



We need bees.

.....
FOOD SECURITY | BIODIVERSITY | ECOSYSTEM HEALTH
.....

WorldBeeDay.org.au

Farmers' Market Manager Campaign Toolkit



**Amateur
Beekeepers
Association**
NSW



**Rotarians
For BEES**



AN INITIATIVE OF THE ROTARY CLUB OF CANTERBURY

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We Need Bees:

To grow food, to eat well, to sustain our food systems, to foster sustainable agriculture and diverse ecosystems.

Bees underpin food security. More than three quarters of the leading types of global food crops rely to some extent on animal pollination for yield and/or quality.

Pollinator dependent crops contribute to 35% of global crop production by volume.

Bees affect 35% of global agricultural land supporting the production of 87 of the leading food crops worldwide.

The vast majority of pollinator species are wild, including more than 20,000 species of bees, and some species of flies, butterflies, moths, wasps, beetles, thrips, birds, bats and other vertebrates (IPBES, 2016).

Safeguarding bees safeguards biodiversity. Globally, nearly 90% of wild flowering plant species depend, at least in part, on the transfer of pollen by bees and other pollinators.

Bees support healthy ecosystems. The healthy functioning of ecosystem services ensures the sustainability of agriculture. Bees and forest beekeeping help sustain forest ecosystems by providing pollination that leads to improved regeneration of

trees and conservation of the forest's biodiversity. Bees and other pollinators are thus vital to the environment and biodiversity conservation, as well as many other dimensions of global sustainable development (FAO, 2018).

People love bees. Independent consumer research conducted in Australia in 2020 demonstrated that consumers have a high level of awareness (70%) about the role bees play in supplying our food. People generally understand (72%) that bees require access to plants and flowers to thrive and nearly everyone (90%) is impressed with the role bees play in our lives.

But globally, **bees are under threat** and just as we need them, they need us too. Our lives are inextricably linked because we co-habitat planet Earth.

Simply knowing bees are important, is no longer enough. Bees need people to become motivated to take simple actions to ensure there are sufficient sanctuaries to enable bees to thrive.

As we celebrate **2021 World Bee Day (20 May)** this **We Need Bees** Campaign is a reminder not just of the simple actions we can take to help bees, but **WHY** it is important that we do.



A Sweet Partnership

In early 2021, The Wheen Bee Foundation and Australian Farmers' Markets Association started to plan a joint **We Need Bees** Campaign for **World Bee Day**. The partnership recognises the global importance of bees for food security at the local and global levels. Bees and food security are inextricably linked.

Without bees there would be no farmers' markets.



What is the We Need Bees Campaign?

The **We Need Bees** Campaign is a celebration of the important role bees play in each of our lives. Bees as keystone pollinators, underpin food security, biodiversity and ecosystem health.

The Campaign aims to raise awareness of simple actions people can take to help support bees.

The Campaign will run at participating farmers' markets across Australia over 9 days (15–23 May) either side of World Bee Day (20 May).



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What are the Campaign Aims?

The **We Need Bees** Campaign aims to communicate a number of important messages because in essence:

No Bees, No Farmers' Markets

We need bees because...

- Bees underpin food security
- Bees support biodiversity
- Bees sustain ecosystem health

Bees are under threat because of...

- Habitat loss
- Pests and diseases
- Agricultural and garden chemical (especially pesticide) use and exposure

Everyone can help...

- Plant flowers that provide nectar and pollen throughout the year
- Avoid using chemicals (especially pesticides)
- Buy Australian honey at farmers' markets – support Australian beekeepers

These are the high-level messages. The Campaign provides plenty of opportunities for exploring these messages in more detail.

Farmers' Markets Support

- AFMA's partnership with Wheen Bee Foundation for **World Bee Day 2021** relies on the support of individual farmers' markets
- Markets can foster partnerships with community organisations, especially beekeeping clubs, farmer organisations and service clubs (eg Rotarians for Bees).
- Optional fundraising opportunities to support local organisers for Bee-causes.

