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## MEDIA RELEASE

FOR IMMEDIATE RELEASE

### Pollinator Partnership Adds Third-Party Verified Option to Its Popular Bee Friendly Farming® Certification

**SAN FRANCISCO, May 19, 2023** – As the world celebrates World Bee Day on May 20, 2023, [Pollinator Partnership](https://www.pollinator.org) is pleased to announce a new third-party verification option for its **Bee Friendly Farming® Certification**, a program designed to encourage farmers and growers to provide safe habitats for bees and other pollinators. This option has been developed in partnership with and overseen by **Where Food Comes From**. **Silk Canada**, a brand from **Danone**, and **KIND Snacks** will be the first brands participating in this program through their support for the initial beta test of the system with two almond suppliers in California, **Harris Woolf Almonds** and **Treehouse California Almonds**, respectively.

By beta-testing a portion of their almond volume in **Bee Friendly Farming® Certified** third-party verified program, two major brands, **Silk Canada** and **KIND Snacks** have collaborated with Pollinator Partnership to demonstrate their leadership in sustainable action for almond production. **Bee Friendly Farming® Certification** has over 450 farms in its second-party verified program. The third-party option carries the same exact standards, with an additional third-party review, and will be available for all growers and brands starting with its official launch in the Summer of 2023.

The **Bee Friendly Farming® (BFF) Certified** program is administered by **Pollinator Partnership**, a 501(c)3 non-profit ([www.pollinator.org](https://www.pollinator.org)) dedicated to protecting pollinators and their ecosystems. The new third-party option complements the existing second-party **Bee Friendly Farming® Certified** program, using the same standards and support for farmers and growers to implement regenerative practices that help pollinators. The growers deliver forage and nesting sites and avoid pesticide use by implementing Integrated Pest Management (IPM), with the additional potential to realize improved soil health, increased carbon sequestration, elevated water quality and ensured pollination efficacy. **Where Food Comes From** verifies the compliance in the new third-party certification option.

Through this partnership, **Silk Canada** and **KIND Snacks** have demonstrated their leadership in protecting and promoting the health of pollinators through their diligence in trying to find ways to grow almonds more sustainably, and they have paved the way for other brands and growers to adopt these practices.

"We are thrilled to partner with **Silk Canada** and **KIND Snacks** in this third-party beta-test of the **Bee Friendly Farming® Certified** program," said Laurie Davies Adams, Director of Programs at Pollinator Partnership. "By working together, we can help build and enhance critical pollinator habitats across North America and promote sustainable agriculture practices that benefit both farmers and pollinators."

"We are proud to collaborate with **Pollinator Partnership** in its first **Bee Friendly Farming® Third-Party Certification**. As Canada's largest consumer-facing B Corp, it's in our role to use our scale for good through our brands like **Silk**, which is dedicated to supporting pollinators and their essential contribution in sustainable food systems," says Pascal Lachance, Head of Sustainability at **Danone Canada**.

"**Harris Woolf** is always eager to support and collaborate with **Pollinator Partnership** in the many projects pertaining to conservation, protection and health of pollinators. As a fellow Certified B Corporation™, we appreciate the unique opportunity to partner with Danone Canada to develop a sustainably-minded supply chain that will amplify its reach by giving consumers the confidence of a third-party certified label," offered Justin Morehead, Chief Executive Officer at **Harris Woolf Almonds**.

"We're excited to build upon our commitment to protecting pollinator health through our leadership role in this pilot," said Lindsay Philpott, Sustainability Marketing Manager at **KIND Snacks**. "Pollinator Partnership's new third-party verification option will provide even more transparency for our consumers so they can make the kind choice for pollinators."

"The team here at **Treehouse** and our small network of growers are proud to be leading this initiative. As one of the first Bee Friendly Farming Certified® almond handlers and a leading almond ingredient supplier to the world's most distinguished food brands, this is an obvious step forward as we continue to build transparency and traceability into our supply chain and sustainability targets," added Mauro Trevisani, Chief Executive Officer at **Treehouse California Almonds**.

"By launching the third-party verified option developed by **SureHarvest** and administered by **Where Food Comes From**, suppliers will be able to join sustainability initiatives from leading retailers and brands," said Miles Dakin, Director of Bee Friendly Farming at Pollinator Partnership. "This evolution of the program will continue to support and recognize the efforts being made by all our certified producers."

