

# MEDIA RELEASE



**POLLINATOR  
PARTNERSHIP**

August 27, 2020

For Immediate Release (SAN FRANCISCO)

For further information: Miles Dakin 707.321.7165 [Miles@pollinator.org](mailto:Miles@pollinator.org) and Tom Van Arsdall [TVA@pollinator.org](mailto:TVA@pollinator.org) 703.509.4746

---

## Bee Friendly Farming Receives Boost from KIND Healthy Snacks

*KIND commits to sourcing all almonds from bee friendly farms by 2025*

Pollinator Partnership (P2) is proud to receive support for **Bee Friendly Farming** from **Kind Healthy Snacks (KIND)** on their [recent announcement](#) that all of their almonds will be sourced from bee-friendly farms by 2025. This commitment will support pollinator health in the long term and drive large scale change in incorporating pollinator awareness in agriculture. **Pollinator Partnership's Bee Friendly Farming Certified** is positioned to support **KIND** and their suppliers through this transition and to continue to raise awareness of the benefits and conservation needs of pollinators.

**KIND** is one of the largest almond purchasers in the world, with 80+ products using almonds, the vast majority of which come from California. This commitment, and commitments by the **Almond Board of California**, directly supports the goals and work of **Bee Friendly Farming Certified** and will further bring attention and value to pollinator-focused farming.

Pollinator habitat and bee friendly management practices provide numerous benefits in agriculture, from increased pollinator diversity and populations, to water retention and improved soil health. Incremental changes to landscapes and management practices provide essential resources and habitat for all pollinators. These habitats not only benefit pollinators, but also provide numerous benefits for farmers.

**Miles Dakin, BFF Coordinator**, said "By voluntarily participating in P2's **Bee Friendly Farming Certified** program and engaging in science-based Bee Friendly Farming practices, growers are taking ownership in the health of pollinators as they manage their landscapes and operations."

**Bee Friendly Farming Certified** is one of three BFF designations recently introduced to provide differentiation between BFF engagements (BBF Certified, BFF Partner, and BFF Garden). **Bee Friendly Farming Certified** recognizes growers in commercial operations and helps them receive support on working lands to achieve these goals, like those laid out by **KIND**. As almond growers begin to introduce more pollinator habitat on their farms, Bee Friendly Farming Certified is here to support them and provide technical assistance and certification.

In June 2020, the **Almond Board of California** announced its **Bee+ Scholarship** which provides sponsorship for eligible members of their **California Almond Sustainability Program (CASP)** to Bee Friendly Farming Certified. This scholarship provides a year's supply of cover crops utilizing **Project Apis m's Seeds for Bees** program, and covers the first year of certification through Bee Friendly Farming Certified. This program directly supports growers in making the transition to incorporate pollinator habitat in their operations. To learn more visit [Almonds.com/Pollination](https://Almonds.com/Pollination).

Bee Friendly Farming is excited for the opportunity to work with and support **KIND** and their numerous almond suppliers to achieve their 2025 goal.

Visit [www.beefriendlyfarming.org](http://www.beefriendlyfarming.org) for more information on Bee Friendly Farming and to learn how you can participate.