Campaign Outcomes

Farmers' markets participating in the **We Need Bees** Campaign should expect to receive:

- Higher market attendances and sales
- New shoppers
- Local media promotion and event coverage
- Development of supportive community partnerships (beekeepers, Rotarians for Bees, Wheen Bee Foundation Ambassadors)
- Positive awareness of the role of bees in agriculture and the environment
- Positive awareness of what actions stallholders/shoppers can take to help support bees.



Why Should Your Market Join Up?

All Australian AFMA affiliated farmers' markets are invited to join this national Campaign.

Benefits to your market and your farmer and specialty food stallholders include:

- Media Event coverage
- Attract more shoppers to your market on **We Need Bees Market Day**
- FREE easy access to Campaign collateral that includes
 - AFMA, When Bee Foundation, Rotarians for Bees, Amateur Beekeepers Association, and World Bee Day Logos
 - Poster and email footer templates
 - Media release template
 - Market Day Activation suggestions and resources
- Partnering opportunities with beekeeping clubs, When Bee Foundation Ambassadors, Rotarians for Bees to support market day activations.
- Community precinct activation ideas
- Raise awareness of the vital role bees play
- Make a buzz!



World Bee Day Market Event Dates

World Bee Day is Thursday 20 May 2021 so to maximise awareness activities WBF has declared that farmers' markets can run World Bee Day activities in markets operating between 15–23 May.

Markets can choose any date within that period (or several) to host **World Bee Day** events and awareness activities.

The date/s of these events need to be specified on the Pledge Form (Appendix 1).

15–23
MAY
2021

Market Day Activities

We Need Bees market day activities should all feature yellow as the primary Campaign colour.

Although wild bees come in all colours – red, white, yellow, blue, black, brown, orange, green, and even purple – yellow is the colour associated with European honey bees. These honey bees are the most widespread managed pollinator in the world and the one most associated with our food production.

Wearing yellow could be your shopping bag, hat, coat, boots, ribbon etc. It might be your dog's collar.

We Need Bees Campaign activities can include:

- Wearing yellow
- World Bee Day picnic in the market precinct (if suitable and COVID-safe)
- Wearing bee suits or bee veils over a hat
- Having a kids video corner featuring a children's bee film, e.g. *Maya the Bee 3: The Golden Orb* (contact Studiocanal marina.vidakovic@studiocanal.com) or *Bee Movie*
- Featuring an observation hive so people can safely view bees close up and personal (cold weather may limit this option). Invite a beekeeping club to support your farmers' market display. We'll send you a link to locate your nearest club when you register.
- Talks by beekeepers. Ask your apiarist stallholder first.
- Honey themed breakfast menus – honey muffins, crumpets and honey, honey bread, croissants and honey
- Judging a honey bake-off
- 'Bee-inspired' menus. (Not just honey, what about featuring the other foods that bees pollinate? E.g. almonds, apples, berries... check the list here www.wheenbeefoundation.org.au/wp-content/uploads/2019/04/WBF010-Pollination-Dependency-A4-LR.pdf)
- Featuring seeds/flowers that are clearly identified as being 'bee-friendly' (i.e. they produce plenty of nectar and pollen)
- Honey tastings (COVID-safe)
- Teaching how to make native bee hotels

This list is just to get your ideas buzzing...

You can also tap into World Bee Day Feature Events at www.worldbeeday.org.au

World Bee Day Feature Events include:

• Performing the Waggle Dance

Resources at www.worldbeeday.org.au/waggle include:

- Instructional video introduced by Costa Georgiadis (2 minutes)
- Waggle dance lyrics
- Waggle dance music
- Waggle Dance Certificate available on registration
- Permission form for children to be filmed and included in the Online Waggle Dance Challenge (available on registration)
- Invite local schools to perform their version of the Waggle Dance
- Support from Rotarians for Bees to conduct your Waggle Dance event
- Uploading a video of your market waggle dance/dances to contribute towards the global online waggle dance challenge. Upload here www.worldbeeday.org.au/waggle

• Hosting a bee movie screening

- Arrange a community screening of the film **The Pollinators**. View the short here <https://au.demand.film/the-pollinators/>

Request a screening here https://tickets.demand.film/film/request/YxZGleyb?lang=en_GB and mention you are participating in the **We Need Bees** Campaign for **World Bee Day**. Consider arranging a panel discussion featuring a farmer, beekeeper and a bee scientist following the screening to help provide an Australian context for the film. Email info@worldbeeday.org.au to request a suggested **running sheet and assistance with locating speakers**.

