Feed a Bee

Feed a Bee is a major initiative to increase food for honey bees and other pollinators, including growing 50 million flowers and providing additional forage acreage. By collaborating with organizations and individuals throughout the United States, Feed a Bee will help to provide pollinators with the food they need not only to survive, but also to thrive.

Why Feed A Bee?

One-third of all crops rely to some extent on pollination by insects. But bees need to eat too. Reduced habitat has decreased food options for bees at a time when agriculture and apiculture must work together to feed more people. As bees feed us, we can feed them. **Here's why it's important:**

- As the world's most heavily traveled livestock, bees are transported to pollinate crops where resources cannot sustain large bee populations.
- A world population of over 9 billion people will require 70 percent more food by 2050.
- According to a United Nations study, we will lose land for growing food in the coming years.
- If we stay the current course, we soon will be facing a world riddled with something most of us have not personally experienced: food insecurity.
- This is all the more reason for us to help feed the bees while they are helping to pollinate many of the fruits, nuts and vegetables that the world needs for a healthy, nutritious diet.

How Feed a Bee Works

- The Feed a Bee initiative works with people across the country to grow 50 million flowers and to increase bee forage areas.
- Just 11 weeks after its launch, the **FeedABee** campaign exceeded its goal of receiving pledges to plant 50 million flowers in 2015.
- Almost 200,000 people visited **www.FeedABee.com** and supported the campaign by requesting a free seed packet to plant in their local communities, committing to grow bee-attractant plants or requesting to have the Feed a Bee initiative "plant on their bee-half."
- Feed a Bee also taps into the power of collaboration by working with government, nonprofit organizations and businesses on planting and education initiatives. To date, the initiative has secured more than 50 collaborators, exceeding the initial goal of 50 partners.

How You Can Help

- Join this initiative by visiting **www.FeedABee.com** and requesting that Feed a Bee plant forage on your behalf or by committing to plant a bee-attractant plant on your own.
- Share your planting photos using **#FeedABee** on social networking sites like Twitter, Facebook, Instagram and Tumblr.
- You can also visit **www.beehealth.bayer.us/feed-a-bee** to see more planting tips, how-to videos and partnership updates.
- Whether you have your own acreage or just a flower pot on your back deck, you can help improve bee health by planting bee-attractant flowers that supply bees with pollen and nectar.

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We can all agree that bees are important. Let's work together to help them thrive.
Join us at www.FeedABee.com.

Feed a Bee

Importance of Honey Bees and Pollination

Of all the insect species that act as pollinators, perhaps none is of greater importance than the honey bee, *Apis mellifera*. Not native to North America, the honey bee was introduced by European colonists and quickly spread as agricultural production expanded westward. Today, honey bees are responsible for pollinating many of the important fruits, nuts and vegetables necessary for a healthy diet and are important contributors to the rich diversity of the flowering plants we enjoy in our homes and gardens.

While it is clear that honey bees are important for modern agricultural production, it is also true that the demand for pollination has never been greater, and this has presented unique challenges for farmers and beekeepers alike. Honey bees face many challenges, including inadequate nutrition, parasites, diseases, extreme weather events, reduced forage areas, changes in genetic characteristics and, in some cases, colony management practices.

Finding solutions is critical to food production and agricultural sustainability, which is why Bayer established its Bee Care Program. The program brings Bayer's extensive bee health experience and knowledge together under one coordinated platform.

Interesting Facts about Honey Bees

- **Honey bees are not native to North America but were brought here by early colonists.**
- **Honey bees have four wings that stroke 12,000 times per minute.**
- **The average honey bee lives about 1 month.**
- **There can be up to 60,000 honey bees in one hive.**
- **A hive of bees must fly almost 55,000 miles to make one pound of honey.**
- **Honey bees can convert honey into fuel that allows them to travel 5,000,000 miles per gallon.**
- **Honey bees visit up to 5,000 flowers in a single day.**
- **One-third of all crops rely to some extent on pollination by insects.**
- **Bees help pollinate many of the fruits, nuts and vegetables we enjoy including apples, cherries, almonds and pumpkins.**

Bayer's Bee Care Program Overview

For more than 25 years, Bayer has been dedicated to finding solutions to help keep bees healthy through research, collaboration and education. Most recently, **Bayer's Bee Care Program:**

- Opened a **North American Bee Care Center** in 2014 in Research Triangle Park, N.C., as a focal point for education, research and collaboration to improve honey bee health;
- Conducted two mobile bee care tours that reached 4,750 people and traveled more than 8,300 miles to promote bee health;
- Created an annual award to recognize beekeepers who have used beekeeping to improve their local communities;
- Conducted research with a focus on bee health and development to protect against parasites, such as the Varroa mite, and diseases; and
- Worked with growers, beekeepers, pest management professionals and others to promote stewardship and continuing education.

To register for a Bayer Bee Care Center tour, visit www.beehealth.bayer.us.

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For more information on Bayer's bee health initiatives,
please visit www.beehealth.bayer.us.