



For further
information contact
Miles Dakin
bff@pollinator.org
707-321-7165

MEDIA RELEASE

FOR IMMEDIATE RELEASE

It's Official! Pollinator Partnership Makes Third-Party Verified Option of Bee Friendly Farming® Certification Available to All. Check it out!

San Francisco August 31, 2023 – **Pollinator Partnership** is pleased to announce that the new third-party verification option for its **Bee Friendly Farming® Certification** is available for all farmers. **Bee Friendly Farming® Certification** is a program designed to encourage farmers and growers to provide safe habitats for bees and other pollinators. This option has been developed in partnership with and overseen by **Where Food Comes From**, **Silk Canada**, a brand from **Danone**, and **KIND Snacks** were the first brands to step forward in support of this program along with two almond suppliers in California, **Harris Woolf Almonds** and **Treehouse California Almonds**.

Pollinator Partnership and **Where Food Comes From** are now ready to offer this option to all farmers, ranchers, and dairy producers everywhere. **Bee Friendly Farming® Certification** has over 450 farms in its second-party verified program. The third-party option carries the same standards, with an additional third-party review, and will be of interest to many suppliers and consumers. The **Bee Friendly Farming® (BFF) Certified** program is administered by **Pollinator Partnership**, a 501(c)3 non-profit (www.pollinator.org) dedicated to protecting pollinators and their ecosystems. The new third-party option complements the existing second-party **Bee Friendly Farming® Certified** program, using the same standards and support for farmers and growers to implement regenerative practices that support pollinators. The growers deliver forage and nesting sites, avoid pesticide use by implementing Integrated Pest Management (IPM), with the additional potential to realize improved soil health, increased carbon sequestration, elevated water quality, and ensured pollination efficacy. **Where Food Comes From** verifies the compliance in the new third-party certification option.

Along with this announcement, there are two tools newly available to all Bee Friendly Farming applicants and members. The first is our new Bee Friendly Farming personal account system. This custom designed, proprietary account system allows all producers to manage their BFF information, access their certificates, and stop and start at will while filling out the qualifying information forms. This private account system was developed to be an efficient, accurate, and secure tool for farmers to continue to keep track of their work with pollinators as part of their operations and to apply for certification. The second tool is new report templates for Integrated

Pest Management that will help growers keep track of their monitoring, non-chemical pest interventions, calibration, and applications.

Through this partnership, **Silk Canada** and **KIND Snacks** are demonstrating their leadership. Their efforts are still underway to protect and promote the health of pollinators through trying to find ways to grow almonds more sustainably; these efforts have paved the way for other brands and growers to adopt these practices. "We were thrilled to partner with **Silk Canada** and **KIND Snacks** in our third-party beta-test of the **Bee Friendly Farming® Certified** program," said Kelly Bills, Executive Director of Pollinator Partnership. "By working together, we have helped create (and now make available to all aspects of agriculture) a program to build and enhance critical pollinator habitats across North America and promote sustainable agriculture practices that benefit both farmers and pollinators."

"By launching the third-party verified option, developed by **SureHarvest** and administered by **Where Food Comes From**, suppliers will be able to join sustainability initiatives from leading retailers and brands," said Miles Dakin, Director of Bee Friendly Farming for Pollinator Partnership. "This evolution of the program will continue to support and recognize the efforts being made by all of our certified producers."

"The Bee Friendly Farming program continues to grow and evolve to address the needs of pollinators and farmers," said Laurie Davies Adams, Director of Programs of Pollinator Partnership. "By adding the third-party verification option to the program, we are working to bring certified products to market and to increase the impact of Bee Friendly Farming Certification. We are especially thrilled by **Silk Canada's** campaign to promote the importance of pollinators in multi-media outreach efforts within Canada that introduced its Bee Friendly Farming Certified almonds and helped bring visibility to native bee 'houses'."