- Joining a 'virtual' community table for an online screening of **Bees of Grand Staircase-Escalante**. Screenings on Thursday 20th May come with a 72 hour viewing licence, so you can watch it at a time that suits you.

Buy tickets, watch the short and register your virtual table here www.worldbeeday.org.au/feature-film

This Event is being hosted by Wheen Bee Foundation and run as a community fundraiser for the Australian *Discover Bees* Campaign. It will feature a high profile guest speaker too (TBA). Learn about Discover Bees here www.wheenbeefoundation.org.au/wp-content/uploads/2020/11/WBF031-Discover-Bees-Prospectus-12112020-3.pdf

Event Identity

Name and logo

All participating farmers’ markets are required to use the official event name **We Need Bees** and the associated event logo lockup as provided.

Download link will be emailed to you on return of your Pledge Form (Appendix 1).

Slogan

The **World Bee Day** Campaign slogan or strap line is:

- Food Security**
- Biodiversity**
- Ecosystem Health**

These three dimensions explain why **We Need Bees**.

Participating farmers’ markets may also develop ancillary strap lines to suit or highlight their chosen World Bee Day activities.

Some examples to get you going:

- Join the buzz
- Wagging for World Bee Day.

Primary logo lockup



We need bees.

- FOOD SECURITY
- BIODIVERSITY
- ECOSYSTEM HEALTH

WorldBeeDay.org.au

Alternative logo lockups



*We
need
bees.*

FOOD SECURITY | BIODIVERSITY | ECOSYSTEM HEALTH

WorldBeeDay.org.au

We need bees.

- FOOD SECURITY
- BIODIVERSITY
- ECOSYSTEM HEALTH



WorldBeeDay.org.au

Marketing Collateral and Digital Assets

Available collateral

The **World Bee Day** website will provide all participating farmers' markets with access to the following marketing collateral:

- Event logos
- Electronic direct mail template
- Email footer
- Banner design concepts
- Poster templates (A4 and A3)
- Media release template

These items will be provided once your market completes the **World Bee Day Pledge** confirming participation and the nominated events. There is no license fee, but signatures on the Pledge Form confirms agreement to the Terms of Use. See Appendix 1: Pledge Form.

Download and usage

Participating market managers are invited to use some or all of these event marketing tools. The materials are available for **FREE DOWNLOAD**. The link will be made available on registration.

Suggested uses include:

- WBD/**We Need Bees** logo inclusion in market newsletters, e-fliers, social media posts
- WBD/**We Need Bees** logo on market day signage
- WBD/**We Need Bees** poster (A4/A3) laminated and displayed at the market management stall and all participating stalls – leading up to and on **We Need Bees** Market Day
- Pollination Dependency poster (A4/A3) laminated and displayed at all stalls on **We Need Bees** market day
- **We Need Bees** banner at the market or prominent site in your community
- Market Managers may wish to produce World Bee Day shopping bags using the Campaign logo.

Campaign collateral example



We need bees.

Let's celebrate together, raise awareness and do something good for bees.

The purpose of World Bee Day is to raise awareness of the essential role bees and other pollinators play in keeping people and the planet healthy. It provides an opportunity for governments, organisations, civil society and concerned citizens everywhere to promote actions that will protect and enhance pollinators and their habitats, improve their abundance and diversity, and support the sustainable development of beekeeping.



FOOD SECURITY

Bees are important to our livelihood as they help to pollinate most of the crops we eat and many that feed farm animals. Nearly two-thirds of Australia's agricultural production benefits from bee pollination.

But bee populations are under threat. Destruction of their natural habitat, intensive farming practices, and pests and diseases are just some of the complex reasons driving a decline in both the number and diversity of bees.

Without bees, our food security is at risk.



BIODIVERSITY

There are over 20,000 species of bee that exist globally and Australia is home to around 2,000 species of native bee. Native bees have co-evolved with our unique native flora over thousands of years.

Some species of plant can only be pollinated by a particular species of bee. In the absence of pollination, the plant species cannot reproduce so if that bee species dies, so too will the plant.

