



## **Bee Friendly Farming Reaches \$50,000 fundraising goal during National Pollinator Week**

*California-based Qcify matched donations 1:1 to meet the goal*

**June 26, 2020 (SAN FRANCISCO)** – In celebration of National Pollinator Week, Pollinator Partnership is pleased to announce the successful achievement of raising \$50,000 in funding for their Bee Friendly Farming program, made possible by a 1:1 match from Qcify. Qcify, a quality control innovator celebrating five years in the almond industry, championed this campaign as part of continued efforts to contribute to sustainability in almond orchards.

“This is a fantastic achievement for Bee Friendly Farming and almond farmers,” says Laurie Davies Adams, president and CEO of Pollinator Partnership. “Qcify appreciates the important connection between almond farming and bee health, and through this generous campaign we will be able to bring more pollinator resources and education to almond farmers.”

Fundraising dollars will be dedicated to the expansion of the Bee Friendly Farming certification program in almond orchards, Adams says. They will also improve resources for pollinator buffers in almond orchards and support honey bee research grants.

“We’re thrilled to see our fundraising match goal met and to be making a meaningful contribution to pollinator health in our industry,” says Raf Peeters, CEO of Qcify. “We look forward to seeing even more almond producers becoming certified and gaining the resources necessary to support pollinator health.”

Farmers can earn the Bee Friendly Farming certification through completion of guidelines that protect, preserve and promote pollinator health. Those guidelines include offering nutrition and habitat for bees and implementing pollinator-safe integrated pest management strategies.

“Almond growers are excellent stewards of their land and resources,” Adams says. “Through this additional focus on Bee Friendly Farming in almond orchards, we hope to expand and promote the positive contributions almond growers are making toward pollinator health.”

Visit [pollinator.org/bff](https://pollinator.org/bff) for more information on Bee Friendly Farming.

### **About Bee Friendly Farming**

*Bee Friendly Farming is a farm certification program dedicated to providing farmers science-based guidelines to provide a healthy habitat for managed and native pollinators on their operations. Since 2013, the program has certified over 800 farms across North America through an online self-certification. Bee Friendly Farming is an initiative of Pollinator Partnership, the world’s largest non-profit dedicated exclusively to the protection and promotion of pollinators and their ecosystems. For more information about Pollinator Partnership and Bee Friendly Farming, visit [pollinator.org/bff](https://pollinator.org/bff) or [Bee Friendly Farming on Facebook](#).*

### **About Qcify**

*Qcify is a dynamic young company built on decades of industry expertise. They employ Silicon Valley tech to bring the global food industry the innovated quality control it’s been waiting for. Based in California, they’re active on three continents and growing fast. Qcify’s unique hi-res 3D imaging provides quality inspection for almond production with 1-button objective sample analysis.*