



- Advertisement -

Honeybear Brands, Cub Foods partner in pollinator program

September 24, 2021

Cub Foods, a Midwest retailer, has jumped into the Honeybear Brands pollinator program by sponsoring five acres and is showcasing their dedication in store to help raise funds for the program. A portion of Fall in-store proceeds are being used to develop additional pollinator habitats. The pollinator habitats are planted alongside apple orchards on behalf of the retailer with subsequent social programming being shared with consumers of this collaborative partnership.



The unique alignment between Honeybear Brands and Cub comes to life in-store with displays that raise awareness about the importance of honey bee pollination and help consumers connect the dots between honey bees and apples.

Many Americans don't understand that pollinators are responsible for one in three bites of food we eat and their populations are under significant pressure. In fact, the work that a healthy hive of honey bees does to produce one pound of honey also results in the pollination of 1,000 apples!

"Cub jumped at the chance to partner with Honeybear to help solve a serious issue in our agriculture community. Honeybear is a great company and we love working with our partners especially when it comes to creative solutions that support our environment and sustainability," said Mike Stigers, Chief Executive Officer, Cub.

"We are pleased to partner with Midwest retailer Cub, the number one grocery chain in Minnesota. The grocer has already pledged to sponsor the development of local acres of pollinator habitat and to showcase the displays during the month of September. Along with the National Honey Board, we will collectively increase awareness of honey bees – which are so critical to the development of our apples. In the busyness of life, we can sometimes forget how fragile the food system can be, so

these displays are a great way to remind shoppers about the importance of honey bees and maybe even inspire them to plant their own pollinator gardens,” said Kristi Harris, Brand Manager, Honeybear Brands.

Pollinator populations are under pressure, prompting the need to help honey bee populations thrive for the future of the farming and food industry. This increase in pollinator habitats will have a positive impact on native pollinator abundance and is crucial to the food supply chain.

[Print](#)