Without bees, biodiversity is at risk.



ECOSYSTEM HEALTH

Bees are keystone species that play a vital role in preserving ecosystem health. Bees provide essential pollination services for plants. Maintaining plant diversity supports other essential ecosystem services including helping to regulate climate, purify air and water, build soil and recycle nutrients.

Without bees, ecosystems are at risk.

World Bee Day celebrates our hard-working little pollinators. Find an event near you or host your own to help raise awareness of the importance of bees.

WorldBeeDay.org.au

australian farmers' markets association



National Sponsors

AFMA is one of several key national organisations supporting the **World Bee Day We Need Bees** Campaign:

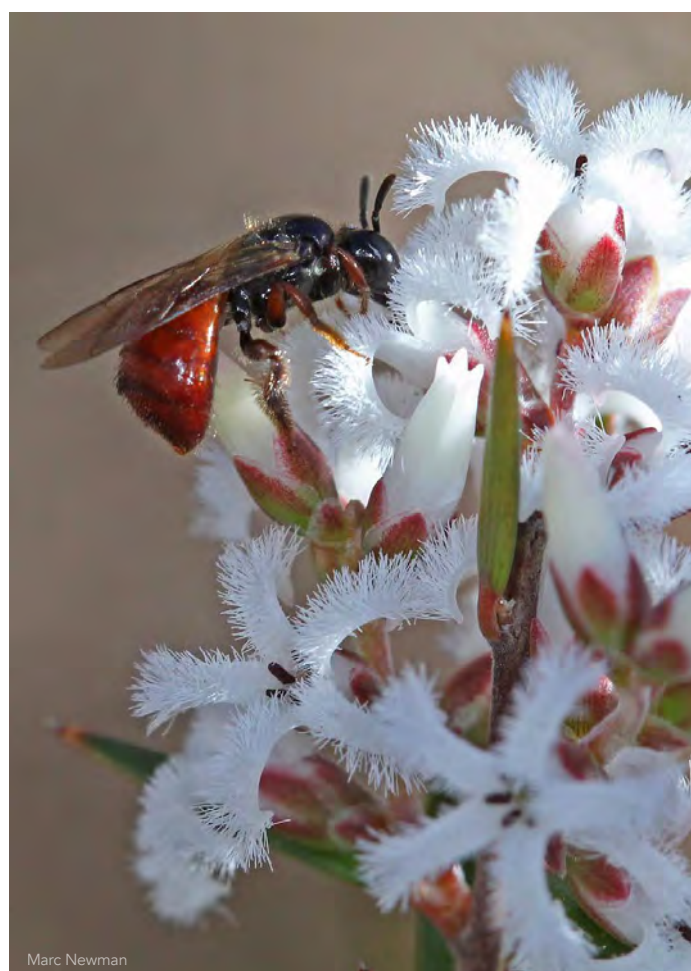
- The Wheen Bee Foundation
- Amateur Beekeepers Association
- Rotarians for Bees

Additional partners may be announced in the weeks leading up to the **We Need Bees** Campaign week. You can view all events as they are registered on the World Bee Day Events platform www.worldbeeday.org.au/explore

Local Sponsors

Participating markets are encouraged to reach out to local community enterprises including the not-for-profit sector to secure local/regional sponsorship, e.g. local paper or radio, agricultural suppliers, honey packer, regional energy provider etc.

When sourcing local sponsors, please consider and avoid any possible conflicts of interest with national Campaign partners.



Community Partnering

The **We Need Bees** awareness Campaign is intended to be fun, promote farmers' markets and the importance of bees for food security, biodiversity and ecosystem health. The Campaign also offers additional opportunities.

We Need Bees can be a platform to raise community awareness of positive community programs supporting bees and beekeepers.

AFMA recommends every participating **We Need Bees** market 'adopt' and collaborate with a local rural/regional program whose charter and activities dovetail well with best practice farmers' markets and the aims of the Campaign.

