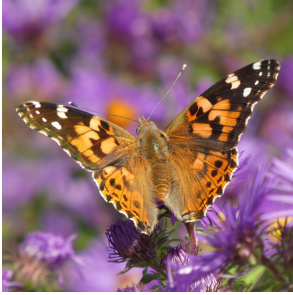




Pollination Fast Facts:

Food Industry

What is pollination and what are pollinators?



- Pollination occurs when pollen grains are moved between two flowers of the same species by wind or animals. Successful pollination results in the production of healthy fruit and fertile seeds, allowing plants to reproduce. Without pollinators, we simply wouldn't have these crops.
- About 75% of all flowering plants rely on animal pollinators for fertilization and more than 200,000 species of animals act as pollinators. Of those, around 1,000 are hummingbirds, bats, and small mammals, such as mice. The rest are insects, such as beetles, bees, ants, wasps, butterflies, and moths.

What do pollinators mean to the food industry?

- Worldwide, approximately 1,000 plants grown for food, beverages, fibers, spices and medicines need to be pollinated by animals in order to produce the resources on which we depend.
- Foods produced with the help of pollinators include apples, strawberries, blueberries, chocolate, melons, peaches, figs, tomatoes, pumpkins, and almonds.
- In the United States, pollination by honey bees and other insects produces almost \$20 billion worth of products annually!

What can you do to protect and support pollinators?

Here are some simple steps you can take in your restaurant or grocery store to help raise awareness about the importance of pollinators:

- **Host a cooking class.** Teach customers how to make delicious dishes that feature foods created with the help of pollinators. These can be dishes already on your menu or available in your store. Emphasize the role pollinators' play in creating foods in the dish.
- **Identify foods created through pollination.** Use a symbol, such as a bee or hummingbird, on your menu or throughout your store to indicate which foods require pollinators. People will be surprised at how much of the food they eat is brought to them by pollinators.
- **Create a menu or host a tasting featuring only foods and recipes created with the help of pollinators** Not only will this activity increase awareness of pollinators, people will also receive your tasty treats at this event.
- **Provide customers with educational tips for protecting pollinators.** Download information and full-color artwork to use in your handouts, posters, and displays. Visit pollinator.org/learning-center.

