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# Hazera and BeeHero to evaluate precise pollination strategies in global seed production

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Hazera, a global vegetable seeds company and part of Limagrain Group's vegetable seeds division, andÂ BeeHero, the pioneer of data-driven precision pollination, announced a collaboration to evaluate BeeHero'sÂ Pollination Insight PlatformÂ (PIP) for monitoring pollinators in seed production fields around the globe.Â This collaboration is the result of several years of joint efforts, including the use and evaluation of PIP in various seed fields.

Avi Gabai, Production Research Manager at Hazera says "As a leading company in the vegetable seed industry and part of the global Limagrain Group, we are excited to collaborate with a company specializing in precision pollination. Our ongoing collaboration with BeeHero since 2019 demonstrates that BeeHero's technology can address one of the most critical challenges in modern agriculture â?? pollination. BeeHero's technology can improve pollination efficiency, hive quality, and address the issue of bee colony loss."

Efficient pollination is essential for seed production and agriculture in general, affecting yield and crop quality. ApproximatelyÂ 75%Â of major food crops depend on pollinators, with the honeybee being one of the most important

pollinators in nature. The modern pollination industry, based on the transportation of beehives to fields during the pollination season, faces challenges such as declining bee populations and hive strength. Therefore, improving pollination efficiency is crucial to ensuring crop yield and quality. This is equally true for crops used in seed production, which have high economic value and strategic importance for human survival.

The Pollination Insight Platform (PIP) developed by BeeHero aims to ensure the pollination process and to provide real-time actionable information to farmers. This system includes IoT sensors installed in fields that collect various data on pollinator activity, the extent of flower visits where pollination occurs, and changing environmental conditions. This information is translated into actionable insights using artificial intelligence to improve pollination efficiency. Until now, this data was collected manually, partially, and inefficiently, so this solution can help farmers increase their overall productivity. The PIP system complements BeeHero's in-hive sensors, enhancing their functionality.

The current collaboration between the two companies includes monitoring seed production fields in Israel and France, with plans to expand to additional regions in future seasons. The sensors installed in these fields measure bee activity, pollination distribution, bee behavior throughout the day, and other insights transmitted in real time to farmers, enabling them to maximize pollination capabilities in their fields â?? and consequently, the yield and quality of the seeds.

Omer Davidi, CEO and Co-Founder of BeeHero explained â??Hazera combines extensive knowledge in seed production with advanced sensor technology and AI-based analytics to drive significant improvements in crop yield and quality while promoting sustainable agricultural practices. PIP allows for efficient pollination management for the first time, demonstrating how data and technology can advance an industry that has so far operated without measurement and transparency.â?