Farmers' markets may seek alliances with projects that support bees and beekeepers, eg:

- Discover Bees Campaign – Discover and document all of Australia's remaining native bee species in 6 years. www.wheenbeefoundation.org.au/our-work/discoverbees
- Building Better Beekeeping Businesses after Bushfire (5Bees) – supporting Australia's beekeepers to adapt in the face of climate change and recover from 2019/20 bushfire and drought. www.wheenbeefoundation.org.au/our-work/5-bees
- Bee Friendly Farming – A national program that works with farmers, gardeners and partners to protect, preserve and promote pollinator health. www.wheenbeefoundation.org.au/our-work/bee-friendly-farming

This is indicative and by no means an exhaustive list.

You are encouraged to offer your chosen community partner or project a stall or other presence – eg talk or display opportunity to provide visibility and a promotional platform.

AFMA will rely on market managers to choose and involve suitable organisations and undertake all community liaison at the grass roots level. Participating markets will be asked to report on their community extension activities and their outcomes.

Joining Community Links

Market Managers are encouraged to choose one bee project or program to support as the **We Need Bees** Program partner. The chosen project should be promoted in all event collateral, and be prominently involved/have a stall on **We Need Bees** Market Day, allowing representatives to promote their respective bee programs.

Event Management

Participating farmers' markets are wholly responsible for the management of their **We Need Bees** market day activities. The When Bee Foundation (WBF) is responsible for providing the Campaign logo, and specified promotional tools for markets' use. **We Need Bees** market events will need to run within individual market budgets and resources. AFMA and WBF will not provide funding for individual market activities.

Insurance

Markets participating in the **We Need Bees** Campaign are expected to hold public liability insurance to cover any **We Need Bees** Campaign activity. A copy of a current certificate is required with the application. It is expected any **We Need Bees** activities, if conducted at the market on a regular market day, will be covered under each market's existing public liability cover.



Risk Assessment

It is recommended that where bees are planned to be included in market displays, a risk assessment is undertaken. As honey bees can sting and cause anaphylaxis, it is important to have assessed the risks and developed a clear risk mitigation strategy. A risk template will be provided in the resource materials to support your risk assessment planning.

Legalities

AFMA and WBF do not accept any legal liability or responsibility for any loss, damages, costs or expenses incurred directly or indirectly by any use of, or reliance on, or interpretation of, any information contained in this **We Need Bees** Toolkit.

AFMA and WBF do not accept any legal liability or responsibility for any loss, damages, costs or expenses incurred directly or indirectly by any farmers' market participating in the **We Need Bees** Campaign.

National Campaign Promotion – AFMA and When Bee Foundation

The When Bee Foundation is driving national awareness of the **We Need Bees** initiative in the lead up to World Bee Day. AFMA will support this activity. Media coverage will be sought in mainstream media (print, TV, radio), via ABC Radio and in rural media.

Event media releases will be issued to a wide audience including national news, rural and food media. The resulting coverage is intended to create a 'buzz' and promotional launch pad for your market's **We Need Bees** activities during May 2021.

Getting Started

A link giving you access to all **We Need Bees** Campaign resources will be provided to you within 12 hours of returning your Pledge Form (Appendix 1).

It is the Market Manager's responsibility to:

- List their **We Need Bees** market event on the World Bee Day website www.worldbeeday.org.au
- Advise WBF and AFMA of newsworthy **We Need Bees** activities
- Supply images as appropriate

Your Market Campaign Promotion

All participating markets are recommended to promote their **We Need Bees** events via:

- Social media – Facebook, Twitter, Instagram
- Local and regional newspaper
- Posters in your local community
- Market site and market day signage
- Special offers and competitions
- Image uploads to market websites
- Market newsletters and e-newsletters

To assist market managers, the **We Need Bees Campaign Toolkit** includes a sample Media Release (Appendix 3) that can be amended to suit individual market activities. It is the market manager's responsibility to issue this release (once particularized) to local regional media outlets, including your local ABC. A Word template of the media release will be made available on registration.

Social Media

Social media is an ideal and cost effective tool to promote the **We Need Bees** markets.

All participating markets are encouraged to 'feed' the Campaign social media links.

