CERTIFIED BEE FRIENDLY
How to promote Bee Friendly systems of production

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President of UNAF- French Beekeeping Union

Apimondia, September 2013
WHAT IS THE CERTIFIED BEE FRIENDLY LABEL?

A

Worldwide pollinators preservation label

managed by an

International association

and

Controlled by independent auditors

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WO ARE WE ?

UNAF : Union Nationale de l’Apiculture Française
22 000 beekeepers
500 000 beehives (40 % in France)

UNAAPI : Unione Nazionale Associazioni Apicoltori Italiani
4 500 beekeepers 300 000 beehives (26 % in Italy)

EPBA : European Professional Beekeepers Association
120 000 beekeepers more than 5 million beehives in 12 countries.

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WHY THE CERTIFIED BEE FRIENDLY LABEL?

- To encourage the respect of bees and pollinators in systems of production
- To set a standard for bee preservation
- To promote bee preservation projects and research
- To alert and educate stakeholders

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FOR WHOM ?

ANY HUMAN ACTIVITY IMPACTING BEES ECOSYSTEM

- Direct and indirect impact – agriculture, textile, cosmetics…

- Products widely diffused to raise mass awareness

- Covering all companies of any size: major or small

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THE BEE FRIENDLY LABEL CHARTER OF QUALITY

AGRICULTURAL PRACTICES

TRAINING AND INFORMATION

BIODIVERSITY

BEE PROTECTION PROJECTS

TRACEABILITY

Control

Support

Ensure

Preserve

Guarantee

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THE BEE FRIENDLY CHARTER OF QUALITY

- Elaborated by **16 experts**: bee, organic agriculture, industry…
- **30 criteria** (*Traceability/ Pesticides/ GMO/ Biodiversity/ Harvest/Partnerships*)
- A **4-level** label: **eliminatory** - good - better - best
- Elaborated according to **ISO 14025**
- **Flexible** by catégory et by zone
- Managed by **independent control committees**

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THE EXPERTS

- LABEL EXPERTISE
  - ECO CERT®
  - agoodforgood
- BEES EXPERTISE
  - UNAF
  - UNA-API
  - Apimondia
  - European Professional Beekeepers' Association

- SCIENTIFIC EXPERTISE
  - INRA
  - TUM
- INDUSTRY EXPERTISE
  - Demain la terre
  - EMB

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2 PILOT CATEGORIES

1. FRUITS & VEGETABLES
   - Expertise: UNAF + Casino + Demain la terre
   - Pollinators/Bees crucial to ensure production/continuity

2. DAIRY PRODUCTS
   - Expertise: UNAF + EPBA + EMB + Les 2 Vaches
   - A strategic application in the milk crisis

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### The Bee Friendly Charter Structure

#### 1 - Traceability

<table>
<thead>
<tr>
<th>CRITERION</th>
<th>ELIMINATORY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Know</strong></td>
<td></td>
</tr>
<tr>
<td>1.1: Archive cultural itineraries history</td>
<td><em>Impossibility to present last month’s cultural itineraries and treatment products list</em></td>
</tr>
<tr>
<td>1.2: Knowledge of the soils condition</td>
<td><em>Archive treatment dates and doses for 3 years</em></td>
</tr>
</tbody>
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| **Ensure Beneficial Crop Rotations** |             |
| 1.3: Bee protection period for parcel historically treated with blacklisted pesticides | *Certification of crops on parcels treated with blacklisted pesticides less than 3 years ago (if archive available)* |

| **Train and Inform** |             |
| 1.4: Allow local beekeepers associations to access treatment archives | *Access refusal to archives* |
| 1.5: Train the technical manager to archive management and pesticides persistence risks in crop rotations | *Train the technical manager to pesticides persistence risks in crop rotations* |

#### Eliminatory list

- Use lot numbers on final products that allows to go back to the cultural itinerary
- Existence of a less-than-ten-years-old pesticides residues soil analysis for parcels producing Bee Friendly certified products
- Certification of crops on parcels treated with blacklisted pesticides less than 3 years ago (if archive available)
- No plantation of pollinators-attractive crops on parcels treated with blacklisted pesticides less than 3 years ago (if archive available)
- Plantation of pollinators-attractive species during inter-culture (archive are available on last three years and no parcel received blacklisted treatments)

#### 3 Actions

- **Know**
  - Allow local beekeepers associations to access treatment archives
  - Train the technical manager to archive management and pesticides persistence risks in crop rotations

- **Control/Reduce**
  - Eliminatory list

- **Inform**
  - Certification of crops on parcels treated with blacklisted pesticides less than 3 years ago (if archive available)
  - Implication of local beekeepers associations into crop rotation decisions

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THE BEE FRIENDLY 6 KEY CRITERIA

1. TRACEABILITY
   ▶ Beneficial crop rotation

2. PESTICIDES
   ▶ Negative list of molecules
   ▶ Protective measures (timing, flowering period…)

3. GMOs
   ▶ Global interdiction of direct and indirect use

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4. BIODIVERSITY
   ▶ Implementation of biodiversity support zone

5. PARTNERSHIPS
   ▶ Support beekeepers association, local bee preservation project, research and NGOs

6. HARVEST
   ▶ Limit bee lost during harvest and harvest shock

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FIRST BEE FRIENDLY PRODUCTS ON SHELVES

On German shelves:
- Milk
- Butter

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NEXT BEE FRIENDLY PRODUCTS ON SHELVES

On French shelves:

- Yogourt
- Fruits and vegetables
- Cosmetics

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NEXT?

- **WELCOME** new partners in the Bee Friendly association
- **RECRUIT** commercial partners in European countries
- **PROSPECT** for future certified companies
- **DEVELOP** new categories

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KNOW MORE ON BEE FRIENDLY?

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