



A Business Case for Flowers on the Farm: Beneficial Insects Help Manage Pests

A [systematic review](#) by researchers at the University of Copenhagen found that predatory insects benefit greatly from flowers, and farmers can "promote a consistent production of natural enemies to defeat pests by incorporating flowering strips and flowering margins in their field."

Habitat that is protected from pesticides is a cornerstone of Bee Better Certified, and this study confirms the benefits of this approach for farms. Bee Better Certified's habitat standards align with recommendations from this research, which recommends native flowers that bloom through different seasons to benefit beneficial insects.

[Click here](#) to read more about this study.

Carbon Farming for Pollinators

Carbon farming practices--a variety of agricultural methods aimed at sequestering atmospheric carbon--greatly overlap with Bee Better Certified farming practices.

Every day, Xerces and Bee Better staff work with farmers to implement practices such as the use of cover crops and hedgerow installation. Not only do these practices support pollinators, but they also improve soil health and contribute to soil carbon sequestration -- turning agricultural lands into carbon reservoirs.

The resources below provide more information on the role agriculture plays in contributing to climate resilience:

[Climate News Roundup: IPCC Lands Report](#)

Bee Better Profile: Agriculture Capital

With a regenerative mindset Agriculture Capital (AC) is bringing pollinator conservation at scale to the production of crops including blueberries, hazelnuts and almonds. With over 20,000 acres of production areas in California, Oregon, Washington and Australia, AC



represents a new breed of vertically integrated farm and food companies that sees value in both the conservation practices of Bee Better and the premium label that the program brings to its portfolio.

“We are so proud that our efforts to rebuild ecosystems for wild bees has been acknowledged by the Bee Better program. The support of the whole Bee Better team has been instrumental in helping us solidify the regenerative mindset we expect of all our farm teams” Wood Turner, AC Foods.

Since certifying their first Bee Better acreage in 2019 at a ranch in Oregon's Willamette Valley, AC has gone on to expand the program to more of its blueberry holdings in both OR and CA. With the expansion of the program AC is starting to see an increase in the number of and types of beneficial insects that not only pollinate their crops but also help to control pests and disease on their ranches.

Across AC's Oregon blueberry farms their conservation efforts have **increased the number of total wild bees observed present by over 900% since 2016, and beneficial predator insects by almost 300%** over the same time .

With pollination by wild bees being critical for good fruit set in their blueberries, Bee Better is a vital piece of their regenerative platform and they see it as a way to mitigate risk in their farm systems.

For more information on Bee Better Certified
visit beebettercertified.org
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