



**MONOPRIX COMMITS TO THE BEE FRIENDLY® LABELLING SCHEME: the French beekeepers organization UNAF and BEE FRIENDLY Association recognize the retailer's commitment to protect pollinators and ban neonics**

**A few days from the resumption of proceedings on neonics ban in France, UNAF and BEE FRIENDLY wish to showcase an exemplary commitment in favor of a more respectful production system. Monoprix just signed a 3-year partnership with BEE FRIENDLY in order to help 30 of the retailer's suppliers producing fruits & vegetables without neonics and upgrade to compliance with the specifications of the BEE FRIENDLY® certification.**

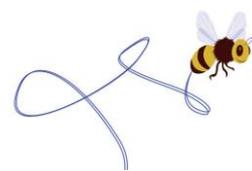
Monoprix gathered 30 suppliers (representing 13 different fruits and vegetables) under the banner «Agricultural Partnerships» in order to accompany them towards better agro-ecological practices and a better consideration for bees and pollinators. Specifically on this latest aspect, **Monoprix decided to join forces with BEE FRIENDLY whose charter of quality includes a black list of banned pesticides such as neonics and 24 other bee-killing pesticides** (1).

During 3 years, agronomists and other scientific experts will help their suppliers to successfully convert to the BEE FRIENDLY® production criteria and scheme. Two of the suppliers already announced their willingness to convert quickly to BEE FRIENDLY specifications: an apple-producing cooperative in Haute-Vienne (Center of France) and a tomato producer in Ile-et-Vilaine (West of France). The first BEE FRIENDLY®-labelled products are expected to be on the Monoprix shelves as early as October 2016.

**Bertrand Auzeral, Chairman of the BEE FRIENDLY Association** explained: «We wish to recognize the exemplary commitment of Monoprix to convert a significant part of their fruits & vegetables supply to meet the production criteria of the BEE FRIENDLY® labeling scheme. Monoprix appreciates the consumers growing expectation for products produced in a way more respectful of pollinators and more generally environmentally friendly.»

**For Gilles Lanio, Chairman of UNAF**, «A few days from the resumption of proceedings on neonics' ban, Monoprix's commitment provides an important reminder our deputies that banning neonics and 24 other bee-killing pesticides is not only vital but also an commercially viable option. »

**Walter Haekefer, President of the European Professional Beekeepers Association**, said: "We are very pleased to see that the success story of the BEE FRIENDLY label is continuing and significantly expanding in France. Several major retail chains in Germany have been carrying BEE FRIENDLY® dairy products since 2010. So we know, that this approach works to the benefit of farmers, consumers and the beekeeping sector."



## Regarding BEE FRIENDLY®

The label has been developed and managed by the BEE FRIENDLY Association, created in 2011 by 3 European beekeepers organizations : **Union Nationale de l'Apiculture Française** (UNAF) in France, **Unione Nazionale Associazioni Apicoltoritaliani**(UNAAPI) in Italy, **Deutscher Berufs und Erwerbsimkerbund e.V** (DBIB) in Germany.

The European labeling scheme BEE FRIENDLY® aims at encouraging agricultural producers to improve their practices towards more respect for bees and wild pollinators.

In order to do that, a charter of quality of 28 precise criteria structured in 5 thematic (**traceability, pesticide use, GMO use, biodiversity, partnership with local beekeepers**) has been designed.

The label is audited every year by an independent certifier. It gained institutional acknowledgement in France within the French Agriculture Ministry and the French Environment Ministry.

BEE FRIENDLY label is now on 3 products categories: fruits & vegetables, dairy products and wine.

In France, *Les Vignerons de Buzet*, a wine-growing cooperative in South-West of France, is committed to BEE FRIENDLY wines for the last 2 years.

## Regarding MONOPRIX

Monoprix is leader in town centers retail and is implanted in more than 250 cities in France thanks to its 6 trading names. Subsidiary of the Casino group, Monoprix owns more than 600 shops and works with more than 21 000 people. It achieved a 5-billion euros turnover in 2015.

## Regarding UNAF

The National Union of French Beekeeping (UNAF) is a professionally organization fighting for protecting bees and defending French beekeepers since 1946. It represents more than 22,000 beekeepers today. [www.unaf-apiculture.info](http://www.unaf-apiculture.info)

## More information on:

- BEE FRIENDLY® labelling scheme: [www.certifiedbeefriendly.org](http://www.certifiedbeefriendly.org)
- (1) BEE FRIENDLY® black list of banned pesticides:  
[http://www.certifiedbeefriendly.org/wp-content/uploads/2015/11/BF\\_ListeNoire\\_112015.pdf](http://www.certifiedbeefriendly.org/wp-content/uploads/2015/11/BF_ListeNoire_112015.pdf)

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