Want to see what the excitement is all about? Send an email to BFF@pollinator.org to be added to our third-party priority certification list, and we will schedule a conversation to answer all of your questions and share the particulars. This is your chance to build an exciting pollinator element in your operation's sustainability portfolio and to have the potential to reap the benefits of superior ecosystem services. We'll also give you a heads up on exciting funding opportunities becoming available for growers to help offset the expenses of pollinator programs on working lands in California.

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Further Information *(alphabetical listing)*

DANONE CANADA

Danone Canada is a business unit of Danone and operates from head offices in Boucherville, Quebec, and Toronto, Ontario. Danone Canada is the country's largest consumer-facing Certified B Corporation®, demonstrating that the company meets the highest standards of social and environmental performance, accountability, and transparency. Danone Canada's ambition is to produce healthful dairy, plant-based products and coffee creamers and beverages, create economic and social value, and nurture natural ecosystems through sustainable agriculture. Its portfolio of brands includes Activia®, Oikos®, DanActive®, Danone®, Silk® plant-based foods and beverages, So Delicious® Dairy Free, Stok™, International Delight™, evian and more. For more information about Danone Canada, visit www.danone.ca, Facebook (@danonecanada), Twitter (@DanoneCanada) or LinkedIn.

HARRIS WOOLF ALMONDS

Harris Woolf Almonds is an independent, vertically-integrated, grower-owned processor of almonds and value-add almond products. With over 30 years of partnerships between our founding family farms, our grower base, and the world's most recognized food & beverage companies, Harris Woolf Almonds' products continue to help build some of the world's most recognized plant-based brands. Harris Woolf Almonds is a Certified B Corporation™, and its products are Safe Quality Food Certified. It is headquartered in Coalinga, California. Learn more at <https://harriswoolfalmonds.com/>.

KIND SNACKS

Since 2004, KIND has been on a mission to create a kinder and healthier world – one snack and one act at a time. Its iconic KIND® bars – made with real, recognizable ingredients – sparked the growth of an entirely new healthy snacking category. Today, KIND has a family of more than 80 snacks that offer solutions for a variety of occasions. All of KIND's products lead with a nutrient-dense first ingredient –nuts or whole grains – and do not contain genetically engineered ingredients, sugar alcohols or artificial sweeteners. Inspired by the belief that acts of kindness can be a transformative force for good, the KIND brand seeks to inspire kindness and empathy. KIND was founded by Daniel Lubetzky. To learn more about KIND, please visit www.kindsnacks.com and join us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

POLLINATOR PARTNERSHIP (P2)

Established in 1997, Pollinator Partnership is the largest 501(c)3 non-profit organization dedicated exclusively to the health, protection, and conservation of all pollinating animals. P2'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. P2's policies are science-based, set by its board of directors, and never influenced by any donor. To make a donation or for information on Bee Friendly Farming® Certified visit www.pollinator.org/bff.

TREEHOUSE CALIFORNIA ALMONDS

When Treehouse California Almonds was first started in the early 1980's, the mission was clear: deliver premium quality almond products to the baking and confectionary industries – while maintaining respect for bees, farmers and the environment. Through our "farm-to-table" approach, innovative processing techniques and commitment to premium quality – Treehouse has been a leader in the almond industry and providing True Almond Goodness for over 40 years. <https://www.treehousealmonds.com>

WHERE FOOD COMES FROM, INC.

Where Food Comes From, Inc. is America's trusted resource for third-party verification of food production practices. Through proprietary technology and patented business processes, the Company estimates that it supports more than 17,500 farmers, ranchers, vineyards, wineries, processors, retailers, distributors, trade associations, consumer brands and restaurants with a wide variety of value-added services. Through its IMI Global, Validus Verification Services, SureHarvest, WFCF Organic (previously known as International Certification Services and A Bee Organic), and Postelsia units, Where Food Comes From solutions are used to verify food claims, optimize production practices and enable food supply chains with analytics and data driven insights. In addition, the Company's Where Food Comes From® retail and restaurant labeling program uses web-based customer education tools to connect consumers to the sources of the food they purchase, increasing meaningful consumer engagement for our clients. Visit <https://www.wherethefoodcomesfrom.com>.