



Our Future Flies on the Wings of Pollinators



Pollinator Crop Art

Commemorating

National Pollinator Week

and the *New* US Postal Service Pollination Stamps

Why honor pollinators?

Pollination is vital to our survival. Pollination occurs when pollen is moved within flowers or carried from one flower to another of the same species leading to successful seed and fruit production. 80% of the world's crop plants depend on pollination. Pollinators, mostly insects, are indispensable partners for an estimated 1 out of every 3 mouthfuls of food, spices and condiments we eat, and beverages we drink. They are essential to the production of the fibers we use, the medicines that keep us healthy, and more than half of the world's diet of fats and oils. Insect pollinators, including honey bees, pollinate products amounting to \$20 billion annually in the U.S.; Pollinators are threatened by a variety of factors including habitat loss and pesticide misuse and are declining in some parts of the world. Protection of pollinators and their habitats is essential for our well-being.

Why Crop Art?

The scale and process of crop art is unique. The artist creates a recognizable image from natural materials that can only be properly viewed from the air. The fascination and wonder inspired by these art works can be used to attract the attention of the public and the press to our dependence on pollinators and the need to protect and sustain their populations.

Why Stan Herd?

Stan Herd is the creator and master of image based crop art. His creations have appeared in numerous national publications including National Geographic, Smithsonian, and Wall Street Journal and he has been interviewed by NPR and featured on numerous network news programs. Samples of his art can be found at www.stanherdart.com.

What is our goal?

By creating a one acre version of the dogface butterfly stamp, one of four to be issued by the USPS during National Pollinator Week, June 24-30, 2007, we will deliver our message about the value of pollinators and the need for their conservation to the general public. Extensive print and video media coverage of the crop art creation both before and during National Pollinator Week will be used to draw the world's attention to the plight of pollinators.

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