



## Partners for Sustainable Pollination

### PFSP Newsletter-Summer 2010



#### **(1) Bee Friendly Farming™ (BFF)!**

The “Bee Friendly Farming™” initiative continues to move forward! THANKS to the 12 new members who have signed up since the last newsletter, and to the experts who have provided invaluable input. Our latest Bee Friendly Farmers include beekeepers, farmers and growers who are coming in from across the country, including members from Connecticut, Maryland, Illinois, New Mexico, Georgia and Virginia! The word is definitely getting out around the country, thanks to our outreach efforts and recent exposure in national publications, including Bee Culture Magazine. Our newest BFF’s include Swallow Valley Farm, The Melissa Garden, Kinloch Farm, The Napa Valley Reserve and Plants Charming.

The BFF Initiative is an important means of raising consumer recognition and support for helping bees by:

- (1) Recognizing those producers who provide bee habitat,
- (2) Providing cost-share assistance to growers wanting to plant for bees,
- (3) Encouraging consumers and businesses to purchase farm products and local honey bearing the BFF logo, and
- (4) Raising awareness about the challenge beekeepers face to properly nourish their bees.



Bee Friendly Farmer™ The Melissa Garden,  
Healdsburg, CA,

*~Photo courtesy of The Melissa Garden*

Be sure to check out the websites of our Bee Friendly Farmers, to learn more about the businesses they are sustaining with their BFF practices. This quarter we’d like to highlight Swallow Valley Farm, where John Gorman practices scientific nutrition and experimental farming. John’s farm was one of the BFF locations included on the recent tour of BFF facilities by Kim Flottum, Editor of Bee Culture magazine. They are located at 1100 Valley Ford Freestone Rd in Valley Ford, CA. You can contact John at [info@swallowvalleyfarm.com](mailto:info@swallowvalleyfarm.com) to learn more about what he is doing, or to place your order for lamb from his 2010 harvest of Katahdin sheep, raised completely on pasture that helps the ecosystem and bees.

**BEEcome a Bee Friendly Farmer yourself!** There’s an annual, tax-deductible certification fee of \$25, which will be used to help fund cost-share assistance to growers to plant additional bee forage. Go to:

<http://pfsbbees.org/selfcert.htm> to access the on line self-certification.



Bee Friendly Farmer™ Singing Frog Farms,  
Sebastopol, CA

Volunteers assisting with planting of bee friendly plants

## (2) 2010 PFSP Annual Membership Meeting

The 2010 Annual Membership Meeting was held on Saturday, June 26<sup>th</sup>. While we had a modest turnout in person, we had good response from members voting for the new Board of Directors for PFSP. We're happy to announce that the ballot of Directors put forth was unanimously elected by the membership vote, and the new Directors are:

Kathy Kellison - Executive Director  
Serge Labesque – beekeeper and educator  
Doug Vincent - beekeeper  
Peter Borst -  
Randy Oliver – Biologist and forward thinking beekeeper



Four of our new board members are featured in the above photo from the 2010 Bee Symposium Panel discussion featuring from left to right:

Dr. Eric Mussen, Serge Labesque, Randy Oliver, Kathy Kellison,  
Doug Vincent & Dr. Robbin Thorp

*Symposium photos provided by Rebecca Woodruff*

Photo of Peter Borst and  
Randy Oliver at the 2010  
North American Beekeeping  
Conference in Orlando,  
Florida, January 2010

Following their election, the Board elected the new officers for PFSP for 2010, they are:

Kathy Kellison – President  
Alice Ford-Sala – Vice President, focused on Membership & Events  
Kathy Lanterman – Secretary/Treasurer

Following the meeting it was agreed that there is a need to modify the PFSP bylaws to ensure that they are in conformity with organization practices. A recommendation for a change to the bylaws will be submitted to the membership for a vote soon, so please be on the lookout for that and we appreciate help in advance to get votes on that submitted back to us.