Facebook www.facebook.com/WorldBeeDayAustralia

Twitter [@worldbeedayaus1](https://twitter.com/worldbeedayaus1)

| Handles | | |
|------------------------|--|------------------------|
| #weneedbees | | #weneedbeesforfood |
| #worldbeeday2021 | | #worldbeedayaustralia |
| #beesforlife | | #beesareimportant |
| #beesareawesome | | #helpthebees |
| #bees4food | | #bees4foodsecurity |
| #bees4biodiversity | | #bees4ecosystem |
| #farmersneedbees | | #farmersmarkets4bees |
| #ecosystemneedsbees | | #biodiversityneedsbees |
| #foodsecurityneedsbees | | |

AFMA and all participating markets are encouraged to contribute to social media posts of all **We Need Bees** Campaign activities.



Media Releases

WBF and AFMA will issue media releases promoting the **We Need Bees** Campaign and its highlights. Market managers are also encouraged to send media releases to local/regional media to encourage awareness of their **We Need Bees** Market Day activities.

The **We Need Bees** Toolkit includes a sample media release (Appendix 3) that can be amended to reflect local activities. It is provided as a guide that you can simply amend to reflect your market details. You can of course create your own media release, but please remember to acknowledge the Campaign partners.

It is requested that any media release carries the primary partner footer. A footer and Word template of the media release will be made available on registration.

Website & Campaign Resources

The World Bee Day Australia website is an events platform where people around Australia can list events that celebrate bees on or around World Bee Day.

Register your farmers' market for free here:

www.worldbeeday.org.au

A link to download your farmers' market kit and resources will be made available on registration.

Resources include:

- Pledge Form to join the Campaign (Appendix 1)
- Risk Planning Template for Bees
- **We Need Bees** Campaign Feedback Form (Appendix 2)
- Media release template (Appendix 3)
- Logos
- Bee photos
- Social media tiles
- Email footers
- Poster templates
- Banner design concepts

WBF will regularly update the site with **We Need Bees** activity news and images. It is up to all market managers to keep checking the site for updates and share relevant information and resources to WBF via info@worldbeeday.org.au

Please email **We Need Bees** news and images to info@worldbeeday.org.au and AFMA info@farmersmarkets.org.au

We Need Bees updates will be posted to the online portal as the **We Need Bees** Campaign activities unfold. The link will be provided on registration.

Pledge Form

To be part of the **We Need Bees** Campaign you will need to complete the event Pledge Form. It is included in the Toolkit (Appendix 1). **You are required to complete the details and return to WBF and AFMA ASAP before 19 April 2021.**

Return Form to:

We Need Bees 2021

E: info@worldbeeday.org.au

Cc: info@farmersmarkets.org.au

Mail: AFMA, PO Box 1101, Potts Point 2011

Campaign Reporting

All participant markets will be required to complete an event Feedback Form (Appendix 2). **Feedback forms need to be returned by 20 June 2021.**

Return Feedback forms to:

We Need Bees 2021

E: info@worldbeeday.org.au

Cc: info@farmersmarkets.org.au

Mail: AFMA, PO Box 1101, Potts Point 2011

Any Questions?

The Toolkit is intended to provide you with all the necessary information, but if you require further details, please contact:

When Bee Foundation

(Secretariat, World Bee Day Australia)

E: info@worldbeeday.org.au

T: 0436 423 429 (Naomi Swift)

AFMA

E: info@farmersmarkets.org.au

T: 0417 733 715 (Jane Adams)

Partner Acknowledgements

Please acknowledge the following Campaign partners:

Primary Partners



APPENDIX 1: World Bee Day 2021 Pledge Form

**YES! Our farmers' market wishes to participate
in the 2021 We Need Bees Campaign.**

**Please sign and return this form
before 19 April 2021 to:**

We Need Bees 2021

E: info@worldbeeday.org.au

Cc: info@farmersmarkets.org.au

Mail: AFMA, PO Box 1101, Potts Point 2011

Any questions? Call Jane Adams (AFMA) 0417 733 715

| | |
|--|---|
| MARKET NAME | |
| MARKET ADDRESS | |
| MARKET WEBSITE | |
| MARKET MANAGER NAME | |
| EMAIL For correspondence | |
| EMAIL For authorised access to Campaign Resources (if different from above) | |
| TELEPHONE | |
| WE NEED BEES EVENT MANAGER NAME If different to manager above | |
| WE NEED BEES EVENT MANAGER EMAIL If different to manager above | |
| WE NEED BEES EVENT MANAGER TELEPHONE If different to manager above | |
| WE NEED BEES MARKET DATE/S Specify dates of one (or more) We Need Bees Market Days (15–23 May) | |
| MARKET TRADING TIMES | |
| INSURANCE POLICY NO. Please also provide a copy of your market public liability insurance | <input type="checkbox"/> Policy scan attached <input type="checkbox"/> Policy mailed |
| WE NEED BEES MARKET DAY ACTIVITIES Please list and describe proposed activities (use additional page if required) | |

