

Haägen-Dazs Ice Cream is Now Bee Better Certified™



Haägen-Dazs Rolls Out Products With the Bee Better Certified™ Ingredient Seal

Haägen-Dazs just became better for bees and other pollinators, as the brand announced the release of four Bee Better Certified™ ice cream flavors to be available in retailers nationwide.

Haägen-Dazs worked with one of their largest almond suppliers in California to plant over six and a half miles of flowering native shrub hedgerows and seed cover crops in their orchards as part of their certification process. This achievement places Haägen-Dazs in an elite category of other companies including California Giant Blueberries, Klickitat Canyon Wines, and others who have achieved certification.

Bee Better Certified products have appeared nationwide in Trader Joe's, Kroger, Costco, and Walmart stores, reflecting evidence from recent studies demonstrating that consumers strongly support brands focused on conserving bees and biodiversity.

Stay tuned as we build off this success and work to grow the reach and rigor of Bee Better Certified.

To read more about the Haägen-Dazs release, [click here](#).

For more information on Bee Better Certified, visit beebettercertified.org
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