

MEDIA RELEASE

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FOR IMMEDIATE RELEASE (AUSTRALIA)



Pollinator Partnership™ and The When Bee Foundation Collaborate to Establish Bee Friendly Farming® in Australia

Pollinator Partnership™ (P2) and The When Bee Foundation (WBF) are proud to announce a partnership and licensing agreement to establish Bee Friendly Farming® (BFF) in Australia. Through this agreement, WBF will oversee all on-the-ground operations of the BFF program in Australia, and offer valuable insights and expertise on pollinator conservation in Australia. This partnership will further expand the BFF program and result in the integration of countless hectares of sustainable and managed pollinator habitat across agricultural and urban landscapes.

Since 2013, the Bee Friendly Farming® program has certified and recognized farmers that meet the 5 established criteria to support pollinators. These certified growers incorporate habitat and best management practices for pollinators directly into their operations and set an example for balancing agriculture and conservation. The program also offers accreditation for Bee Friendly Gardens.

Along with the certification, commercial growers are able to use the BFF logo on marketing and promotional materials, and on their product labels, providing increased recognition for their invaluable work to conserve pollinators. Pollinator Partnership™ is delighted to bring this program to Australia with the wonderful support and expertise of their esteemed partner, The When Bee Foundation.

“We are so proud and excited to be partnering with the When Bee Foundation to bring proven Bee Friendly Farming® certification practices to Australia. We cannot think of a better support for pollinators and farming than this program now in the capable hands of the When Bee Foundation in Australia. The goal is to increase habitat and best IPM practices while supporting real benefits to the farming community as well as pollinators, and it really works” said Laurie Davies Adams, President of Pollinator Partnership™.

“We are thrilled to be working with Pollinator Partnership to bring Bee Friendly Farming to Australia” said Fiona Chambers, CEO, When Bee Foundation. “Our organisational values are strongly aligned and we like the way the program caters for farmers and gardeners and takes a whole of landscape approach to supporting bees and other pollinators”.

“The BFF program is a good fit for our Australian farmers. It is grounded in science and creates positive impact for pollinators because the land and management practices being certified are practical, achievable and deliver measurable results,” Chambers added.

The When Bee Foundation will designate staff to oversee all operations of the program within Australia, and form an Australian BFF Taskforce that will function in tandem with the NAPPC BFF Taskforce. The Taskforce will comprise scientists, farmers, beekeepers, and other knowledgeable experts in pollinator conservation and will provide valuable recommendations and suggestions to the program. The Taskforce will also oversee all compliance auditing. The BFF Australia Coordinator will communicate directly with the P2 BFF Coordinator to maintain consistency and the highest level of certification approval. This bilateral partnership and communication will result in the application of regionally specific recommendations and best management practices for pollinator conservation.

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Through this partnership, Bee Friendly Farming® will continue to expand and be recognised as a leading certification program for pollinator conservation in agriculture, and will result in more seeds and trees being planted for pollinator habitat worldwide.

ABOUT BEE FRIENDLY FARMING® (BFF)

Bee Friendly Farming® Australia is a certification program from Pollinator Partnership™ that provides guidelines for farmers and gardeners interested in promoting pollinator health on their lands. To learn more about Bee Friendly Farming® Australia visit <https://www.beefriendlyfarming.org.au>

ABOUT POLLINATOR PARTNERSHIP

Pollinator Partnership™ is the largest non-profit 501(c)3 organization in the world dedicated exclusively to the protection and promotion of pollinators and their ecosystems. P2 oversees numerous projects and programs throughout North America including Bee Friendly Farming®, Project Wingspan, Monarch Wings Across America, National Pollinator Week, and the North American Pollinator Protection Campaign (NAPPC). To learn more about Pollinator Partnership visit <https://www.pollinator.org/>

ABOUT THE WHEN BEE FOUNDATION

When Bee Foundation is a registered Australian charity that raises awareness of the importance of bees for food security, biodiversity and ecosystem health and funds research and programs that address national and global threats to bees. To learn more about When Bee Foundation visit <https://www.wheenbeefoundation.org.au/>

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