

BeeHero launches pollination research stations (PRS) in the U.S.

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BeeHero, the pioneer of data-driven precision pollination, announced the launch of its groundbreaking Pollination Research Stations (PRS). With three Pollination Research Stations situated in California's Central Valley, BeeHero's innovative data platform now provides unprecedented ability to track and monitor bloom progress and bee activity in the world's most important almond-producing region.

Approximately 75% of crops grown for human consumption rely on pollination, underscoring the process's critical role in global food security. Understanding pollination progress is essential for effective pollination, as it allows growers to optimize their timing and allocate resources efficiently to best sustain their agricultural operations and maximize yield potential. However, most growers lack visibility into these processes, often requiring them to rely on their best guesses and approximations, all while managing unpredictable weather and the ongoing challenges of day-to-day operations.

BeeHero's Pollination Research Stations deliver real-time, accurate, and extensive data on bloom progression and bee activity, providing unprecedented visibility for growers who previously operated with minimal data. Harnessing advanced scientific monitoring techniques and AI analysis, the stations collect data that is analyzed to provide invaluable insights via a public dashboard, enabling any local grower or other agricultural stakeholder to refine their practices, mitigate risks, and boost pollination. By making this information available at no cost, BeeHero is helping agriculture industry players make informed decisions, adapt to changing environmental conditions, foster more resilient and sustainable agricultural practices, and improve yield potential.

Each Pollination Research Station is fully equipped with precision instrumentation tailored to deliver comprehensive and accurate real-time data, including:

- **Weather Monitoring Equipment:** Alerts growers to potential frost advisories, ensuring proactive measures can be taken to safeguard crops.
- **Bee Counters:** Provide highly accurate bee flight times, enabling the precise tracking of pollination activity to the single bee level.
- **Scales:** Offer insights into colony weight gain, a key indicator of foraging and pollination effectiveness.
- **Cameras:** Deliver visual confirmation of bloom progression throughout California's orchards, enhancing monitoring capabilities.