

2020

## Bring Back the Natives

Tallgrass Prairie Center

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# Natives AT WORK



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

## Habitat

Provides food and  
shelter for wildlife

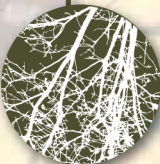


## Promotes Biodiversity

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

[tallgrassprairiecenter.org/plant-iowa-native](http://tallgrassprairiecenter.org/plant-iowa-native)



# Contact us

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Tallgrass Prairie  
CENTER

UNIVERSITY OF NORTHERN IOWA



# Bring Back THE NATIVES

University of Northern Iowa





**PROMOTION  
EDUCATION  
AWARENESS**

### **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.

## *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.



- Sept - Oct
- June - Nov
- April - June
- May - Sept
- Aug - Sept
- Aug - Oct
- June - Dec
- Aug - Oct

- Aromatic Aster
- Sideoats Grama
- Prairie Smoke
- Butterfly Milkweed
- Sweet Coneflower
- Prairie Dropseed
- Little Bluestem
- Joe Pye Weed



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