcc.ca](http://www.soilcc.ca)) where they will find details regarding participation in the program.

“We are excited about working with the Soil Conservation Council of Canada to expand the on-farm footprint of Operation Pollinator in Western Canada,” says Dr. Paul Hoekstra, Senior Stewardship and Policy Manager with Syngenta Canada. “We have and continue to see benefits from Operation Pollinator activities,” Hoekstra adds, noting that information gathered from Operation Pollinator sites confirms their positive contribution to the diversity and abundance of pollinators.

“Soil Conservation Council of Canada is privileged to be working with Syngenta in the delivery of Operation Pollinator in Canada,” says Jim Tokarchuk, Executive Director. “Their strong support anchors this effort and our network of Prairie partners will ensure this program will benefit farmers and the land they steward on behalf of all of society. This is strong fit with our organization’s mandate.”

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### **About Operation Pollinator**

Operation Pollinator is a program focused on research and partnerships to promote the health and well-being of bees and other pollinators given their essential role in agriculture and nature. The program's mandate is to support activities that enhance biodiversity, habitat and other practical initiatives that contribute to healthy pollinator populations. Originating in the United Kingdom, the Operation Pollinator program has since been expanded to several countries around the world, including Canada. It includes both on-farm and off-farm components.

### **About Syngenta**

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world class science and innovative crop solutions, our 28,000 people in over 90 countries are working to transform how crops are grown. We are committed to rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more visit [www.syngenta.com](http://www.syngenta.com) and [www.goodgrowthplan.com](http://www.goodgrowthplan.com). Follow us on Twitter® at [www.twitter.com/Syngenta](https://www.twitter.com/Syngenta) and [www.twitter.com/SyngentaCanada](https://www.twitter.com/SyngentaCanada).

### **About Soil Conservation Council of Canada**

The Soil Conservation Council of Canada (SCCC) is an independent, farmer based national, non-profit organization committed to soil care and protection for current and future generations, with a mission to promote the conservation and enrichment of Canada's soils and related resources. Founded in 1987, SCCC advocates for the importance of soil conservation on a national scale. Over the years, SCCC and its provincial partners have continued to advocate for soil conservation and soil health while also delivering several programs promoting soil-related best management practices. To learn more about SCCC visit [www.soilcc.ca](http://www.soilcc.ca). Follow on Twitter® at [www.twitter.com/soilcouncil](https://www.twitter.com/soilcouncil).

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**Media Note:** Photos and additional resource materials available at [www.soilcc.ca](http://www.soilcc.ca).

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