

Bristol-Myers Squibb Company Commitment to Sustainability with Environmental Stewardship

Our core values – as embodied in the Bristol-Myers Squibb Pledge – center on sustaining and improving the lives of people throughout the world. We embrace these values by setting goals fitting for a leadership company in our industry. Our goals for the upcoming decade – Sustainability 2010 Goals – allow us to set our sights on activities that fuel continuous improvement, foster environmental stewardship, and demonstrate how the business of Bristol-Myers Squibb contributes to a better world for all.

Sustainability is defined as economic activity that meets the needs of the present generation without compromising the ability of future generations to meet their needs. Our commitment to sustainability requires us to practice stewardship for the natural resources on our properties and beyond our property boundaries. We know you will join us in our stewardship efforts for threatened and endangered species and making our sustainability commitment real.

Information and actions outlined in this brochure show how together we will make continuous improvement toward achieving our Sustainability 2010 Goals. It is also an excellent opportunity to learn about the environment we live and work in and share with other species.

Please contact Carl Noonan at (203) 677-6342 for more information or to learn how to get involved. For more information on our commitment to sustainability or our Sustainability 2010 Goals, please visit www.bms.com/ehs.



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Bobolink Photo Courtesy United States Fish and Wildlife Service
Northern Harrier Photo Courtesy Illinois Raptor Center
Giant Yellow Hyssop Photo Courtesy Charles Schurch Lewallen

Threatened and Endangered Species

Wallingford Campus



Endangered species are plants or animals in danger of extinction throughout all or a significant portion of their range. *Threatened species* are likely to become endangered in the foreseeable future. Bristol-Myers Squibb Company (BMS) is raising awareness and taking steps to protect threatened and endangered species worldwide as part of our commitment to environmental stewardship. As part of this commitment, the BMS Wallingford Campus is encouraging protection of the stiff goldenrod.



Common Name: Stiff Goldenrod
Scientific Name: *Solidago rigida*

Status: Endangered in Connecticut.

Description/Identification: Tall flowering perennial herb growing 3 to 5 feet tall; small bright yellow flowers grow in dense, flat, terminal, clusters; stiff or leathery, entire, oblong leaves that clasp the stem; hairy stem (it's the only goldenrod with a hairy stem)

Habitat: Stiff goldenrod grows primarily in prairies, but also grows in thickets and open woods. It prefers dry rocky or sandy soils for optimal growth.

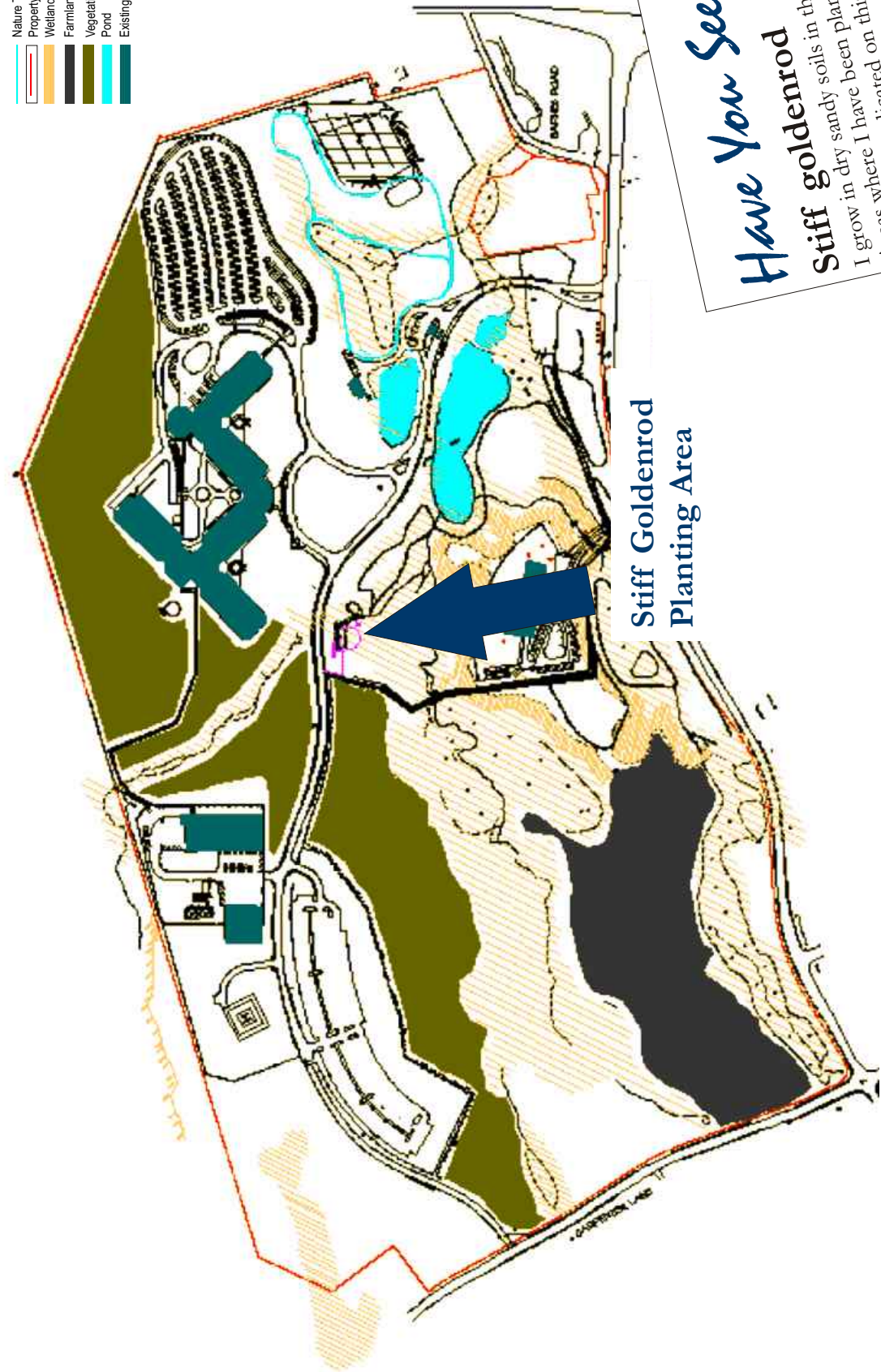
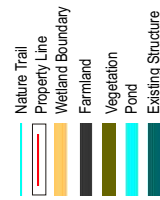
Natural History: Stiff goldenrod is a perennial flower common to prairie lands, and often grows in clumps. Its deep roots allow it to exist in dry environments and to compete with grass species in areas that are heavily grazed or subject to frequent fire. Stiff goldenrod produces numerous bright yellow flowers beginning in approximately August and continues to bloom until approximately October. Its flowers are highly attractive to butterflies and other pollinating insects, and its seeds are eaten by a variety of small birds such as the goldfinch. Stiff goldenrod is pollinated by insects, not by wind, and is not a cause of hay fever as is commonly believed. The common cause of hay fever is the wind pollinated ragweed which blooms at approximately the same time as many goldenrod species.

