

# MEDIA RELEASE

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For Immediate Release



**POLLINATOR  
PARTNERSHIP**

Protect their lives. Preserve ours.

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## Pollinator Partnership Names the J. M. Smucker Co. 2024 Monarch Sustainer of the Year

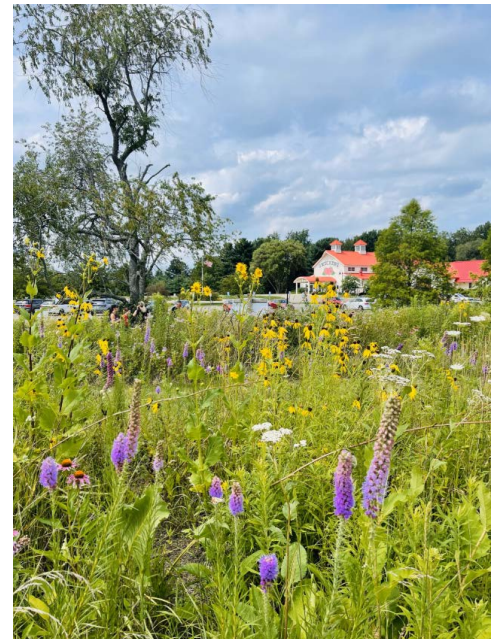
**Pollinator Partnership (P2)** is pleased to present **The J.M. Smucker Co.** with the **2024 Monarch Sustainer of the Year Award**. This award recognizes a company that has shown exceptional leadership and action in providing habitat and awareness for monarchs.

“We are proud to be recognizing the inspirational efforts of Smucker staff to promote and protect one of North America’s most iconic pollinators,” says **Kelly Bills, Executive Director** of Pollinator Partnership. “Smucker not only has done an exceptional job at creating habitat and raising awareness about monarchs and other pollinators, they’ve provided an invaluable example for how companies can build community and give back through pollinator conservation”.

The J.M. Smucker Co. has been providing habitat support and educational opportunities for staff and the community on monarchs and other pollinators for almost a decade. Beginning in 2015 with the creation of a demonstration garden near their company headquarters in Orrville, OH, Smucker has a lengthy and successful track record participating in P2 programs and partnering with P2’s staff to promote pollinator conservation. Monarch conservation has been a hallmark component of the company’s employee engagement efforts, rallying employees and the general public around initiatives such as educational programming, charitable giving drives, Pollinator Week events, and the creation of three additional pollinator gardens across the company’s footprint.

Visitors to the J.M. Smucker Co. Store in Orrville will find resources to guide them through the demonstration garden and engaging activities, including interpretive signage for the established habitat, scavenger hunts, and information on how to participate in an iNaturalist project. Smucker has also provided support to P2’s Lepidoptera, Bombus, and Honey Bee Health grants, which funnel funds directly to research and conservation initiatives that benefit pollinators. In summer 2025, there will be an unveiling of an interactive sculpture honoring the company’s commitment to pollinators and highlighting the critical role that habitat plays in creating a sustainable future for food production, ecosystems, and economies around the world.

The success of the company’s demonstration garden in Orrville initiated the creation of two additional gardens at Smucker facilities in Longmont, CO, and New Orleans, LA. Altogether, these three gardens total 13,844 sq/ft. of pollinator habitat. With each garden including regionally specific milkweed and a diversity of native flowers for forage, they provide vital resources to monarch butterflies and countless other pollinators. At the company’s signature demonstration garden in Orrville, employee volunteers have collected, cleaned, sorted, and packaged seed for distribution to their Northeast Ohio employees. These seed packets include milkweed seeds, empowering employees and the larger community to support monarchs and other critical pollinators.



“We are honored and humbled to be named 2024 Monarch Sustainer of the Year.” says **Erika Meschkat, Associate Manager of Sustainability at The J.M. Smucker Co.** “As a leading North American food producer, we are passionate about pollinator health and believe it is our responsibility to positively impact the pollinators that are so crucial to not only our food supply, but our ecosystems at large. Our ongoing partnership with P2 allows us to support conservation and biodiversity through educational programming, community engagement and resource allocation. Through this longstanding relationship, we’ve been able to aid pollinators while helping to create a healthier planet for future generations.”

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## **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 on events during Pollinator Week, visit [pollinator.org](https://pollinator.org).

## **About The J.M. Smucker Co.**

At The J.M. Smucker Co., it is our privilege to make food people and pets love by offering a diverse family of brands available across North America. We are proud to lead in the coffee, peanut butter, fruit spreads, frozen handheld, sweet baked goods, dog snacks, and cat food categories by offering brands consumers trust for themselves and their families each day, including *Folgers®*, *Dunkin®*, *Café Bustelo®*, *Jif®*, *Uncrustables®*, *Smucker's®*, *Hostess®*, *Milk-Bone®*, and *Meow Mix®*. Through our unwavering commitment to producing quality products, operating responsibly and ethically and delivering on our Purpose, we will continue to grow our business while making a positive impact on society. For more information, please visit [jmsmucker.com](https://jmsmucker.com).

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