



CERTIFIED BEE FRIENDLY

How to promote Bee Friendly systems of production

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WHAT IS THE CERTIFIED BEE FRIENDLY LABEL ?

A

Worldwide pollinators preservation label

managed by an

International association

and

Controlled *by* independent auditors



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.



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



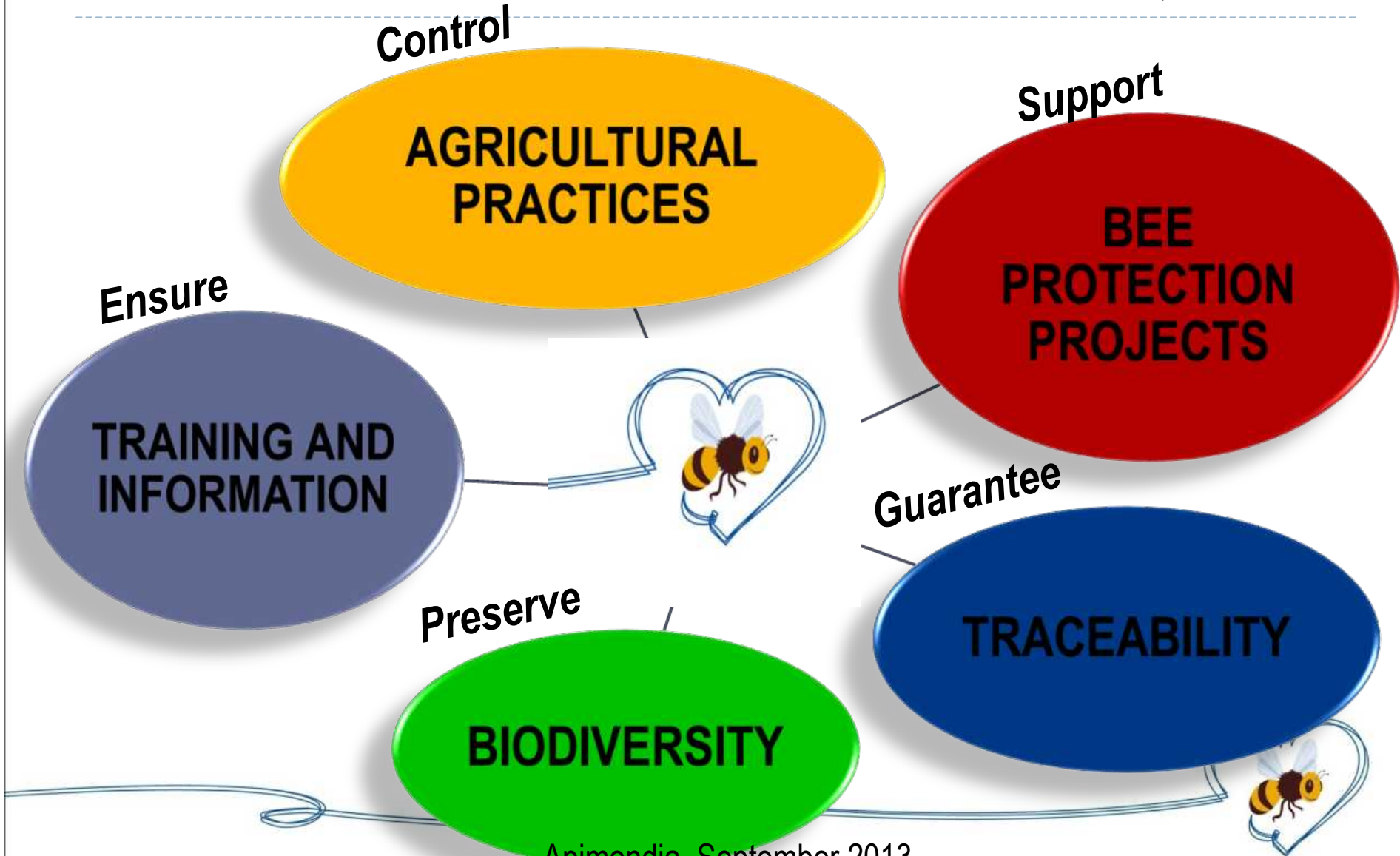
FOR WHOM ?