How the Wallingford Campus will help: We will plant stiff goldenrod as part of our initiative to create wildflower areas to attract butterflies and birds. Planting stiff goldenrod in our wildflower areas will help propagate a species that is currently endangered in Connecticut, and will help attract butterflies and birds to our campus.

*On The Path To
Sustainable Development*



Wallingford Campus



Stiff Goldenrod
Planting Area

Have You Seen Me?
Stiff goldenrod
I grow in dry sandy soils in thickets and open woods.
I grow in dry sandy soils in thickets and open woods.
Areas where I have been planted on the Wallingford
Campus are indicated on this map.



Why Should I Be Concerned about Threatened and Endangered Species?

We believe the answer is sustainability. Threatened and endangered species must be protected so that future generations can experience and benefit from their presence and value. The Endangered Species Act of 1973 provided a legal framework to conserve and protect species and their habitats. In this landmark law, U.S. Congress provided an answer: “endangered species of fish, wildlife, and plants are of aesthetic, ecological, educational, historical, recreational, and scientific value to the Nation and its people”. There are also many other reasons.

- Plants and animals are responsible for a variety of useful medications. In fact, nearly 40% of all medical prescriptions in the United States were originally derived from or synthesized to mimic naturally occurring chemical compounds.
- Plant and animal species are the foundation of healthy ecosystems. We depend on ecosystems such as estuaries, forests, and wetlands to provide clean water and air, and to supply food.
- Plant and animal species and their habitats provide tourism through recreation, aesthetics, bird watching, and other quality-of-life values.



Photo Courtesy United States Fish and Wildlife Service

Can you think of other reasons why threatened and endangered species are important?

What Are the Risks to Threatened and Endangered Species?

Destruction of *critical habitat* poses the greatest risk to threatened and endangered species. Critical habitat is a geographic area or areas



Photo Courtesy United States Fish and Wildlife Service

where physical and/or biological features essential to conservation of a species occur, and which may require special management considerations or protection. Can you think of an endangered species that has been recently affected by habitat destruction? (Hint: a Pacific Northwest bird) Changes in habitat due to introduction of invasive and exotic (non-native) species also pose risks to threatened and endangered species. Historically, pollution remains the most highly publicized risk. In the early 1970's scientific research and Rachel Carson's book *Silent Spring* brought to light the risk that certain pesticides, such as DDT, pose to birds. These pesticides were linked to lower reproductive rates in birds such as the bald eagle, peregrine falcon, and a number of hawks.

Answer: Northern Spotted Owl; *Strix Occidentalis*

How Can I Help Protect Threatened and Endangered Species?

- Learn about the Endangered Species Act and how threatened and endangered species are regulated and managed from the US Fish and Wildlife Service (USFWS) and the National Marine Fisheries Service (NMFS) at <http://endangered.fws.gov> and <http://www.nmfs.noaa.gov/endangered.htm>.
- Find out what threatened and endangered species occur in your area, and find out what is being done to protect these species.
- Refrain from buying animals, plants, or items made from animal or plant products that are listed by the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Examples include items made from ivory or sea turtle shells. You can find more information at www.cites.org.
- Use natural landscaping with native wildflowers and shrubs in your yard to help attract birds and butterflies. Even small feeding and resting areas can help migrating or resident bird and butterfly populations.
- Find out how non-profit groups such as Audubon Society, World Wildlife Federation, and The Nature Conservancy are helping protect threatened and endangered species locally and worldwide.



Photo Courtesy United States Fish and Wildlife Service