



THE WONDERFUL AND AMAZING HONEY BEE

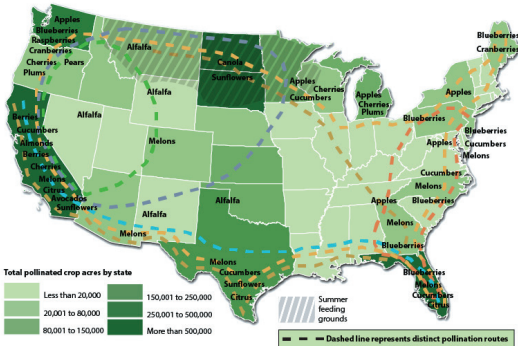


BEES POLLINATE MANY FRUITS, NUTS AND VEGETABLES



BEES VISIT UP TO **5,000** FLOWERS A DAY

BEES MUST VISIT ABOUT **2 MILLION** FLOWERS TO MAKE A ONE-POUND JAR OF HONEY



http://www.ers.usda.gov/media/1679173/special-article-september_pollinator-service-market-4-.pdf



LIKE HUMANS, BEES NEED DIVERSE NUTRITIONAL SOURCES

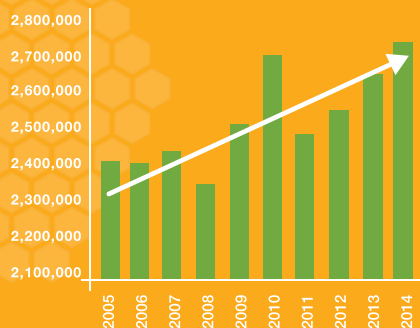


VARROA MITES WEAKEN BEES AND HELP TRANSMIT DISEASES THAT CAN WIPE OUT ENTIRE COLONIES



20+ NUMBER OF DISEASES IMPACTING BEES

HIVES ARE STABLE AND GROWING



2.74 MILLION U.S. HONEY BEE COLONIES IN 2014, UP 4% OVER 2013, REACHING THE HIGHEST LEVEL SINCE 1994

THERE'S MORE TO DO



HELP US GROW 50 MILLION FLOWERS TO FEED BEES AT FEEDABEE.COM



FOR NEARLY 30 YEARS BAYER HAS BEEN DEDICATED TO BEE CARE RESEARCH, INCLUDING PRODUCTS TO COMBAT THE VARROA MITE



A COLLABORATIVE RESEARCH INITIATIVE LED BY BAYER CROPSCIENCE AND INDEPENDENT BEE EXPERTS FOR IMPROVING THE HEALTH OF HONEY BEE COLONIES BY 2020