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



THE BEE FRIENDLY LABEL CHARTER OF QUALITY



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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 catégorie et by zone
- ▶ Managed by **independent control committees**



THE EXPERTS

▶ LABEL EXPERTISE



▶ BEES EXPERTISE



▶ SCIENTIFIC EXPERTISE



▶ INDUSTRY EXPERTISE



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2 PILOT CATEGORIES

1. FRUITS & VEGETABLES

- ▶ Expertise : UNAF + Casino + Demain la terre
- ▶ Pollinators/ Bees crucial to ensure production/ continuity

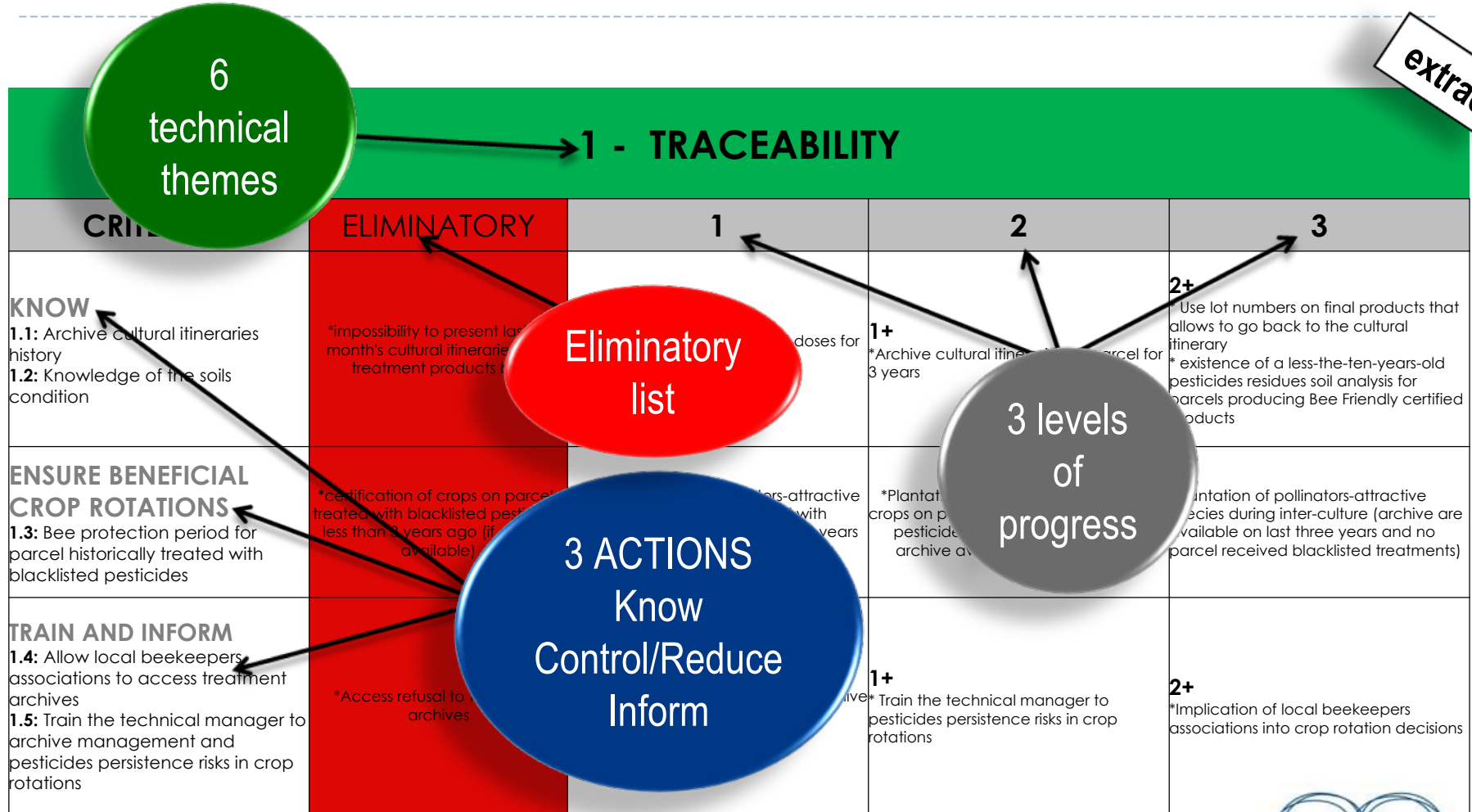
2. DAIRY PRODUCTS

