T. 415.362.1137
F. 415.362.3070
E. info@pollinator.org
423 Washington Street,. 5th floor
San Francisco, Ca 94111-2339

NAPPC

# Fast Facts for the Food Industry

### What is pollination and what are pollinators?

- Pollination occurs when pollen grains are moved between two flowers of the same species by wind or animals. Successful pollination results in the production of healthy fruit and fertile seeds, allowing plants to reproduce. Without pollinator visits to tomatoes and many other fruit and vegetable plants in our agricultural fields, we simply wouldn't have these crops.

- About 75% of all flowering plants rely on animal pollinators for fertilization and over 200,000 species of animals act as pollinators. Of those, about 1,000 are hummingbirds, bats and small mammals, such as mice. The rest are insects, such as beetles, bees, ants, wasps, butterflies, and moths.

### What do pollinators mean to the food industry?

- Worldwide, approximately 1,000 plants grown for food, beverages, fibers, spices and medicines need to be pollinated by animals in order to produce the resources on which we depend.

- Foods and beverages produced with the help of pollinators include apples, strawberries, blueberries, chocolate, melons, peaches, figs, tomatoes, pumpkins and almonds.

- In the United States, pollination by honey bees and other insects produces nearly $20 billion worth of products annually!

### What can you do to protect and support pollinators?

Here are some simple steps you can take in your restaurant or grocery store to help raise awareness about the importance of pollinators:

- **Host a cooking class.** Teach customers how to make delicious dishes that feature foods created with the help of pollinators. These can be dishes already on your menu or available in your store. Emphasize the role pollinators play in creating foods in the dish.

- **Identify foods created through pollination.** Use a symbol, such as a bee or hummingbird, on your menu or throughout your store to indicate which foods require pollinators. People will be surprised at how much of the food they eat is brought to them by pollinators.

- **Create a menu or host a tasting featuring only foods and recipes created with the help of pollinators.** Not only will this activity increase awareness of pollinators, people will also receive your tasty treats at this event.

- **Provide customers with educational tips for protecting pollinators.** Download information and full-color artwork to use in your handouts, posters, and displays. Visit www.pollinator.org.

Visit the Pollinator Partnership website at www.pollinator.org for more information

**Did you know?**

- According to Allen Young, a leading cacao expert, "A tiny fly no bigger than the head of a pin is responsible for the world's supply of chocolate." Recent studies in cacao plantations indicate that midges, tiny flies that inhabit rain forests, are the only animals that can work their way through the complex cacao flower and pollinate it.
- About one out of every three mouthfuls of food we eat and of the beverages we drink is delivered to us by pollinators.
- More than half of the world's diet of fats and oils comes from oilseed crops, many of which are pollinated by animals, including cotton, oil palm, canola and sunflowers.

**What everyone can do for pollinators:**

- **Watch for pollinators**. Get connected with nature. Take a walk, experience the landscape and look for pollinators midday in sunny, planted areas.
- **Reduce your impact**. Reduce or eliminate your pesticide use, increase green spaces, and minimize urbanization. Pollution and climate change affect pollinators, too!
- **Plant for pollinators**. Create pollinator-friendly habitat with native flowering plants that supply pollinators with nectar, pollen, and homes. Find your ecoregional guide at www.pollinator.org.

**Join the Pollinator Partnership (P2)**
To find out more about pollinators, sign up for the Pollinator Listserv, or download a free ecoregional guide on how to plant for pollinators, go to the Pollinator Partnership website at www.pollinator.org to "Getting Involved."