



Protect their lives. Preserve ours.

Bee Friendly Farming Program

Media & Marketing Toolkit: Farmers & Producers

1. Core Message

Cultivating a future for pollinators.

The Bee Friendly Farming Program (BFF) is a practical, science-based membership initiative that helps farms support pollinator health while strengthening resilience, productivity, and long-term land stewardship. As a program of Pollinator Partnership, it advances a mission to promote the health of managed and native pollinators, vital to ecosystems and agriculture, through conservation, education, research, and policy.

2. Your Story

[Enter your farm] has been a member of the Bee Friendly Farming Program since [enter year]. This program of Pollinator Partnership works with farmers to help protect, preserve, and promote pollinator health through practical, science-based approaches.

Bee declines have been linked to factors such as climate change, pesticide use, habitat loss, and pest and disease pressures. As participants in the Bee Friendly Farming Program, [enter your farm] is taking meaningful steps to create positive, incremental change across agricultural landscapes.

Pollinators are essential to food production, supporting 75–95% of flowering plants, more than 180,000 plant species, and more than 1,200 crops. One out of every three bites of food depend on pollinators. That's why [enter your farm] is dedicated to protecting bees, birds, bats, flies, and other pollinators critical to food security.

By installing and maintaining natural habitat areas, increasing bloom diversity, and incorporating integrated pest management strategies, [enter your farm] supports pollinators while improving soil, water, and overall ecosystem health.



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3. Key Talking Points

- Pollinators support **1 in every 3 bites of food**
- **75–95% of flowering plants** depend on pollination
- Pollinators contribute **\$235 billion globally**
- Habitat supports both **farm productivity and ecosystem health**
- Participation reflects a **commitment to continuous improvement**
- Actions are based on **science-backed best practices**

4. What You're Doing

As part of the Bee Friendly Farming Program, [enter your farm]:

- Plants pollinator food resources across seasons
- Provides nesting habitat and water resources
- Incorporates Integrated Pest Management (IPM) practices
- Installs and maintains natural habitat areas within farm systems
- Takes steps to protect pollinators during bloom periods

5. Ecosystem & Economic Impact Messaging

- Pollinators contribute **\$235 billion annually to the global economy**
- Honey bees contribute more than **\$18 billion annually in U.S. agriculture**
- Pollinators support:
 - Soil stability
 - Air and water quality
 - Climate resilience
 - Wildlife habitat

6. Transparency & Credibility Language

Use clear, accurate phrasing:

- “Participant in the Bee Friendly Farming Program”



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- “Engaged in science-based pollinator stewardship practices”
- “Working with Pollinator Partnership to support pollinator health”
- “Implementing habitat and management improvements over time”

Avoid: Use of the words: certification, certificate, certified.

7. Social Media Examples

Storytelling Post:

[Enter farm] has been part of the Bee Friendly Farming Program since [year], supporting pollinators that support our crops.

Impact Post:

1 in 3 bites of food depends on pollinators. We’re proud to support them through Bee Friendly Farming.

Educational Post:

Pollinators support more than 1,200 crops worldwide. Here’s how we’re creating habitat on our farm.

8. Media Soundbites

- “Pollinators are essential to how we farm.”
- “We’re taking practical steps to support pollinator health.”
- “Healthy ecosystems support productive agriculture.”

9. Do’s and Don’ts

Do:

- Clearly tie claims to program sourcing
- Use measurable, verified statements
- Connect biodiversity to product value
- Use the Bee Friendly Farming Program Logo on marketing and media content with the completion of a Logo Use/ Licensing Agreement



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Don't:

- Overgeneralize impact beyond membership
- Use vague sustainability claims
- Use the Bee Friendly Farming Program Logo on-pack
- Use the Bee Friendly Farming Program Logo **without** the completion of a Logo Use/ Licensing Agreement
- Use the words “certified”, “certification”, “certificate”.

10. Available Resources

BFF Rack Card



BFF Program Aluminum Sign
Bee Friendly Farming Program

Media and Marketing Toolkit:
Farmers and Producers

POLLINATOR PARTNERSHIP

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BFF Program Direct Market Card



11. BFF Branding

Bee Friendly Farming Program Logo, to be used exclusively with the completion of a Licensing Agreement:



Handles

- o Facebook: [The Pollinator Partnership](#)
- o Instagram: [Pollinatorpartnership](#) and [Bee Friendly Farming](#)
- o LinkedIn: [Pollinator Partnership](#)
- o Bluesky: [Pollinator Partnership](#)

General Information

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