

Bring your Buzz

Celebrate World
Bee Day at a
farmers' market
18–26 May 2024
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WorldBeeDay.org.au



World Bee Day 2024

Australian Farmers' Markets Association
Communications Toolkit

March 2024

Introduction

Australian Farmers' Markets Association and When Bee Foundation are joining forces to celebrate World Bee Day from 18-26 May, to raise awareness of the important role bees play in food production.

Celebrating World Bee Day

Bring Your Buzz – 18-26 May 2024

A campaign in the lead-up to World Bee Day to encourage people to wear yellow to their local farmers' market to celebrate the important role bees play in food production, and the important, bee-friendly role farmers' markets play in the food supply chain.

This Communications Toolkit contains:

- Key messages and facts to be used when speaking about World Bee Day and the Bring Your Buzz campaign
- Bring your Buzz social media tiles and example social media posts to share the message
- Bring your Buzz newsletter copy and newsletter banners
- Bring your Buzz posters for use at farmers' markets
- We need bees posters
- We need bees social media tiles
- Free event listing link on the World Bee Day website
- Media release on Bring your Buzz and World Bee Day, to tailor to individual markets to provide to local media outlets

Key messages

- This year's World Bee Day theme is 'Celebrating bees and their vital role in global food systems'.
- Australian Farmers' Markets Association and farmers' markets across the country are proud to celebrate World Bee Day.
- Wear yellow to your local farmers' market to show your support for the important role bees play in food production.
- Shop at a farmers' market, one of the most bee-friendly ways to buy your fresh fruit and vegetables, honey and even your morning coffee, all of which depend on bees.
- We need bees. Bees play a vital role in food production and healthy diets. Two-thirds of our food production relies on bees.
- There are things you can do to support bees: Buy organic. Support initiatives that increase habitat for pollinators and improve bee ecosystems. Become a Bee Friendly Farmer. Become a Bee Friendly Farming Gardener.

What you can do to help raise awareness for World Bee Day and encourage people to celebrate at their local farmers' market

You can help by:

- Sharing social media posts about the Bring Your Buzz campaign, to encourage people to wear yellow to a market from 18-26 May
- Printing a Bring Your Buzz poster for your farmers' market or individual market stall promoting the Bring Your Buzz campaign
- Sharing the Bring Your Buzz campaign information in your farmers' market newsletter

- Sharing social media posts about World Bee Day and the We Need Bees campaign, to raise awareness of the importance of bees
- Printing a World Bee Day and the We Need Bees poster for your farmers' market or individual market stall
- Sharing World Bee Day and We Need Bees campaign information in your farmers' market newsletter

- Share this World Bee Day Communications Stakeholder Pack with anyone who might like to use the posts or posters
- Add the hashtags #bringyourbuzz, #worldbeeday, #farmersmarkets4bees #farmersmarketsbuzz, #weneedbees to any of your related social posts

Free event listing on World Bee Day Australia

All farmers' markets taking part in the Bring Your Buzz campaign or any other World Bee Day activities are encouraged to list their event for free on the World Bee Day Australia website. Events listed will be promoted across World Bee Day and When Bee Foundation channels.

[Add your farmers' market listing here](#)

Links to websites

www.worldbeeday.org.au

www.wheembeefoundation.org.au

Social media

The following copy can be used with the Bring your Buzz socials tiles (right):

[Download the social tiles here](#)

Example copy:

Wear yellow to your local farmers' market between 18-26 May to celebrate World Bee Day and show your support for the important role bees play in food production.

Visit www.worldbeeday.org.au for more information

#bringyourbuzz #worldbeeday @WorldBeeDayAustralia @wheenbeefoundation

Or

Shopping at a farmers' market is one of the most bee-friendly ways to buy your fresh fruit and vegetables, honey and even your morning coffee, all of which depend on bees.

So wear yellow to your local farmers' market between 18-26 May to celebrate World Bee Day and show your support for the important role bees play in food production.

Visit www.worldbeeday.org.au for more information

#bringyourbuzz #worldbeeday #farmersmarketsbuzz #farmersmarkets4bees

@WorldBeeDayAustralia @wheenbeefoundation

Facebook

www.facebook.com/WorldBeeDayAustralia, @WorldBeeDayAustralia

Instagram

www.instagram.com/worldbeedayaus/?hl=en



Celebrate World Bee Day by wearing yellow to your next farmers' market



Celebrate World Bee Day by wearing yellow to your next farmers' market



Newsletter copy

The following copy can be used in newsletters or EDMs, with newsletter banner (right)

[Download the newsletter banner here](#)

Newsletter copy for market managers to send to stallholders to inform them of the Bring Your Buzz campaign:

How to celebrate World Bee Day 2024



Australian Farmers' Markets Association and farmers' markets across the country are celebrating World Bee Day at any market held from 18-26 May.

AFMA farmers' market stallholders can promote the Bring Your Buzz campaign, encouraging customers to wear yellow to their local farmers' market from 18-26 May to celebrate World Bee Day and show their appreciation for the important role bees play in food production. There are social media posts, newsletter materials and posters for stallholders to share.

To request a communications pack, email [{insert farmers' market manager email here}](#).

For more information visit www.worldbeeday.org.au

Newsletter copy for stallholders to insert in newsletters to customers to inform them of the Bring Your Buzz campaign

Celebrate World Bee Day at your local farmers' market

Next month, the [{insert market name here}](#) is celebrating World Bee Day on [{insert date here}](#).

