



PLANTING FOR CLEAN WATER™

# 2025 Blue Thumb Impact Report



## **Thank you for growing with Blue Thumb in 2025**

As we gear up for 2026, we're filled with gratitude for everyone who has engaged with Blue Thumb over the past year. Our community is the heart of our efforts to create pollinator habitats and protect clean water.

In 2025, we connected and grew together in many ways, from our live workshops and the Blue Thumb Partnership to the Minnesota State Fair, Lawns to Legumes, and our Sustainable Landcare Training program. Let's take a look back at what we accomplished.



# Blue Thumb Partnership

Blue Thumb is a collaborative network spanning the state, uniting government agencies, native plant nurseries, landscape designers, and nonprofits — all dedicated to the shared mission of safeguarding clean water and fostering habitats for pollinators and wildlife.

In 2025, 67 organizations participated in the partnership, and 13 of them were new partners. Blue Thumb partners offer all kinds of support for sustainable landscaping, from design or install services to native plant materials, grants and education.

**67**  
partners

**13**  
new partners

**\$12,750**  
sponsorships

**4**  
events

Partnership Celebration: Lady J Griot  
Soil Health in Urban & Rural Areas  
Prairie Restorations Farm Tour  
Marketing 101 Webinar

## Sponsorships

In 2025, 5 Blue Thumb Partners provided us extra support to fill funding gaps in our work! Thank you partners, Prairie Restorations, Minnesota Native Landscapes, Organic Lawns by LUNSETH, Mother Earth Gardens, and Dogwood Designs.



# Steering Committee

The Blue Thumb Steering Committee is made up of Blue Thumb Partners who have the drive and heart to help direct Blue Thumb programming, partnership benefits, events, and the educational resources.

Steering committee members are committed to helping us keep our programming relevant and support us in growing them. Members also serve on work streams with specific focus areas that best fit their interests and expertise!

## 2025 BTSC Members

- Diana Grundeen (Trio Landscaping)
- Kendra Sommerfeld (Rice Creek WD)
- Stephanie Hatzenbihler (Stearns County SWCD)
- Bre Bauerly (MNL)
- Bob Dahm (Earthwise Organic Consulting)
- Shahram Missaghi (City of Minneapolis)
- John Anderson (City of Cloquet)
- Angela Hugunin (VLAWMO)
- Lauren Hazenson (RWMWD)
- Grace Barcelow (Hennepin County)



## BTSC Work Streams

Blue Thumb's Partner Work Stream groups were a new addition in 2025 to connect partners to each other and to our work in their areas of interest. We had 11 partners join our Work streams!

Work Stream groups include Partner Meetings, Lawns to Legumes, State Fair, Native Plant Sale, Workshops & Trainings, Partner Recruitment, and Equity Action Plan.



# Blue Thumb Partner Highlight

We had a successful turf replacement project in a back yard in Minnetonka. We identified 55+ plant species from the seed mix, which included 101 species. This is a great result, especially since many species are known to require 2 winters of stratification to germinate.

To begin the project, we raked for leaves and to rough up the soil, seeded, then did some light raking again. The planting was installed March 17<sup>th</sup>, 2022. We would have preferred to install seed in the fall or winter, but alas. This was our first attempt at turf replacement. The first year, it appeared that nothing came up but weeds! We panicked, so we offered a free redo the next winter on February 21, 2023. Seeds were sown on the snow, so there was no raking or other prep. The result: there were Indian plantain blooming above my head!

-Ed Mallum  
Owner of Ed's Buckthorn Removal





# Blue Thumb Partner Highlight

The City of Rochester was busy all summer tabling at local events! Our table had information about Blue Thumb and Lawns to Legumes.

Here are some of the events we tabled at:

- Rochester Public Library's Seed Library Open House: We had around 405 visitors. The Magic Root Display was a hit and people enjoyed taking photos with the native plant photo props!
- The EarthFest Expo: The table was also briefly shown in a local newsclip about the event! The registration table reported over 700 visitors to the event!
- Rochester Community Education Transportation Fair: There were hundred of visitors at the event. Many people scanned the Blue Thumb QR codes and were interested in checking out the resources offered by Blue Thumb!

Additionally, Check out this cool video playlist about Rochester Garden Grant projects.





# Minnesota State Fair

A huge thank you to all of you, the heart of our booth, who connected with visitors, cared for and watered the gardens for people and pollinators! And to artist Marlena Myles, who designed our flower power garden signs this year. We handed out ~750 signs!

