

# Protecting Our Pollinators

## Three Simple Ways To Aid Pollinators

(NAPSA)—Here's the buzz on an important aspect of helping our environment. Pollinator health can sometimes seem as complex as a beehive with the multiple challenges bees face. Pests, pathogens, diseases, climate change, improper use of pesticides and habitat loss are just a few. However, protecting pollinator health is something with which everyone can help.

For example, Feed a Bee is an initiative of the Bayer Bee Care Program that aims to tackle one of the most pressing issues facing pollinators today—lack of adequate forage. Just as humans can't survive on chocolate alone, bees need nectar from a wide variety of plants. By working with individuals and organizations across the nation, Feed a Bee has planted more than 150 million flowers.

Consider these three easy ways to be extra sweet to honey bees and other pollinators:

**1. Tweet a Bee, Feed a Bee.** Don't have a green thumb? Never fear. Every use of the bee emoji and #FeedABee on Twitter and Instagram generates virtual seeds that Bayer will convert to real wildflower seeds and plant with The Wildlife Society at a Feed a Bee planting.

**2. Prepare for the spring.** Surprisingly, fall is the perfect time to plant flowers to ensure pollinators have plenty to eat during the spring, and it's never too early to begin planning your planting.



**You can help pollinator friends on National Honey Bee Day, National Honey Month and all year long.**

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Native plants and yellow, blue or purple flowers are pollinators' favorites. Timing your planting perfectly is crucial to ensure they germinate and bloom at the proper time. You can read expert tips at [beehealth.bayer.us/gardeners](http://beehealth.bayer.us/gardeners).

**3. Celebrate like a queen bee.** Each year, National Honey Bee Day and National Honey Month roll around to remind everyone of the important role honey bees play. In 2016, National Honey Bee Day lands on Saturday, August 20, while National Honey Month lasts all September long.

To celebrate busy bees, visit [beehealth.bayer.us](http://beehealth.bayer.us) to explore learning resources, recipes and more information about how you can help pollinators. If you're ever near the Raleigh-Durham area, you can even plan a visit to the Bayer Bee Care Center by registering for a tour online.