

MEDIA RELEASE

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For Immediate Release



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Pollinator Week 2014 Mobilizes America's Businesses for Pollinators

The **Pollinator Partnership (P2)** announced today the formation of **Business for Bees**, a new American business collaboration for pollinator action facilitated by the Pollinator Partnership. Initial actions include (1) commitments to engage their employees, customers, and communities; (2) plant for pollinators on corporate landscapes; and (3) and helping employees and customers to take action on their own lands. Founding members include **Toyota North America, General Mills, Greif Corporation, Boeing Company, Edison Electric Institute, Wyman's, Pacific Gas and Electric, Burt's Bees** and the **Almond Board**. Founding members pledge to reach out to other businesses, with the goal of growing Business for Bees 3-fold in the next year. Business for Bees has already committed to supporting projects including the **North American Pollinator Protection Campaign (NAPPC) Honey Bee Health Research Grants, Bee Ambassadors** (a new University of Minnesota Bee Squad program) and **Bee Friendly Farming**.



Business for Bees consists of companies and associations that are working together to expand and support pollinator health as part of their corporate commitment to conservation. We welcome new business entities to the fold, particularly as the federal government is mobilizing public-private partnership support for pollinators. These initiatives will provide opportunities for companies to engage in actions and to see their efforts multiplied and highlighted through leveraged collaborations in public-private activities and through widespread and increasing interest and momentum. The collaboration does

not require a financial commitment, but does look for support from its members in building pollinator actions. New applicants are subject to the approval of founding Business for Bees companies. For further information, please contact the Pollinator Partnership through Laurie Davies Adams, Executive Director, at LDA@pollinator.org or Tom Van Arsdall, Public Affairs Director, at tva@pollinator.org.

Pollinator Week has grown exponentially in scope each year since its founding in 2007, with this year June 16-24 being designated by **U.S. Secretary of Agriculture Tom Vilsack, U.S. Secretary of Interior Sally Jewell** and **45 governors** as a week to celebrate and protect the nation's pollinating animals (A complete list is available at http://pollinator.org/npw_events.htm). Pollinators, like bees, butterflies, birds and other animals, bring us one in every three bites of food and protect our environment. They form the underpinnings of a healthy and sustainable future. With this collaboration with business, Pollinator Week marks a new dawn of wise land management across the country.

Efforts during Pollinator Week, and indeed year-round, are working to reverse and prevent pollinator declines caused by loss of habitat, disease, pesticides, parasites and other interconnected assaults on pollinator populations. **Marla Spivak, Ph.D.**, of the **University of Minnesota** said, "We are thrilled to see the enthusiastic reception this business initiative has received. It will do a world of good for both pollinators and the businesses who engage in this work, to ensure our legacy to the future."

An example of these efforts is the programs for 2014 that **Burt's Bees** will originate as a way to increase the number of acres available for honey bee forage in both California and in North Carolina, where they have planted forage buffers with the help of the **USDA NRCS, North Carolina State University**, and the **Pollinator Partnership**. This will affect thousands acres at year's end and will reap benefits for farmers as well as pollinators for years.

Another example is the commitment that **Toyota North America** is making to add pollinator habitat to all of its facilities, starting in 2014. Toyota North America already has a significant pollinator presence in its Kentucky plant, having won the prestigious **North American Pollinator Protection Campaign (NAPPC)-Wildlife Habitat Council Pollinator Friendly Practices Award**. Their pollinator plantings include nectar and pollen sources and milkweeds for monarchs. Their plan is to expand this pollinator habitat concept at all of their facilities.



Monarch butterfly visiting the Toyota North America Kentucky facility.

A third example is General Mills' support of research on pollinators and pollinator habitat, and their sponsorship of honey bee hives at Urban Ventures, a program to break the cycle of poverty in Minneapolis, while teaching youth about the importance of bees and food systems.

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ABOUT THE POLLINATOR PARTNERSHIP (P2)

Established in 1997, the Pollinator Partnership is the largest 501(c) 3 non-profit organization dedicated exclusively to the health, protection, and conservation of all pollinating animals. Pollinator Partnership's actions for pollinators include education, conservation, restoration, policy, and research. P2's financial support comes through grants, gifts, memberships and donations from any interested party. Its policies are science-based, set by its board of directors, and never influenced by any donor. To make a donation or for information on events during Pollinator Week, visit www.pollinator.org.

ABOUT THE UNIVERSITY OF MINNESOTA BEE LAB

Dr. Marla Spivak, [MacArthur Fellow](#) and Distinguished McKnight Professor in Entomology, currently runs the Bee Lab, with excellent technical support of Mr. Gary Reuter and graduate students. The goal of bee [research](#) at the University of Minnesota is to promote the health of bee pollinators. We work as a [team](#) to provide the richest learning environment for students at all levels and from all backgrounds. Programs include The Bee Squad and Bee Ambassadors. More information and ways to donate can be found at <http://beelab.umn.edu/> .