

Cheerios: Bees & Trees

Do you like to plant flowers? Do you like Cheerios? General Mills, the company that makes Cheerios and Nature Valley granola bars, has had a program to help bees for a few years now. Here are some interesting facts about bees and ways you can do your part to help bees thrive.

Cheerios and Nature Valley are celebrating Earth Day this year by partnering together to do good by supporting initiatives that help bees and trees.



Nature Valley supports the trees.

Nature Valley is supporting The Nature Conservancy by helping to plant 100,000 trees around the U.S.

Cheerios continues its commitment to help the bees.

Last year, Cheerios planted 1.7 billion seeds of pollinator plants and we're doing more.

By 2021 our oat farms will host about 3,300 acres of nectar- and pollen-rich wildflowers, which are full of the nutrients bees and other pollinators need to stay strong. Working with the [Xerces Society](#), we have already made amazing headway by engaging dozens of oat farmers with active work to get more habitat planted on their farms.

This work is literally changing the landscape for bees in some of the major oat growing regions of the north-central United States and central Canada. [Learn More](#)

We Need the Bees



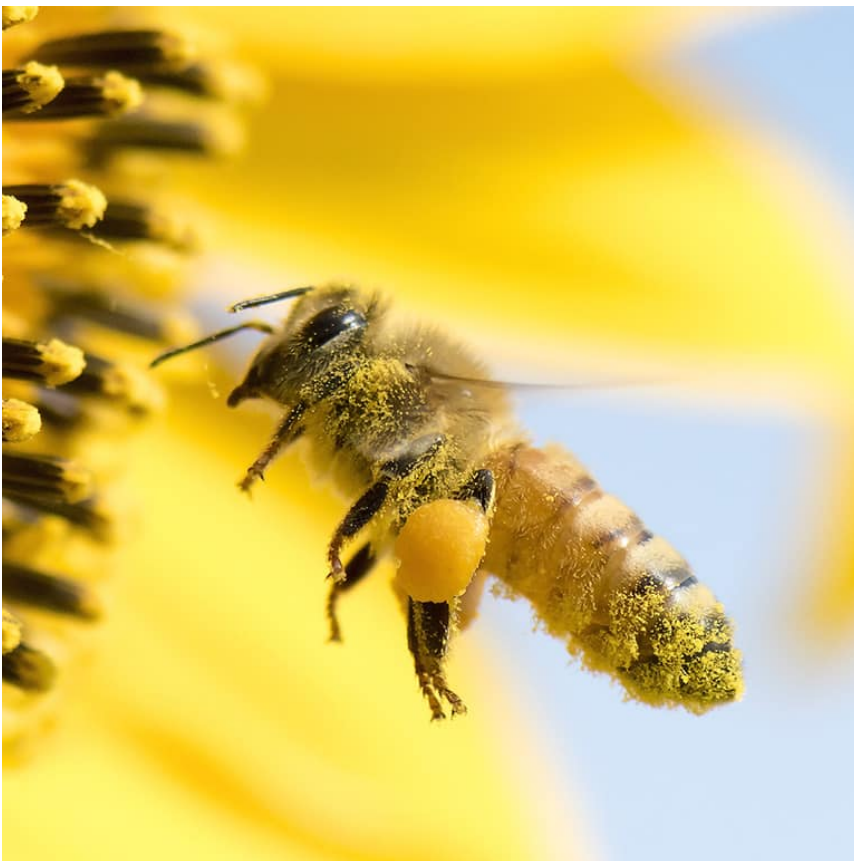
People need bees. And now bees need people.



1 in 3 bites of food we eat is made possible by bees and other pollinators²



44% of bee colonies in the U.S. collapsed in 2016³



More than two thirds of the world's crop species rely on pollinators⁴

You can create your own pollinator habitat.

Here are a few tips to help make your own yard into a home for pollinators.

- Leave patches of bare ground and brush piles in an area free from pesticides.
- Plant flowers! They provide the nectar and pollen that pollinators feed on.
- Make sure to grow a mix of flowers, shrubs, and trees with overlapping bloom times to support pollinators from spring through fall.
- Learn about what plants are best for your region by visiting the Xerces Society website [Pollinator Conservation Resource Center!](#)

Pollinator Questions and Answers

Q: How many species of bees are there in the US and Canada?

A: There are 3,600 species of bees in the US and Canada.

Q: How many miles can a bumble bee fly?

A: A bumble bees can fly a mile or two to forage.

Q: What percentage of flowering plants in a pollinator?

A: Over 85% of flowering plants need a pollinator.

Thanks for doing your part!

1. Pollinator Health Task Force, “National strategy to promote the health of honey bees and other pollinators” (White House, Washington, DC, 2015).
2. Klein, Alexandra-Maria et al “Importance of pollinators in changing landscapes for world crops.” Proceedings of the Royal Society of London B: Biological Sciences 274,1608 (2007).
3. <https://beeinformed.org/2016/05/10/nations-beekeepers-lost-44-percent-of-bees-in-2015-16>
4. <http://www.xerces.org/pollinator-conservation>

Source: <https://www.cheerios.com/bring-back-the-bees/>