



Partners for Sustainable Pollination

*Advocacy
Education/Outreach
Partnership*

*Annual Report for the period:
July 1, 2009 to June 30, 2010*



Advocacy



Honey bees and native bees are vital partners in sustainable agricultural production practices and in healthy wildlife ecosystems. Properly nourished and sustainable honey bee and native pollinator populations are critical to the future sustainability of American agriculture. Pollination of many specialty crops is almost totally reliant on the services provided by beekeepers and their managed honey bees.

Most agricultural landscapes do not provide sufficient or balanced bee nutrition.

Intensive cultivation has eliminated plants that native pollinators need. The maintenance of good pollinator “pasture” between croplands benefits native pollinators, beneficial insects, and honey bees.

Commercial beekeepers also benefit from bee-friendly plantings on fallow lands, which allows them to avoid trucking bees long distances in search of pasture.



Bee Friendly Farming™ encourages and promotes agricultural practices that improve pollinator health.

PFSP is dedicated to improving the health of honey bees through a collaborative approach involving beekeepers, growers, scientists and land-management agencies with a shared objective of restoration of native pollinator populations.



Education/Outreach



Partners for Sustainable Pollination (PFSP) collaborates with beekeepers, growers and scientists to improve the health of honey bees and support native pollinators

The **Bee Friendly Farming™ (BFF)** initiative, an outreach program primarily promoted by PFSP, educates consumers and encourages support for needed land management practices for healthy honey bees and to improve populations of native pollinators.

BFF 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.



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—at all landscape scales, from farms to backyard gardens.



Education/Outreach



PFSP partners with growers, beekeepers, homeowners, scientists and other local state and national organizations. During the last year, partnership activities included:

Grower workshops at:
Kunde Wine Caves
Shone Farm
Lake County



2010 Bee Symposium

A full day in March organized by PFSP featured some of the country's leading experts on honeybees and native pollinators.

Other Outreach efforts:

“Bee Pastures” Muir booklet

Presentations to local beekeepers & other forums

Tabling at Events across the country





Partnership



PFSP receives critical financial support from partners that share our goals to increase honey bee health. Our partners provide financial support and partnership that assist us to:

- Create presentation and marketing materials that help us get our message out
- Enable our Executive Director and Board Members to participate in key local, State and National conferences and symposiums to advocate for the BFF initiative
- Hold grower workshops to educate growers and other landowners to increase awareness of the benefits of BFF practices
- Advocate at the State and National level to influence policies and practices that have a direct impact on honey bee health

Some of our key partners during the past fiscal year included the following:



American Beekeeping Federation



THE XERCES SOCIETY
POLLINATOR CONSERVATION PROGRAM

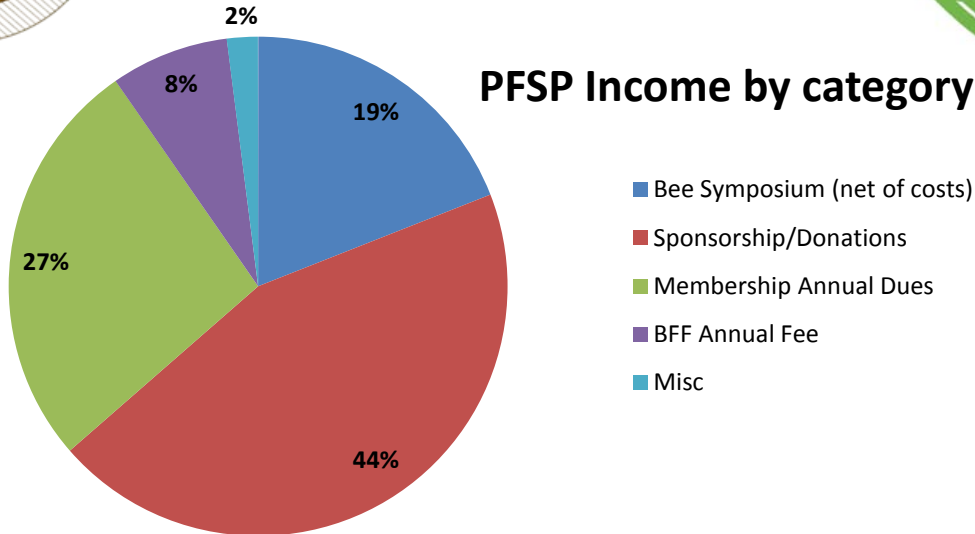




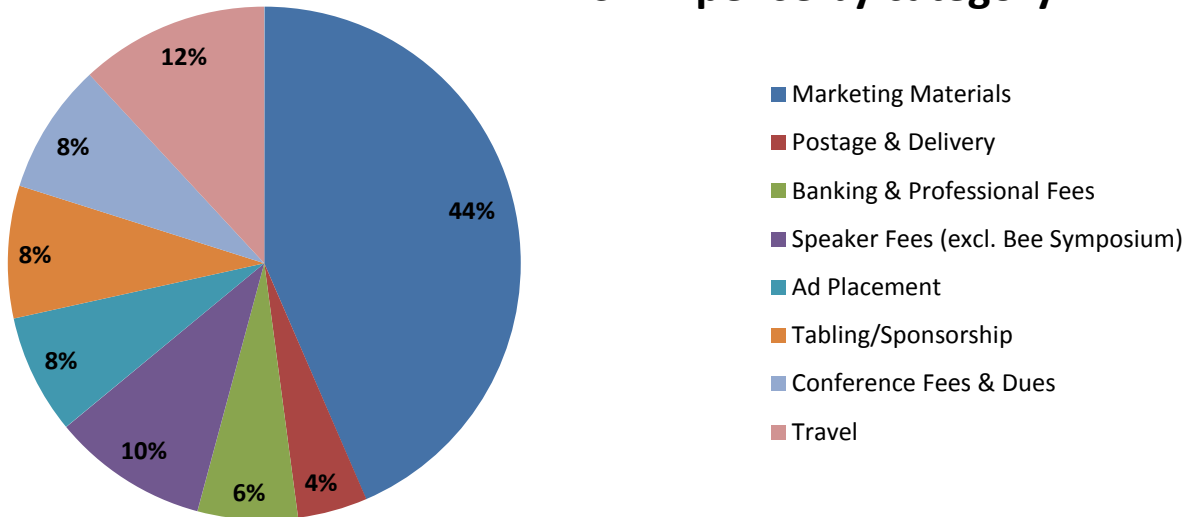
Finances



PFSP Income by category



PFSP Expense by category



Fiscal 2009 Financial Summary

Bank Balance – June 30, 2009	\$942
Income	\$7,847
Expenses	\$6,627
Bank Balance – June 30, 2010	\$2,162



Partners for Sustainable Pollination *Thank you for your support!*



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