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The Bee Corp

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2022 Pollination Prices

Keeping you (and us) up-to-date as we head into 2022 Pollination Season!

We like to keep ourselves up-to-date on the latest industry trends and prices just as much as you. We have collected a small sample of growers and beekeepers self-reported data on pollination prices.

In fact, we have done a pricing analysis for the past four years (2019, 2020, 2021, 2022). What have our results shown?

If you're renting hives for pollination, you get what you pay for.

[Read about 2022 Almond Pollination Prices](#)



Come see Ellie speak at World Ag Expo

The Bee Corp founder and CEO, **Ellie Symes**, will share pollination optimization for all growers based on learnings from almond growers: it will cover pollination and beekeeping essentials, contract best practices, hive grading and the decision to rent hives or not. The seminar will also cover topics in pollination optimization including how many hives to rent, what hive strength to demand, where in the orchard to place them and how growers are experimenting with this input. The information comes from case studies and experience working directly with growers in several specialty crops.

Where: **World Ag Expo**

When: **February 8, 2022 at 3 p.m. (Pacific)**

What: **Pollination: How to Optimize this Essential Input**

Booth: **#1021**

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WE WOULD LOVE TO CHAT!



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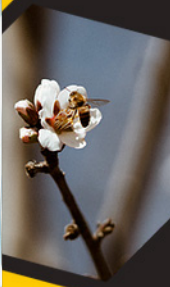
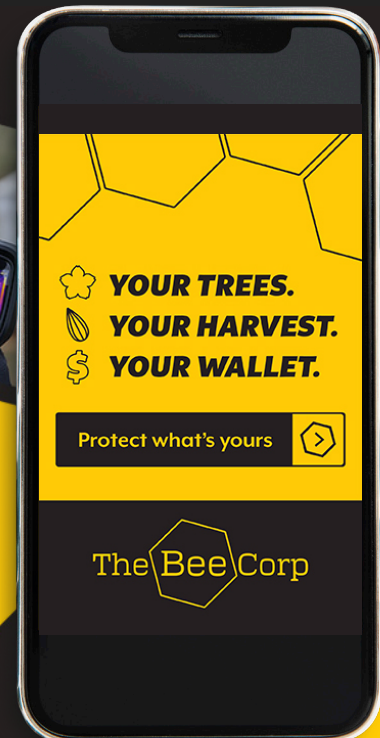
The Bee Corp



SEE YOUR YARDS SEE YOUR HIVES SEE YOUR RESULTS

The Bee Corp

Never open a hive



FLI'D

An Outreach Campaign with Significant Buzz

The Bee Corp
Digital Targeting

Optimize digital tactics
click-through rate by

200%

over the past 6 months

1,454,969

impressions from
digital tactics since
September 2021

2,543

clicks from digital
tactics since
September 2021

THE CHALLENGE

The Bee Corp develops technology to help beekeepers and pollination-dependent growers, primarily focusing on almond and berry industries, to maximize their pollination potential and protect their yields. The company's centerpiece technology is Verifli, a digital tool used to grade hives in order to give the users insights through a digital metrics dashboard to provide details about bee flight hours, hive strength and information about each site. To raise greater awareness of the technology among its target audience, The Bee Corp sought BLNKPG's assistance in reaching beekeepers and those who work with them who might not have heard of either The Bee Corp or Verifli.

THE IDEA

BLNKPG chose a holistic outreach strategy through digital tactics such as programmatic ads and email campaigns. Through a paid targeting list, contacts were divided into three categories: cold (likely had never heard of The Bee Corp or Verifli), warm (may have been aware of the company and Verifli), and hot (likely were aware of both). The three groups received email messages appropriate for their level of awareness and customized CTAs based on their engagement level. Users were later targeted again with programmatic ads through a variety of digital strategies including geofencing, site retargeting, paid targeting list and third-party data. Additionally, the audience was reached through search retargeting by a comprehensive digital search term list of nearly 300 bee, hive grading and almond-related keywords and phrases.

THE PAYOFF

Nearly 1.5 million impressions of the digital messages have been logged on industry contact devices since September 2021, with an optimized click-through rate increasing 200 percent over a six-month period. While initial email message open rates and engagement from recipients was very good, the numbers continue to remain high with monthly follow-up messages.

Let us tell your success story.

With a team of ag-centric agency veterans, BLNKPG has a passion for all things rural and sharing the stories that help support both its legacy and growth. Developed with a client-partnership mentality, BLNKPG is dedicated to driving results based on fresh ideas.

A BLANK PAGE IS THE BEST PLACE TO START.

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