## (3) PFSP Advocacy Update

PFSP continued to be an advocate for honey bees and native pollinators. In the last Newsletter we mentioned one such effort that the organization has been involved with, writing letters and commenting on the United States Dept. of Agriculture (USDA), Natural Resources Conservation Service (“NRCS”) Conservation Stewardship Program rulemaking. We're very happy to report that in the final rule issued on June 3, 2010, we were successful in getting language added that benefits honey bees and native pollinators. Specifically, the rule includes establishment of an NRCS Liaison with beekeepers and the United States beekeeping industry to ensure that the needs of beekeepers and honey bees are appropriately addressed in NRCS pursuits. It's very exciting for us to see this type of concrete and positive response to our initiatives, which will benefit both honey bees and native pollinators across the US.

In addition, as part of National Pollinator Week (June 21-27, 2010), the BFF message made it all the way to Capital Hill! At a briefing organized by the North American Pollinator Protection Campaign (NAPPC), Barry Thompson, a representative of the beekeeping industry, addressed more than 200 White House staffers to applaud the members of Congress for their establishment of the Pollinator Protection Caucus, in recognition of the critical importance to agriculture and the problems that attend pollinator decline. Barry included specific reference to the honey bees that are resident in the Obama White House, and also stated that “Bee friendly farming” has become a theme for American farmers. The word is definitely getting out across the US, thanks to the advocacy of our group and other groups we are closely aligned with.

Go to <http://www.pfspbees.org/developments.htm> to view the archive of PFSP comments and other filings.

#### (4) Other PFSP & BFF Outreach efforts

##### Bee Friendly Farming tour by Kim Flottum, Editor of Bee Culture Magazine



Fertile garden at **Singing Frog Farms**, Sebastapol, CA *Photo courtesy of Kim Flottum*

PFSP was honored by Kim Flottum’s recent visit, and the time that he took to tour Bee Friendly Farms throughout Northern California. Kim’s visit included visits to: Oakhill Farm, McEvoy Ranch, Napa Valley Preserve, and Swallow Valley Farm. The visit also included a dinner hosted by Ettamarie Peterson that included the leadership of both PFSP as well as the Sonoma County Beekeepers Association.



Natural forage at **Oak Hill Farm**, Sonoma, CA  
*Photo courtesy of Kim Flottum*



Olive trees at **McEvoy Ranch**, Petaluma, CA  
*Photo courtesy of Kim Flottum*

It was a whirlwind tour, but really helped bring home the PFSP/BFF message about improving honey bee health by increasing forage. Kim was a friend of our organization before, but now has become a very important advocate for us, and is helping get the word out through Bee Culture magazine.

**Presentation to Community Alliance with Family Farmers meeting** Kathy Kellison & PFSP advocate Kirsten Tripplett attended the CAFF leadership meeting on Tuesday, July 6<sup>th</sup> and made a presentation on PFSP and BFF to that group. The presentation was well received and this is a great step forward in forging an alliance between our two organizations.

## (5) PFSP Volunteer opportunities

PFSP is an all volunteer organization. Our growing band has an ongoing need for individuals to help across a broad spectrum of activities, including:

- Participation in local events, to hand out materials and educate others about PFSP,
- Help with grant writing and fundraising,
- Board membership in the organization,
- Website hosting and/or management,
- And lots more...

If you have an ability and willingness to get involved, please contact Alice Ford-Sala at [fordsala@sonic.net](mailto:fordsala@sonic.net). We are always interested in fresh ideas and energy for our Board and for our other activities.

## (6) Upcoming events

It is going to be a busy summer for PFSP and the Bee Friendly Farming initiative. PFSP Directors, Officers and volunteers have the following events currently scheduled, with more being added every week:

**Pollinator & Pesticide Symposium** in NY July 22<sup>nd</sup>. Kathy Kellison and Peter Borst will both be attending this event. We have been asked to participate in a “postering” event at the conference, and Kathy will be carrying our new poster to help spread our three part message; 1) Most agricultural landscapes do not provide sufficient or balanced bee nutrition, 2) Bee Friendly Farming encourages and promotes agricultural practices that improve pollinator health, and 3) In a way, we are all beekeepers, because as consumers, our everyday choices of fruits and vegetable sustain the practices which have a direct impact on honey bee health and pollinator populations. To learn more about this conference follow the link:

<http://beekeeping4beginners.blogspot.com/2010/04/catch-buzz-pollinator-pesticide.html>

As part of their East Coast swing Kathy & Peter will also be attending:

**International Conference on Pollinator Biology, Health and Policy** July 24-28 at Penn State University <http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=6139b68a-3574-4699-b441-385ada31dac5>.

