

BeeHero launches Pollination Insight Platform (PIP)

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In-Field Sensing Solution Monitoring Pollinator Activity to Improve Crop Pollination



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BeeHero, the pioneer of data-driven precision pollination, has developed a digital solution that collects data about pollinator behavior and environmental conditions to give growers actionable, AI-powered insights, improving pollination and crop yield in real time and adding to the world's largest bee activity dataset.

BeeHero is redefining pollination in commercial agriculture by introducing Pollination Insight Platform (PIP), an in-field sensing solution that measures pollinator activity in crops to improve pollination and increase yields. PIP utilizes BeeHero's patented in-hive sensors, which provide valuable in-field sensing capabilities for a variety of seed, row, and specialty crops, to enable real-time, data-backed decisions by growers. The new technology builds on and will also contribute to BeeHero's dataset of bee behavior, the largest such database in the world, fueled by the 200K hives under BeeHero management.

About 75% of major food crops rely on pollinators, the most important one being bees. By understanding the rate at which bees visit those required crops, growers can gauge the efficacy of pollination and identify potential issues in the process, allowing them to take proactive measures to enhance results.

BeeHero is using advanced data analytics, artificial intelligence, and low-cost IoT sensors, BeeHero brings transparency and efficiency to the complex logistics of commercial crop pollination. Its Precision Pollination as a Service (PPaaS) results in better crop yields and increased profits for commercial crop growers and agribusiness stakeholders. Their precision pollination solution is rapidly evolving into the backbone of the data-driven approach needed to build a resilient and future-proof sustainable agriculture ecosystem. The company is headquartered in Fresno, California, with offices in Palo Alto, California and R&D in Tel Aviv, Israel.

BeeHero's simple, plug-and-play in-field sensors measure bee activity, including bee visits to flowers and other bee behavior, as well as environmental conditions. Leveraging AI-powered analytics, the data - which was previously collected manually in an inefficient and incomplete manner - is transformed into actionable insights that support real-time decisions by growers to significantly improve crop yield. The activity reported by the sensors is easily accessible through a mobile device that serves as an effective management tool, helping growers keep track of dates, hive placements, and pollination strength.

Omer Davidi, Co-Founder and CEO of BeeHero, "The new platform empowers growers with crucial knowledge about the actual bee activity in the field - with huge positive implications for seed, row, and other crops. We look forward to continuing to push the boundaries of what's possible, driven by our innovative spirit and unparalleled bio research team, to serve growers and beekeepers across the globe."