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



THE BEE FRIENDLY CHARTER STRUCTURE

extract



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



THE BEE FRIENDLY **6** KEY CRITERIA

4. BIODIVERSITY

- ▶ Implementation of biodiversity support zone

5. PARTNERSHIPS

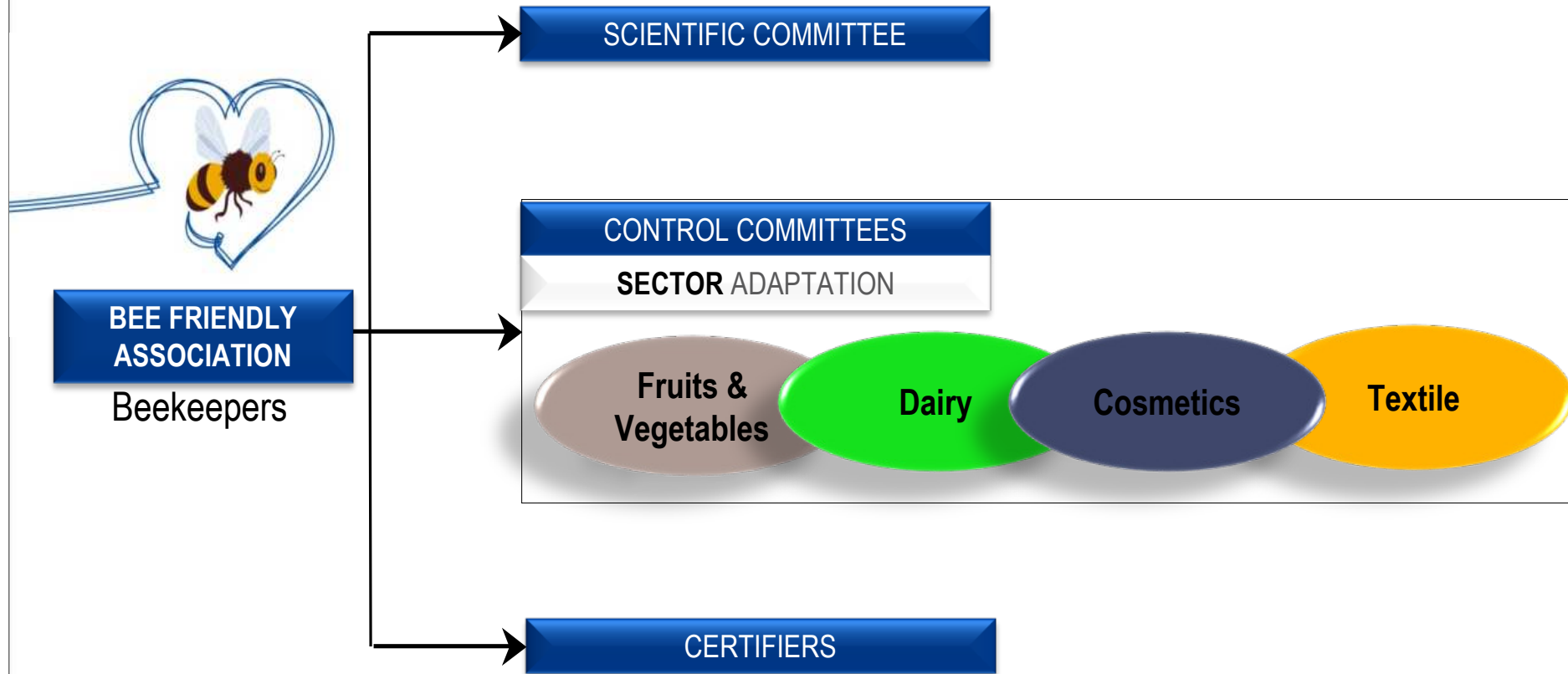
- ▶ Support beekeepers association, local bee preservation project, research and NGOs

6. HARVEST

- ▶ Limit bee lost during harvest and harvest shock



A GLOBAL GOVERNANCE



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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



KNOW MORE ON BEE FRIENDLY ?

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