

# MEDIA RELEASE

July 15, 2026

For Immediate Release



## Pollinator Partnership Names Seed Kind Enterprises 2025 Monarch Sustainer of the Year

Pollinator Partnership (P2) is pleased to present Seed King Enterprises with the 2025 Monarch Sustainer of the Year Award. This award recognizes a company that has demonstrated extraordinary leadership and action in providing habitat and awareness for the imperiled monarch butterfly.

"We are incredibly grateful to welcome James Culley and Seed King Enterprises as our newest Monarch Sustainer. Their commitment to pollinator conservation reflects the kind of long-term leadership that creates a lasting impact. Partnerships like this help Pollinator Partnership continue to advance science-based conservation, restore habitat, and protect the pollinators that sustain our ecosystems and food supply. We look forward to all we can accomplish together," says Kelly Bills, Executive Director of Pollinator Partnership and presenter of this award.



Habitat loss remains the leading driver of monarch declines, and as a seed company, Seed King Enterprises has played a key role in increasing habitat connectivity throughout the Western monarch migration corridor. The company's primary customer base, golf courses, represents a largely single-use landscape with significant potential to support pollinators through habitat enhancements. In 2025 alone, golf course clients

planted more than 1,200 pounds of wildflower seed, including regionally native milkweed species.

Beyond providing habitat consultation services, Seed King Enterprises serves as a trusted community resource for pollinator and plant information while supplying plant materials for both large-scale restoration efforts and home garden projects. P2 recognizes Seed King Enterprises for its monarch habitat enhancement efforts and its longstanding retail partnership supporting Pollinator Partnership's Monarch Wings Across the West program. Through this partnership, 5% of proceeds from three seed

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mixes used for pollinator habitat restoration are donated to monarch conservation and research. "I am honored to receive this award! I've been in the seed business for 33 years where pollinator protection is an integral part of my wildflower program and sales. I look forward to continuing my support Pollinator Partnership and its programs that benefit our pollinators," states 2025 Monarch Sustainer of the Year, James Culley, Seed King Enterprises.

## ABOUT POLLINATOR PARTNERSHIP (P2)

Established in 1997, Pollinator Partnership is the largest 501(c)(3) non-profit organization dedicated exclusively to the health, protection, and conservation of all pollinating animals. Pollinator Partnership's actions for pollinators include education, conservation, restoration, policy, and research. P2's financial support comes through grants, gifts, memberships, and donations from any interested party. Its policies are science-based, set by its board of directors, and never influenced by any donor. To make a donation or for information, visit [pollinator.org/](http://pollinator.org/)

Photo (Upper): Monarchs in the Rough sign. Photo: James Culley

Photo (Lower): Club at Morningside Habitat. Photo: James Culley