**Eastern Apicultural Society (EAS) Conference**, August 2<sup>nd</sup> – August 6<sup>th</sup>, Boone, North Carolina <http://www.easternapiculture.org/programs/2010/>

**Western Apicultural Society Conference** Once the East Coast swing is complete, the WAS Conference will be coming up Aug. 30 to Sept. 2<sup>nd</sup> in Salem, Oregon. While we’re still working out the details, we expect to have one of our board members in attendance to spread the PFSP and BFF messages. For more information: <http://groups.ucanr.org/WAS/files/79722.pdf>

**Serge Labesque** speaking as part of the *Sustainable Sonoma* exhibit at the **Sonoma County Fair**. Serge is scheduled to speak at 2pm on August 4<sup>th</sup> about PFSP and our initiatives. Please stop by if you can to hear Serge, he’ll be in one of the two geodesic domes hosting the Sustainable Sonoma exhibit!

**Santa Rosa Downtown Market** - July 21<sup>st</sup> 5 – 8:30pm - For those of you who are local, please stop by our table at the downtown Wed. night market. This will be our third time tabling at this venue, where we hope to spread the message about BFF to the local growers and consumers.

Check our website for updates on these events and others throughout the summer. We are working on several other events, including the Harvest Fair at the Sonoma County Fairgrounds, the Gravenstein Apple

Fair, and the Eat Real Conference in Oakland. As plans materialize, we'll post details on our website, and may be asking for volunteers to help us man booths!

### **(7) PFSP Membership**

As I am sure you can appreciate, advocacy costs money, and the increasing demands on our leadership to participate in conferences and other events to provide a voice for improving honey bee health is escalating. While we are actively pursuing opportunities for co-funding of conference participation and grants that are in line with our goals, for now our activities are sponsored by membership. Please continue to support PFSP's important mission and necessary work by going to [PFSPBees.org](http://PFSPBees.org) and becoming a dues paying member!

Thanks go out to our Queen Bee members, the newest additions to that group are highlighted here:

THANKS Queen Bee members!  
Farmer John Fendley (Sustainable Seed Co)  
Randy Oliver (ScientificBeekeeping.com)  
Shari DeJoseph (McEvoy Ranch)  
Tony Wasowicz (Michel-Schlumberger Wines)  
Kim Flottum (Bee Culture Magazine)

We also wanted to give special thanks to the *Sonoma County Beekeepers Association (SCBA)* for their generous donation to our organization, and to *North Coast RC&D Council* for their ongoing support of our efforts!

**If you haven't done so already, please join!**

### **(8) Network the CAUSE!**

Help the hive through the Bee Friendly Farming™ initiative by *Spreading the Word*—now everyone can contribute to healthier bees!

- Please spread the word that 'Bee Friendly Farming™' certification is now operational through our website by talking up the concept with your friends and affiliated organizations. Engaging others will multiply the good we can do for our bees! The more exposure of the BFF logo that get folks asking "What is that?" the more we have an opportunity to create a voice, a buzz, for the bees! We can help everyone think and implement actions that can have a continued and increasingly growing impact thriving populations of honey bees and native pollinators!
- Encourage others to join the PFSP team!

Thanks, and have a Bee Well Day!

Kathy Kellison, Executive Director  
[kathy@pfspsbees.org](mailto:kathy@pfspsbees.org) (707) 321-4711

PS-Check out changes on the PFSP website at <http://pfspsbees.org>, and tell us what you think. It's a work in progress!