

Bee Washing – How It Is Hurting The Bees And Deceiving Consumers?

Amid the concern over the loss of honey bees, a far calmer yet just as devastating loss is happening among lesser-known native bee populations. Wild local honey bees are vital to fertilizing plants. Unfortunately, their populations are declining because of a warming environment, pesticide harm and absence of blossoms, and other ecological pressures.

Concern around declining honey bee populaces universally has turned into an ecological issue of standard significance. Policymakers, researchers, ecological non-government associations, news sources, and general society have shown incredible interest in protection activities to help pollinators. Similarly, as with numerous natural causes, greenwashing, or 'honey bee washing,' has become raging for this situation. Honey bee washing can prompt negative results, including misallocation of assets, misinformation, increasing threats, and guiding public comprehension and environmental policy away from evidence-based decision-making.

Bee washing is a kind of marketing strategy using the plight of bees to delude consumers. While many people are concerned about honey bees, it's also significant to recognize the risk that native bees face.

Has Honey Bee Become A Branding Tool?

Honey bee washing is a term begun by scientists at York University in 2015 portraying the use of honey bees by retailers to misdirect purchasers. Honey bee washing is a type of greenwashing, a depiction conceived by environmentalists to characterize an advertising spin that convinces general society to imagine that an item is harmless to the ecosystem. Instances of greenwashing may incorporate green bundling or the term clean coal to attention from a highly polluting process. Charlotte de Keyzer, is a doctoral candidate at the University of Toronto, created a site, [honey bee washing.com](http://honeybeewashing.com), to notice honey bee-related advertising practices and document examples of how bees are mischaracterized for profit.

Organizations and associations use honey bee washing to help their picture, exploiting the public's absence of information on local honey bees. The first fact is that the majority of the bee species are not honey bees, and a couple of types make honey. European honey bees, the cultivators of almost 150 million pounds of honey created in the U.S. in 2017 alone, are controlled honey bee animal categories.

European honey bees are local to Europe and have been reproduced and shipped overall for quite a long time. The U.S. imports European honey bees to fertilize crops. Simultaneously, there are 4,500 local honey bees in the U.S. Furthermore.

In contrast, local honey bees don't deliver honey for human use; they are significant pollinators and a crucial piece of our biological system.

How To Save Bees & Help Them Flourish?

Given the unsafe acts of regular honey bee washing campaigns, what are a few better ways for enterprises to assist with saving wild honey bees? A few organizations include land use and wild honey bee habitat destruction for development, resource extraction, farming, or different purposes.

For organizations not straightforwardly associated with land use or habitats, cash utilized on honey bee-focused missions would be used in a better way if donated to conservation groups for local wild bee habitats.

However, the answer to honey bee decline doesn't be guaranteed to lie with enterprises. By spreading more and more information about honey bee washing, researchers are raising awareness about bee-washing and preventing well-meaning consumers from being misled by such campaigns. In addition, there are numerous ways for individuals to help honey bees without any purchases required.

For example, embracing less disruptive gardening practices, such as mulching less - reestablishes wild honey bee habitats, particularly for honey bees living underground.

According to **Mr. Basem Barry**, founder & CEO of [Geohoney](#), to help wild bees flourish and prevent them from hurting plant native plant species that can go about as hosts for wild honey bees. Numerous wild honey bees have developed to be particular for explicit local plants as hosts, so developing species designated toward the wild honey bee species in your space can be especially advantageous.

It is also good to leave plant stems and dry trash in your nursery as local honey bee habitat. Reestablish or safeguard everyday natural surroundings. Support natural farming when you purchase food. Organic farming plans to kill the use of pesticides that hurt honey bees. It is not necessary to practice beekeeping but doing small things to support the populaces of local honey bees that already call your backyard home will significantly help save them.