



Seeds of  
Diversity



Semences du  
patrimoine

## For Immediate Release

February 6, 2012

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## Bee Friendly Farming™ Initiative Expands to Canada

(*Santa Rosa, California, USA and Waterloo, Ontario, Canada*)—Partners for Sustainable Pollination (PFSP) today welcomed Seeds of Diversity Canada (SoDC) as a major new ally in PFSP's Bee Friendly Farming™ (BFF™) initiative.

“We are thrilled that Seeds of Diversity Canada has joined with us in our campaign to encourage actions to help our precious honey bees,” said Kathy Kellison, PFSP founder and volunteer Executive Director.

The goal of the BFF™ initiative, launched in 2010—and now in both the U.S. and Canada—is to increase public awareness, recognize agricultural producers who provide forage for honey bees and other pollinators, and encourage consumers to support BFF-certified agricultural producers. BFF is an inclusive term that is intended to recognize anyone who supports bees directly or indirectly—farms, ranches, businesses, schools, local governments, nonprofits, gardeners and beekeepers.

“We are so pleased to bring this program to Canada,” said Kimberley Fellows, SoDC's Pollination Outreach Coordinator. “It's bee-friendly *and* user-friendly. We all have the ability to do something to help bees flourish, whether we live on a farm or in the city, no matter where we work and play.”

Certified growers and beekeepers are encouraged to use BFF™ labels and signage in their marketing and outreach efforts. Annual certification fees will be used to help support growers when planting additional bee forage. The U.S.-Canada BFF™ map is at <http://pfsbbees/BFFMap>. BFF participants also interact at <http://www.facebook.com/BeeFriendly>.

“I am delighted to report there are now nearly 150 certified BFF™ participants spread across 30 States, and the first four from Canada,” said Kathy Lanterman, PFSP Treasurer and BFF™ Certification Coordinator. “Bees don't know borders, and neither should our efforts to help them!”

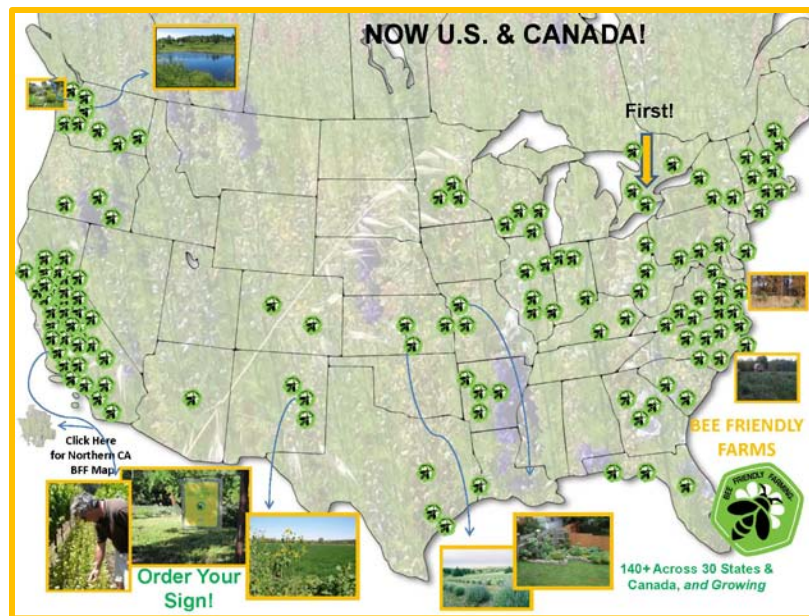
“As a CSA (Community Supported Agriculture) farmer, I'm excited about the education potential of this certification—both for myself and for my members,” said Angie Koch, Fertile Ground Farm, St. Agatha, Ontario. Koch was the first Canadian to self-certify. “I'm looking forward to hosting a native flower planting and pollinator education work bee at my farm this spring! I've already found my members to be curious and excited and am hoping many of them will get involved.”

Colony Collapse Disorder (CCD) helped call public attention to the many challenges threatening beekeepers and their honey bees. The scientific consensus is that one proven way to help honey bees is by increasing access to natural forage. Dr. Marla Spivak, Professor of Entomology and MacArthur “genius” Award recipient recently said, “One major factor in the decline of all bees is lack of plant food – nectar and pollen that bees require for their nutritional health. It is absolutely critical to plan and conserve agricultural and urban landscapes to support our wildlife, including our forgotten pollinators.”

PFSP, <http://pfspsbees.org>, is a volunteer-based nonprofit headquartered Santa Rosa, California that is dedicated to improving the health of honey bees through a collaborative approach involving beekeepers, growers, scientists and land management agencies, with a concurrent objective of contributing to restoring native pollinator populations.

SoDC, <http://www.seeds.ca>, is a Canadian charitable organization dedicated to the conservation, documentation and use of public-domain, non-hybrid plants of Canadian significance. Their 1400 members from coast to coast are gardeners, farmers, teachers, scientists, agricultural historians, researchers and seed vendors. Together they grow, propagate and distribute over 2900 varieties of vegetables, fruit, grains, flowers and herbs, serving as a living gene bank. SoDC’s Pollination Canada website, <http://www.pollinationcanada.ca>, features the BFF™ initiative and encourages Canadians to participate. The site features a “pollinator toolkit” is provided containing a wealth of resources tailored for bee-friendly plantings in Canada.

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**SEE NEXT PAGE FOR MORE PHOTOS**





PFSP Executive Director & Founder Kathy Kellison (right) at Local Market in Santa Rosa, CA Holding Packaged Produce with BFF™ Label used by Certified Growers to Educate Consumers



Angie Koch, Fertile Ground Farm First Canadian BFF™ Certification



Kimberley Fellows, Pollination Coordinator, SoDC, Proudly Displays BFF™ Metal Sign



Metal Sign Posted on BFF™-Certified Farm