



# Operation Pollinator<sup>®</sup>

Multifunctional Landscapes

Positive Action  
for Pollinators



**syngenta**<sup>®</sup>

[www.operationpollinator.com](http://www.operationpollinator.com)



# What is Operation Pollinator?

Operation Pollinator aims to provide the essential habitat to boost numbers of crucially important pollinating insects on farmland, to:

- Protect and enhance overall biodiversity
- Improve crop yields and quality
- Secure a sustainable farming and environmental balance

Instigated by Syngenta and based on scientific research and the experience of selected farmers, Operation Pollinator has proven to help growers successfully establish and manage pollen rich habitat in key locations around the farm – with dramatic recovery in the fortunes of pollinating insect populations.

Now, building on the success of Operation Bumblebee in the UK, Operation Pollinator is being developed on commercial farms across Europe, with projects running concurrently in France, Germany, Hungary, Italy, Spain, Portugal and the UK.



**Operation Pollinator gives a practical solution to help growers create valuable on-farm habitat to encourage natural pollinators.**

## Why do we need Operation Pollinator?

Pollinating insects are crucial for the success of many natural habitats and the production of many food crops. More than 80% of European crop types are directly dependent upon insects for their pollination.

Pollination by native bees and other pollinating insects is worth an estimated €5bn a year to Europe's farmers. The value of pollinators to the global ecosystem is valued at around €90bn a year.

Numbers of pollinating insects have declined significantly across Europe in recent years – some by dramatic levels. The causes of pollinator habitat loss are increasing:

- Loss of feeding sites
- Loss of breeding areas

Leading experts predict the likely future losses in some pollinators will become increasingly severe. Managing habitat specifically for the pollinating insects also significantly increases other biodiversity and brings about real environmental benefits, leaving growers to continue farming efficiently and profitably on the most productive parts of the field.

**Now, with environmental management key to the EU support system and high on the agenda for politicians, retailers and consumers, there is the opportunity to create hugely beneficial wildlife havens, with positive economic returns for farmers.**



Crops where the yields and quality are benefited by insect pollination include:

- Fruits
- Vegetables
- Herbs
- Fodder crops
- Oilseed rape
- Seeds and nuts
- Industrial crops
- Essential oils



## What will Operation Pollinator deliver?

Using established techniques, new habitats tailored to local conditions and pollinating insects can be successfully established and managed.

Habitat creation for pollinators has been proven by independent monitoring to increase bumblebee numbers by up to 600%, butterfly numbers up 12 fold and other insects more than 10 fold within three years.

Increasing numbers of natural pollinators has been shown to increase yields and quality of some key European farm crops.

Operation Pollinator is a powerful message to create a positive public perception for the farming industry. It importantly demonstrates that commercial farming and positive environmental management can coexist.

### Research-based advice

Operation Pollinator builds on Syngenta-funded independent scientific research, proven to deliver significant increases in biodiversity and especially pollinating insects.

Based on the research and development work by Syngenta, the initiative is being tailored to specific habitat and insect needs across Europe, on a wide range of farms, soil types and farming systems - directly alongside the working farming environment.

The Operation Pollinator research has created:

- Practical advice
- Proven results

Further independent monitoring will continue to test and validate the Operation Pollinator objectives in individual countries and situations.

**Protecting soil and water**  
Operation Pollinator not only provides the answer for restoring vital populations of pollinating insects, but with careful site planning and management can significantly reduce soil erosion and help to protect valuable water resources from soil and nutrient pollution.





**Operation Pollinator creates a valued opportunity to connect with growers and to promote positive environmental food production.**

## Why should you get involved?

The plight of pollinators is widely recognised by the public, with a positive reception for those that take action to resolve the problems.

Operation Pollinator creates an exclusive produce branding opportunity for select retailer partners, which can be replicated across many areas of food produce, including fruit, vegetables and cereals.

Adopting the initiative demonstrates growers and retailers care for the environment where food is produced and securing sustainable supplies – developing closer links throughout the food production chain. It meets objectives for a retailer's Corporate Responsibility plans and good governance of food supplies.

**Involvement with Operation Pollinator creates customer loyalty for good food produced with care for the environment.**

### Establishing Operation Pollinator habitat can:

- Significantly increase pollinating insect numbers
- Hugely benefit butterflies and other insects
- Improve crop yields from better pollination
- Simultaneously create habitats for small mammals and farmland birds
- Simplify field management
- Deliver soil and water protection measures
- Qualify for additional environmental payments
- Create a premium brand market for produce
- Develop strong links with retailers
- Establish more sustainable economic farming systems