Farmland Pollinator Protection Project
Investor Factsheet

Program Details

The Farmland Pollinator Protection Project is designed to cover all the costs associated with establishing and maintaining high-quality pollinator habitat in appropriate locations on selected farms. A landowner participating in the program agrees to: 1) maintain the pollinator habitat site for a minimum of five years; 2) grant access to parcels where practices may occur for verification and monitoring; 3) adhere to the requirements laid out in the Pollinator Management Plan that will be provided upon enrollment in the program. A landowner who successfully establishes pollinator habitat following our guidelines generates one or more Pollinator Habitat Credits.

What Is a Pollinator Habitat Credit?

A pollinator habitat credit is equal to one acre in land area and is generated by establishing high-quality, high-value pollinator habitat on selected farms. The estimated cost for generating one pollinator habitat credit through our program ranges from $2,350 to $3,125. The costs include seed, establishment and maintenance expenses, a yearly Ecosystem Service Payment to the landowner for a term of five years, and administrative expenses.

Investor Commitment

An investment at any level will be accepted and used to support the Farmland Pollinator Protection Project in establishing high-quality pollinator habitat. However, we request that investors consider committing to purchasing multiple Pollinator Habitat Credits. Recommended investment levels are:

- Local Supporter/Sponsor: $500–$1,500 plus
- Guardian: $3,000–$14,999
- Defender: $15,000–$44,999
- Protector: $45,000 and over

An investor can choose to either make a one-time payment or to spread the payment over a five-year period. Any investment will be paid to American Farmland Trust (AFT), the lead partner for the project. Payments to participating landowners will be coordinated by AFT.

Investor Benefits

There are numerous benefits to investing in Pollinator Habitat Credits generated through participation in the Farmland Pollinator Protection Project. The most important benefit to the investor is the assurance that your investment results in the successful establishment of high-quality pollinator habitat that supports and protects managed honey bees and wild pollinators—including monarch butterflies. The following program components will provide assurances to the investor:

- The selection of a targeted seed mix tested specifically for Michigan and recommended by recognized Michigan State University entomologists.
- A Pollinator Management Plan for the landowner that provides supervised, expert guidance on establishing and maintaining pollinator habitat.
- Regular monitoring and verification of the pollinator habitat by project partners.
- A simplified project registry that anonymously tracks active pollinator sites and transactions.
- Communication of all accrued benefits to the investor.

In addition to the assurances regarding the establishment of high-quality pollinator habitat, there are many other benefits provided to the investor, including:

- Establishment and support of local Michigan pollinator habitat.
- Recognition on the official project website hosted by American Farmland Trust. The website address is www.farmland.org/pollinatorprotection.
- Links to your organization or company from the official project website.
- Use of the project logo for up to five years.
- Communication from the project partners detailing the ecosystem benefits provided by the established pollinator habitat.
- Monitoring/verification reports summarizing the status of active pollinator habitat sites.
- Access to a variety of promotional materials. (These materials will vary based on Investor Commitment Level).

If you are interested in learning more about the Farmland Pollinator Protection Project and how you can help support pollinators, please visit our website www.farmland.org/pollinatorprotection or contact:

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