



New Bee-Friendly Retailer Scorecard from Friends of the Earth

The new ranking system from [Friends of the Earth](#) (FOE) benchmarks the top 25 retailers in the United States on practices and policies of pesticide use throughout their supply chains. As retailers continue to step up to address concerns of insect decline around the globe, the scorecard from FOE provides one comparison of food retailers on their efforts to acknowledge and support pollinators in their sourcing.

With rising attention on sustainable business practices and sourcing, third-party verified programs such as Bee Better Certified are ideally positioned to help food companies communicate to consumers the clear impacts of the work they are doing to protect pollinators and biodiversity.

[Click here](#) to learn more about the ranking system and results.

All in the Label: Unlock the Key to Success in Food Marketing

Bee Better Certified Program Coordinator Cameron Newell participated in this panel session during the [U.S. Highbush Blueberry Council's](#) virtual annual conference this fall. The session shared the latest trends and insights into food labeling and identified the role that label claims, such as Bee Better Certified, play in contributing to defining brands and reaching consumers.

[Click here](#) to view the session online.

Fall Habitat Planting at

California Vineyards

Despite the setbacks and challenges brought to every industry by the pandemic this year, our staff has been working closely with four different vineyards in three major winegrape growing regions of California providing both technical and financial support to help these vineyards achieve Bee Better Certification. This work is a continuation of our efforts to expand Bee Better Certified (BBC) within the wine industry ([click here](#) to read more about the project's launch).



After months of planning and preparation, this fall we broke ground (literally) on these projects. Throughout the month of October, Bee Better and Xerces Society staff, farm labor crews, and volunteers planted the equivalent of almost a mile of high quality pollinator habitat at the four participating farms.

[Click here](#) to read the blog.

Bee Better Certified in South America

With the continued public focus on pollinator declines around the world, we've received a growing international interest from brands and growers who are looking to be part of the solution.

In our latest Bee Better Certified blog, we explore the work of several NGOs and a grower in Peru that are taking part in habitat restoration through the adoption of Bee Better Certified. While we work out the logistics of taking a certification program abroad, they are hard at work planning and documenting their restoration efforts among the avocado fields nestled between the Andes and the Pacific Ocean.

[Click here](#) to read more.

For more information on Bee Better Certified, visit beebettercertified.org or contact us directly:

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