



- Advertisement -

**Honeybear boasts supply assurance, pollinator protection**

Matching growing consumer demand for organics, the market is expected to see an annual growth rate of 8.2 percent over the next few years. With that growth comes the responsibility to offer consistent quality supply to shoppers willing to pay more for organics without a gap in supply. Those same shoppers crave information about how their food is grown and often make mindful purchases considering sustainability.

Last week [Honeybear Brands](#) returned to the Organic Products Show to meet with retail partners, new prospects and industry friends to discuss how best to meet those shoppers needs and desires, according to Don Roper, vice president sales and marketing. “This show is a chance for the industry to grow together and showcase their innovative sustainability program, as well as innovative products and packaging.”

Honeybear is continuing to increase its organic production of key apples, pears and cherries to ensure it has an organic supply in balance with current and future demand. “Our dual-hemisphere program further supports our strategy as it gives our customers the ability to offer their discerning organic shoppers the freshest supply available, at just the right time, and maintain a premium margin year round,” said Roper.

Honeybear Brands provides a fresh, year-round supply of organic apples, cherries and pears. The unique dual-hemisphere program allows our products to refresh the market just when the domestic supply begins to wane. This provides shoppers a fresh and flavorful eating experience without gapping in availability or quality. Organic production continues to increase as more Honeybear trees increase production. The company said it expects organic Gala, Honeycrisp, Granny Smith, Fujis, Pink Lady and Cosmic Crisp to be available this season.

With sustainability education and action in mind, Honeybear developed a program called Adopt an Acre to protect pollinators critical to apple production.

“Apples are reliant upon healthy populations of pollinators to do their work in the orchards,” said Roper. “We are committed to developing and maintaining healthy pollinator habitats alongside our orchards (both organic and conventional) where these critical creatures can thrive and ensure our crops are healthy and bountiful. We think it’s a message that resonates with shoppers making very intentional choices about what they are putting in their baskets.”

Partnering with key retailers, Honeybear is continuing to develop and dedicate acres of pollinator habitats to retailers. The program continues to grow, and the company expects 32 acres of pollinator habitats planted alongside Honeybear orchards by end of summer.