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Article Highlight: [Nature-friendly farming does not reduce productivity, study finds](#)

It seems like every other business news story lately is focused on food system uncertainty. Yet two facts continue to be proven true, time and again:

1. Consumers still care about sustainability.
2. Biodiversity on farms maintains – *and can even increase* – farm productivity.

The latest evidence for this is a [10-year study by the UK Centre for Ecology and Hydrology](#), which shows a clear link between robust crop yields and wildlife habitat areas on farms.

Bee Better Certified is built for growers and brands who are adopting this kind of nature-based farming. As the only third-party verified pollinator certification, the Bee Better Certified seal differentiates the best nature-based products and brands – setting them apart from the broad marketplace of vague sustainability claims.

To read more about the link between biodiversity and crop yields, check out [this recent article](#) in the Guardian. And to learn more about consumer demand for nature-based products, check out the California wine sector update below!

Consumer Demand for Bee Better Certified Wines in California: The Results Are In

In the fall of 2019, Xerces received a Conservation Innovation Grant (CIG) investment from the USDA's Natural Resource Conservation Service (NRCS) to support expansion of the Bee Better Certification within the California wine sector. Through this partnership, the Xerces Society provided technical assistance by designing and helping to install Bee Better Certified pollinator habitat. The participating growers also received support for the certification process.

A key goal of this project was to better understand consumer engagement in wine and wine grape sustainability. One of the ways we tested this was through a nationwide market-research survey of hundreds of pre-screened wine consumers. The results were:

- Nearly 90% of survey participants responded that sustainability practices were important to their wine purchasing choices.
- Over 80% of survey participants would pay more for sustainably produced wine.

These responses provide a clear signal: consumers are engaged to be part of the conservation investment system – offering another option to help cover the initial costs of adopting nature-based farm practices.

CESA and Bumble Bees

While there is a flurry of news and speculation around the potential listing of Bumble Bees under the California Endangered Species Act (CESA), it is important to note that these four species of bumble bees are quite rare and occur in very few places in California. Their rarity makes the likelihood of discovering one on farm property in California very slim.

All of us at Bee Better look forward to continuing to work with our grower and brand partners in California as they continue their invaluable work of producing food, creating high quality habitat, and moving the agricultural industry into a new era.

New Staff Member - Angie Orpet

We are pleased to announce the latest addition to our team! Angie is based in Washington state and works with agricultural producers in the inland Pacific Northwest to create pollinator friendly habitat. She strives to bring the joy of invertebrates to all people through conversation and habitat creation.



Angie has been collaborating with farmers since 2016 to help with resource needs in perennial and annual crops. She contributed to tree fruit research with Washington State University and most recently worked for Foster Creek Conservation District, where she addressed water and habitat concerns to further sustainable farming. She holds a MS in Watershed Management from the University of Arizona. Outside of work Angie spends time cooking, foraging, and volunteering.

For more information on Bee Better Certified
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