

WINNING WITH WILDFLOWERS

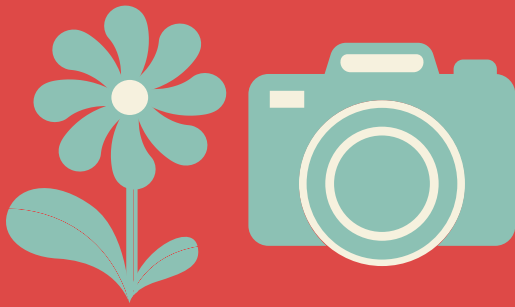
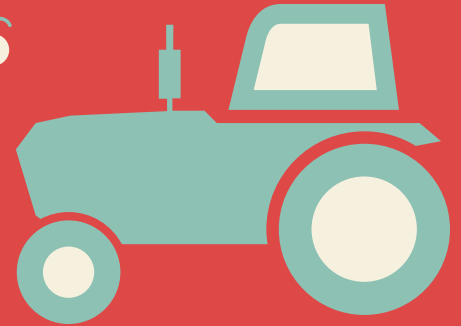
Safe reduced mowing to preserve wildflowers on roadways is a financial win for farmers, taxpayers and tourism.

TAKE ACTION Urge your county to reduce mowing on roadways to let wildflowers — and the economy — thrive!

AGRICULTURE WINS

Florida's honey bees have a **\$2.1 billion** annual economic impact, and pollinators — especially bees — are responsible for 1 of every 3 bites we eat. More than 100 of Florida's fruit, vegetable and seed crops — and others providing fiber, medicine and fuel — rely on bees.

Fact: Florida loses **170 square miles** of natural land annually to development. That's 50% larger than the city of Tampa. Roadside wildflowers safely replace that habitat, providing pollinators with food and places to live.



TOURISM WINS

It's clear: People want to see wildflowers. 100,000 copies of the Florida Wildflower Foundation's Panhandle wildflower brochure/driving map are in visitors' and residents' hands, with more copies on the way.

Fact: 25,000 people with Panhandle brochures would have a **\$2.5 million** impact by spending just \$100 while visiting the region.

TAXPAYERS WIN

There is **\$11 million**¹ in relief for Florida's taxpayers waiting to be had, according to an FDOT report, which estimated the department could save 30 percent of its vegetation management costs through practices such as reduced mowing.

Fact: Beautifully cared for roadside wildflowers help lessen soil erosion, improve air quality and keep carbon out of our atmosphere, and they perform those "services" cost-free.

¹2014 FDOT study "Economic Impact of Ecosystem Services Provided by Ecologically Sustainable Roadside Right of Way Vegetation Management Practices."



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