World Bee Day raises awareness of the important role bees play in food production and healthy diets. Two-thirds of our food production relies on bees.

Shopping at a farmers' market is one of the most bee-friendly ways to buy your fresh fruit and vegetables, honey and even your morning coffee, all of which depend on bees.

So come and visit us on [{day}](#) and wear yellow to show your appreciation for bees.

For more information visit www.worldbeeday.org.au

Bring your Buzz posters

This poster can be used in farmers' markets and stalls. It is available in A3 and A4.

[Download the Bring Your Buzz posters here](#)



We need bees Posters and Social tiles

This poster can be used in farmers' markets and stalls to provide more information on why it's important to celebrate bees. It is available in A3 and A4. Social media tiles are also available to share on socials.

[Download the We Need Bees posters here](#)

[Download the We Need Bees social tiles here](#)

We need bees

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

World Bee Day raises awareness of the essential role bees and other pollinators play in keeping people and the planet healthy. It provides an opportunity for communities and individuals everywhere to promote actions that protect and enhance pollinators and their habitats, improve their diversity, and support the sustainable development of beekeeping.

FOOD SECURITY
 Nearly two-thirds of Australia's agricultural production benefits from bee pollination. Bees help pollinate most of the crops we eat and many that feed farm livestock. But bee populations are under threat. Destruction of their natural habitat, intensive farming practices, and pests and diseases are just some of the factors driving a decline in the number and diversity of bees.
 Without bees, our food security is at risk.

BIODIVERSITY
 Australia is home to about 2,000 species of native bee. Native bees have co-evolved with our native flora over thousands of years. Some species of plant can only be pollinated by a particular species of bee. If that bee species dies, so too will the plant.
 Without bees, biodiversity is at risk.

ECOSYSTEM HEALTH
 Bees play a vital role in preserving ecosystem health. They provide essential pollination services for plants, contributing to plant diversity supports other essential ecosystem services that help regulate climate, purify air and water, enrich soil and recycle nutrients.
 Without bees, ecosystems are at risk.

Celebrate World Bee Day at a farmers' market, and help our hard-working pollinators.
18-26 May 2024 | WorldBeeDay.org.au

australian farmers' markets association | WHEN BEE FOUNDATION

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FOOD SECURITY | BIODIVERSITY | ECOSYSTEM HEALTH

Illustration of Hobbita (coccinella) by David Taylor

Celebrate World Bee Day at a farmers' market near you
18-26 May 2024



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FOOD SECURITY | BIODIVERSITY | ECOSYSTEM HEALTH

Illustration by Dorina Fontana

Celebrate World Bee Day at a farmers' market near you
18-26 May 2024



List your event for free at World Bee Day Australia

All farmers' markets taking part in the Bring Your Buzz campaign or any other World Bee Day activities are encouraged to list their event for free on the World Bee Day Australia website.

Market events listed will be promoted across World Bee Day and When Bee Foundation channels in the lead-up to the markets.

Registration is simple –

1. Click on the link below to go directly to the event listing site
2. Provide your email address and a password and you are ready to list your event.

[Add your farmers' market listing here](#)



Home Events Get Involved Resources News About Sign In or Register Add an Event



20 May WORLD BEE DAY

We need bees.



Media release

The following media release can be tailored to suit your farmers' market and provided to local media.

START

Celebrate the vital role bees play in global food systems

May 20 marks the seventh annual World Bee Day, and this year's focus is on the vital role bees play in global food production.

When Bee Foundation CEO Fiona Chambers says while many people have some understanding of the importance of bees, most don't know the true extent to which we depend on bees for the food we eat every day.

"Most people know bees play a role in food production, but few know the sheer scale of their contribution," Ms Chambers said.

"Here in Australia, at least 53 crops rely to some extent on bees. These include almonds, avocados, apples, berries, stone fruit and carrot, but also oilseeds such as canola, and legumes like clover and lucerne that feed farm livestock.

"Often when you sit down for dinner, the whole plate will have some link to bees."

This year World Bee Day will see a host of events and activities taking place in communities across Australia, focused on the 2024 theme - Celebrating bees and their vital role in global food production systems.

"There are lots of ways to get involved, whether it's joining a webinar, visiting a farmers' market, taking part in a community gardening session, holding a pollinator picnic or simply talking to friends and family about the importance of bees," Ms Chambers said.

As part of the World Bee Day festivities, the When Bee Foundation has once again partnered with the Australian Farmers' Markets Association for the Bring Your Buzz campaign.

This marks the fourth year of the campaign, which encourages people to wear yellow to their local farmers' markets and buy food from producers who value the role bees play in their production.

Australian Farmers' Markets Association Chairperson Jane Adams said farmers' markets are excited to support World Bee Day 2024, with celebrations taking place at markets across the country from Saturday 18 May to Sunday 26 May.

“Two-thirds of Australian agriculture relies to some extent on pollination from bees,” Ms Adams said.

“It’s thanks to bees that we have reliable access to diverse produce. Wearing yellow to your local farmers’ market and buying food from local producers is a great way to show your support for these essential pollinators.”

Farmers’ markets across the country are encouraged to register their events for free online at the World Bee Day website.

For more information visit worldbeeday.org.au

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