And, of course, shout-out to our partners who donated to our beautiful demonstration gardens:

Minnesota Native Landscapes- Sunny and Dry garden

Glacial Ridge Growers- Shady and Moist garden

Prairie Restorations- Sunny and Wet garden

Morning Sky Greenery- Shady and Dry garden

Dakota Prairie Composting- 7 yds of shredded mulch

Organic Lawns by LUNSETH and Metro Blooms

Design+Build- the powerhouse crews behind the clean up/ tear down of the gardens

Together, we were able to share and talk about our passion for our environment and the people in it. We are so glad to have you be a part of the Blue Thumb community and look forward to seeing you again.



**The Eco Experience team estimated  
210,375 visitors to the building!**

**Our exhibit was supported by 68  
wonderful volunteers, partners,  
collaborators, and staff.**



# Lawns to Legumes

## Spring and Fall 2025 Cohorts

Since its start, the Lawns to Legumes individual support grant program has helped residents install nearly 10,000 native planting projects across all 87 Minnesota counties—creating more than 11 million square feet of pollinator habitat and planting 20,000+ trees and shrubs. The program has trained over 10,000 people through webinars and workshops and engaged hundreds of volunteer coaches. [Read more about the program in our blog post.](#)

**2,618,832**  
square feet of new  
pollinator habitat  
=  
**that's equal to 45.5  
football fields!**



**592**  
Trees  
Planted

**4,100**  
Grantees  
Confirmed

**96**  
Garden Tour Day  
Hosts

**2,758**  
Grantees  
Completed Projects

**588**  
Garden Tour Day  
Attendees

**67% project**  
Completion rate  
Out of Confirmed





## Fall Native Plant Sale

We're grateful to the amazing native plant vendors who provided such a beautiful selection, to our food and coffee vendors for keeping us fueled, and to the volunteers who helped the day run smoothly. Most of all, thank you to all of you who came out to shop, learn, and bring more pollinator-friendly plants home to your yards!

Together, we're making a big impact—supporting pollinators, protecting clean water, and restoring healthy landscapes one yard at a time.

**We welcomed 400 attendees and sold 13,500 plants!**





# Sustainable Landcare Training

Through our Sustainable Landcare Training program (SLC), we're growing a local workforce and creating job and education pathways in the environmental field. As we work to expand career pathways and create new opportunities for trainees, we are eager to collaborate with organizations dedicated to addressing and dismantling racial inequities and barriers within the green career sector.

We seek partners with the capacity and understanding to engage diverse young adults from a variety of backgrounds and experiences, both in the workplace and in life. [Learn more about supporting the Sustainable Landcare Training here](#)

**56 participants completed the SLC training in 2025!**

**Over half of our trainees were BIPOC.**





# Career Readiness & Exploration Cohort

We piloted a new Career Readiness Exploration Cohort! This cohort provided a next step opportunity to SLC participants through an intersectional and justice approach, supporting BIPOC youth and young adults in building workplace skills, connections and enhancing visibility to jobs and educational opportunities within the green job field.

**2 cohorts (August + October)**

**Had a total of 25 SLC graduates participate**

**Had 5 hands on learning experiences (field days)**



# Resilient Yards Workshops

The Resilient Yards Online Learning Series continues to provide free DIY project guidance! This online learning series can be accessed at any time, at no cost.

Resilient Yards: Online Learning Series					
<b>895</b>	<b>879</b>	<b>62</b>	<b>75</b>	<b>1,040</b>	<b>2,951</b>
Registrants Resilient Yards	Registrants Turf Alternatives	Registrants Resilient Shoreline	Registrants Seed Saving	Registrants L2L Hive	<b>Registrants Total</b>

This year we had a total of 350 Minnesotans register across our 21 Planting for Clean Water Workshops.

- 50% of all survey respondents installed native plants, a bee lawn, or another clean water practice after attending a workshop in 2025.
- 83% of survey respondents expressed a plan to install native plants in the next 2 years.
- Survey respondents reported installing over 10,000 square feet of native plantings in addition to over 100 pollinator-friendly trees and shrubs in 2025.



## Website & Social Media

The Blue Thumb brand is making waves! Below are numbers from our website and social media.

<b>Blue Thumb website</b>	120,543 annual visitors 526,969 page views
<b>Partner Finder Tool</b>	3,263 page views
<b>Plant Finder Tool</b>	22,885 page views
<b>Workshops and OLS</b>	9,413 page views
<b>Partner Job Board</b>	4,347 page views
<b>Blue Thumb Resources</b>	16,067 page views 71,443 downloads

### Instagram

**4,103 followers**  
**253.4k views**

### Facebook

**6,910 followers**  
**810.8k views**

## Outreach

### Tabling in the Community

We attended 11 tabling events as Blue Thumb this year! These events strengthened relationships with local community and partners.

### Education Blog Posts

We published 12 monthly blog posts this year! These blog posts have offered seasonal, practical advice and are usually one of the top three most-clicked links in Metro Blooms newsletters. Blog posts have also uplifted and led to connections with new collaborators. [Read our blog posts.](#)