



Bee Friendly Farming fundraising campaign focuses on sustainability in almond farming

California-based Qcify puts support behind Bee Friendly Farming

June 8, 2020 (SAN FRANCISCO) – Qcify, an innovator in quality control for the global food industry, has joined forces with Pollinator Partnership to champion a fundraising campaign supporting Bee Friendly Farming in almond orchards. Qcify has committed to matching campaign donations 1:1 up to \$25,000, with donations already more than halfway to that goal.

Celebrating five years of innovation in the almond industry in 2020, Qcify was seeking another way to contribute to the sustainability of almond production when they approached Pollinator Partnership.

“Qcify approached us looking for a way to make a meaningful contribution to almond production and pollinators,” says Laurie Davies Adams, president and CEO of Pollinator Partnership. “They appreciate the important connection between almond farming and bee health, making them the perfect partner to support Bee Friendly Farming.”

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 excited to be supporting almond producers and raising awareness about the mission of Bee Friendly Farming with this campaign,” 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.”

The donation period will conclude at the end of National Pollinator Week, taking place June 22-28, 2020. Visit pollinator.org/bff/qcify for more information on the campaign.

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 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.