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## Further Information *(alphabetical listing)*

### **DANONE CANADA**

Danone Canada is a business unit of Danone and operates from head offices in Boucherville, Quebec, and Toronto, Ontario. Danone Canada is the country's largest consumer-facing Certified B Corporation™, demonstrating that the company meets the highest standards of social and environmental performance, accountability, and transparency. Danone Canada's ambition is to produce healthful dairy, plant-based products and coffee creamers and beverages, create economic and social value, and nurture natural ecosystems through sustainable agriculture. Its portfolio of brands includes Activia®, Oikos®, DanActive®, Danone®, Silk® plant-based foods and beverages, So Delicious® Dairy Free, Stok™, International Delight™, evian and more. For more information about Danone Canada, visit [www.danone.ca](http://www.danone.ca), Facebook (@danonecanada), Twitter (@DanoneCanada) or LinkedIn.

### **HARRIS WOOLF ALMONDS**

Harris Woolf Almonds is an independent, vertically-integrated, grower-owned processor of almonds and value-add almond products. With over 30 years of partnerships between our founding family farms, our grower base, and the world's most recognized food & beverage companies, Harris Woolf Almonds' products continue to help build some of the world's most recognized plant-based brands. Harris Woolf Almonds is a Certified B Corporation™, and its products are Safe Quality Food Certified. It is headquartered in Coalinga, California. Learn more at <https://harriswoolfalmonds.com/>.

### **KIND SNACKS**

Since 2004, KIND has been on a mission to create a kinder and healthier world – one snack and one act at a time. Its iconic KIND® bars – made with real, recognizable ingredients – sparked the growth of an entirely new healthy snacking category. Today, KIND has a family of more than 80 snacks that offer solutions for a variety of occasions. All of KIND's products lead with a nutrient-dense first ingredient – nuts or whole grains – and do not contain genetically engineered ingredients, sugar alcohols or artificial sweeteners. Inspired by the belief that acts of kindness can be a transformative force for good, the KIND brand seeks to inspire kindness and empathy. KIND was founded by Daniel Lubetzky. To learn more about KIND, please visit [www.kindsnacks.com](http://www.kindsnacks.com) and join us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

### **POLLINATOR PARTNERSHIP (P2)**

Established in 1997, the Pollinator Partnership is the largest 501(c)3 non-profit organization dedicated exclusively to the health, protection, and conservation of all pollinating animals. P2's actions for pollinators include education, conservation, restoration, policy, and research. P2's financial support comes through grants, gifts, memberships and donations from any interested party. P2's policies are science-based, set by its board of directors, and never influenced by any donor. To make a donation or for information on Bee Friendly Farming® Certified visit [www.pollinator.org/bff](http://www.pollinator.org/bff).

### **TREEHOUSE CALIFORNIA ALMONDS**

When Treehouse California Almonds was first started in the early 1980's, the mission was clear: deliver premium quality almond products to the baking and confectionary industries – while maintaining respect for bees, farmers and the environment. Through our "farm-to-table" approach, innovative processing techniques and commitment to premium quality – Treehouse has been a leader in the almond industry and providing True Almond Goodness for over 40 years. <https://www.treehousealmonds.com>

### **WHERE FOOD COMES FROM, INC.**

Where Food Comes From, Inc. is America's trusted resource for third-party verification of food production practices. Through proprietary technology and patented business processes, the company estimates that it supports more than 17,500 farmers, ranchers, vineyards, wineries, processors, retailers, distributors, trade associations, consumer brands and restaurants with a wide variety of value-added services. Through its IMI Global, Validus Verification Services, SureHarvest, WFCF Organic (previously known as International Certification Services and A Bee Organic), and Postelsia units, Where Food Comes From solutions are used to verify food claims, optimize production practices and enable food supply chains with analytics and data driven insights. In addition, the Company's Where Food Comes From® retail and restaurant labeling program uses web-based customer education tools to connect consumers to the sources of the food they purchase, increasing meaningful consumer engagement for our clients. Visit <https://www.wherethefoodcomesfrom.com>.