| | |
|---|---|
| WE NEED BEES PARTNER ORGANISATIONS We propose to partner with... | |
| PARTNER WEBSITE/S | |
| PARTNER ORGANISATION CONTACT DETAILS NAME TELEPHONE | |
| FUNDRAISER Our event will also raise money for... (provide details) | |
| PROMOTION Please indicate how you propose to promote your We Need Bees Market Day activities | |
| ATTENDANCE How many stallholders do you expect on your We Need Bees Market Day/s? | |
| How many shoppers do you expect on your We Need Bees Market Day/s? | |
| OTHER INFORMATION Please provide any other relevant information that may assist the promotion and success of this event | |
| LICENCE AGREEMENT As the official representative of this market, I agree to participate in We Need Bees Campaign and agree to the terms of participation as outlined in this Toolkit. I agree that the We Need Bees logo will only be used on market collateral in relation to World Bee Day We Need Bees activities. | Signed: Print name: Date: |

APPENDIX 2: We Need Bees

Event Feedback

As a participating market, we request you complete this brief survey before 30 June 2021. Your feedback helps us to continue to improve the support services we provide.

| | |
|---|---|
| MARKET NAME | |
| MARKET LOCATION | |
| MARKET WEBSITE Include link to We Need Bees Coverage | |
| MANAGER NAME | |
| EMAIL | |
| TELEPHONE | |
| WE NEED BEES EVENT NAME | |
| WE NEED BEES EVENT DATE/S | |
| COMMUNITY PARTNER ORGANISATION/S Please list | |
| ATTENDANCE Number of stallholders at We Need Bees market day/s | |
| Number of shoppers at We Need Bees market day/s | |
| Did your We Need Bees Market Day attract more stallholders/shoppers than a regular market day? | |
| MEDIA COVERAGE Please state names of media organisations/publications | Television: Newspaper: Radio: Newsletter: Social Media: |

| | |
|--|---|
| <p>EVENT OUTCOMES</p> <p>Please list the key outcomes/new community partnerships of your We Need Bees market events</p> <p>Please tick – or add other outcomes</p> | <div> <input type="checkbox"/> New community partnerships created </div> <div> <input type="checkbox"/> Increased exposure of our farmers' markets to community </div> <div> <input type="checkbox"/> Attraction of younger demographic of shoppers – families, youth, school children </div> <div> <input type="checkbox"/> Increased produce sales </div> <div> <input type="checkbox"/> Increased shopper numbers </div> <div> <input type="checkbox"/> Increased awareness of farm–fork fresh food access through our farmers' market </div> <div> <input type="checkbox"/> Increased awareness of bees role in providing fresh healthy food and nutrition </div> <div> <input type="checkbox"/> Increased awareness of the Australian farmers' market movement </div> <div> <input type="checkbox"/> Provided ideas for future activity </div> <div> <input type="checkbox"/> Other (please describe) </div> |
| <p>FUNDRAISING</p> <p>Did your market fundraise at We Need Bees event/s?</p> <p>How much was raised for partner project/ organisation?</p> | <div> <input type="checkbox"/> Yes <input type="checkbox"/> No </div> <div> \$ </div> |
| <p>MARKETING TOOLS</p> <p>Did your market use the We Need Bees tools/templates provided?</p> <p>Please tick tools used.</p> <p>If not, why not?</p> <p>Which tools were most helpful?</p> <p>Please explain.</p> | <div> <input type="checkbox"/> We Need Bees Logo <input type="checkbox"/> Toolkit contacts and links </div> <div> <input type="checkbox"/> World Bee Day website <input type="checkbox"/> Bee risk assessment </div> <div> <input type="checkbox"/> Pollination Dependency posters <input type="checkbox"/> Waggle Dance certificates </div> <div> <input type="checkbox"/> Media release template <input type="checkbox"/> Banner layout </div> |
| <p>ANNUAL CAMPAIGN</p> <p>Do you think We Need Bees should be an annual campaign?</p> <p>Please give reasons for and against.</p> | <div> <input type="checkbox"/> Yes <input type="checkbox"/> No </div> <p>Now tell us why...</p> |

