



We need bees.

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Media Release

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Farmers' markets buzzing to celebrate World Bee Day 2021

Farmers' Markets around Australia are encouraging shoppers to wear yellow at farmers' markets in May (15 - 23 May) 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 Jane Adams, National Spokesperson of the Australian Farmers Markets' Association (AFMA) that has partnered with the Wheen Bee Foundation in the World Bee Day awareness campaign.

Farmers' markets Australia-wide will be hosting '**We Need Bees**' market day celebrations. "Put simply, we wouldn't have farmers' markets without bees, so it is important to highlight the vital role of bees in our food supply."

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," remarked Jane Adams. "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".

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'**WE NEED BEES**' themed 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.

Participating Farmers' Markets include:

Manjimup (WA Sat 15 May)

Capital Region (ACT Sat 15 May)

Greater Whitsunday (QLD Wed 19 May)

Eungai Creek (NSW Fri 21 May)

Mt Pleasant (SA Sat 22 May)

Harvest Launceston (TAS Sat 22 May)

Coburg (VIC Sat 22 May)

Margaret River (WA Sat 22 May)

Manning (WA Sat 22 May)

Willunga (SA Sat 22 May)

Northey St Organic (QLD Sun 23 May)

Adelaide Showgrounds (SA Sun 23 May)

Eltham (VIC Sun 23 May)

Vic Park (WA Sun 23 May)

A full list of markets and World Bee Day events is available from www.worldbeeday.org.au

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