**Natives AT WORK**

**Aesthetic Beauty**
Provides year-round color and texture.

**Habitat**
Provides food and shelter for wildlife.

**Promotes Biodiversity**
Attracts native pollinators and other beneficial organisms.

**Preserves our Natural Heritage**
Establishes a “sense of place.”

**Fibrous Roots**
Slows run-off, improves water quality, and builds and stabilizes soil.

**Deep Roots**
Native plants thrive in Iowa’s climate and soils.

Visit
www.plantiowanative.com

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**Bring Back THE NATIVES**
INCREASE ACCESS TO MARKETS

Plant Materials
- Seed growers (native, Iowa, regional, yellow tag, retail seed packets)
- Retail nurseries (perennials, tree/shrub)
- Greenhouse wholesale (as suppliers to retail nurseries)

INCREASE ACCESS TO CLIENTS

Service Providers
- Large scale site prep, seeding/planting, management, brush clearing, installation, weed control
- Small scale landscape/design, installation, weed control

INCREASE ACCESS TO NATIVES

General Public
- Landowners (restoration/reconstruction/CRP)
- Landscape and gardening (butterfly/bird gardens, rainscaping)

MISSION

Plant Iowa Native works to promote, educate, and create awareness of the use of native plants for horticulture, conservation, and habitat-improvement across Iowa.

What is PLANT IOWA NATIVE?

Plant Iowa Native is a collaboration of consumers, private industry, non-profit organizations, and government agencies with the purpose of promoting native Iowa plants.

Why are NATIVE PLANTS IMPORTANT?

Native plants are the foundation of healthy ecosystems. Iowa wildflowers invite bees, songbirds, butterflies, and other “critters” to our gardens. Prairie wildflowers and grasses make excellent gardening and landscaping plants. By planting Iowa natives, you can help preserve these unique species, create wildlife habitats and enjoy a beautiful, environmentally sustainable garden.

Native prairie plants are perfectly suited to grow in Iowa because they are low maintenance and minimize the need for pesticides, fertilizers, and supplemental watering — all tremendous benefits to the environment. Native plants help build the soil, improve water quality, help the land absorb and store water, reduce storm-water surges and flooding, and provide year round beauty. Once established, native plants do not require fertilizers, herbicides, pesticides, or supplemental watering.

PROMOTION EDUCATION AWARENESS

Bring Natives INTO YOUR BACKYARD

Use native plants on a small or large scale. Start by using native plants in your existing beds and borders, or create a small garden of Iowa wildflowers and grasses in your backyard.

These sample garden designs provide color and texture throughout the year.