| | |
|--|---|
| <p>PARTICIPATION</p> <p>Would your market participate in We Need Bees again?</p> <p>If not, why not? Please explain.</p> | <div> <input type="checkbox"/> Yes <input type="checkbox"/> No </div> |
| <p>SATISFACTION SCALE</p> <p>Please mark your overall satisfaction with this We Need Bees Campaign from 0–5</p> <p>5 = excellent</p> | <p>Please circle:</p> <div> <div>0</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> </div> <div> <div>Very unsatisfied</div> <div>Very satisfied</div> </div> |
| <p>CAMPAIGN SUGGESTIONS</p> <p>WBF and AFMA invite and value any suggestions for future We Need Bees activities.</p> <p>Send separate email if you wish!</p> | |

Thank you

Thank you for your market's support for **We Need Bees**, and for your time in completing this survey.

Please return ASAP before 30 June 2021 to:

E: info@farmersmarkets.org.au

Cc: info@worldbeeday.org.au

APPENDIX 3:

Sample Media Release



We need bees.

.....
FOOD SECURITY
BIODIVERSITY
ECOSYSTEM HEALTH
.....

WorldBeeDay.org.au

INSERT MARKET LOGO

Media Release

FOR IMMEDIATE RELEASE: (date)

Farmers' markets buzzing to celebrate World Bee Day 2021

(Insert Name) Farmers' Market is encouraging shoppers to wear yellow on (Insert date) to show their support for bees – Australia's hard working pollinators.

"Three quarters of our food diversity is pollinated to some degree by bees" said XXX (name), XXXXX Farmers' Market manager. "Put simply, we wouldn't have farmers' markets without bees, so it is important to acknowledge and protect them".

About one in every three mouthfuls of food we eat is pollinated by bees. Pollinator dependent crops affect 35% of global agricultural land and support the production of 87 of the world's leading food crops.

"As keystone pollinators, bees are essential to our lives," says Fiona Chambers, CEO of Wheen Bee Foundation, a registered Australian charity dedicated to bees. "They play a crucial role for our food security and diversity, and they underpin biodiversity and ecosystem health".

The European honey bee is the most widespread managed pollinator in the world. The vast majority of pollinator species however are wild, including more than 20,000 species of bee. Australia is a biodiversity hotspot and home to more than 10% of global native bee diversity.

'Australia's farmers' markets are proud to support World Bee Day 2021 and help grow awareness of the vital role bees play in our food system. AFMA salutes all the farmers' markets that have pledged to celebrate World Bee Day, yet another way the vibrant farmers' market network can support healthy food systems and healthy communities, " said Jane Adams, Acting Chairperson of the Australian Farmers' Markets Association, the national advocacy organisation for farmers' markets.

—More—

.....
Primary Partners





We need bees.

.....
FOOD SECURITY
BIODIVERSITY
ECOSYSTEM HEALTH
.....

WorldBeeDay.org.au

INSERT MARKET LOGO

XXXX Farmers' Market invites all shoppers and stallholders to wear yellow at their World Bee Market Day. There will also be [insert list of market day activities here....]

'WE NEED BEES' markets are being held across Australia as part of World Bee Day 2021 celebrations. The aim is to raise awareness of these powerful pollinators, the unique roles they play in protecting our planet, and what each of us can do to protect them in return.

(Insert Name) Farmers' Market WE NEED BEES Market Day will be held on (insert date) May 2021, from (insert time) at (insert location).

Wear yellow!

www.worldbeeday.org.au

—Ends—

MEDIA CONTACTS:

(Name)
(Farmers' Market Name)
(Mobile phone number)
(email)
(website)

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