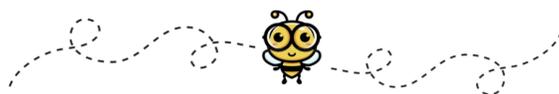For Immediate Release
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BEE SMART

From our hive to yours, the app that connects bees to blueberries, one sweet deal at a time

Athens, GA — Bees and blueberries are a match made in honey and harmony, and **Bee Smart** is here to form those connections. **Bee Smart** is an app for Georgia beekeepers to forge business partnerships with Georgia farmers. The app will feature mechanisms for beekeepers to easily compare costs and rewards in partnering with growers in the state.

During pollination season, Georgia beekeepers send their bees across the country to help California crops, particularly almonds, but this journey, more than 2,000 miles long, incurs substantial damage to the bees, along with a hefty price tag. What if bees could stay and do their job from Georgia's backyard?

While Georgia is known for its peaches and peanuts, the state boasts an impressive variety of crops that can rival California. Blueberries, in particular, are ripe for business opportunities. This app will help Georgia beekeepers determine which partnerships will yield the best benefit for their bees.

"In an industry that is so important to our local and national agriculture, there is a clear and strong need for a powerful tool that can aid in decision making. We are so excited to aid in that quest to develop and disseminate such a tool!" said Enid Truong, project manager of **Bee Smart**.

Beekeepers can find this app on the App Store for iOS systems. All they have to do is install, calculate estimates based on their desired parameters, and buzz away!

"When I had to ship my bees across the country, a good portion of them would come back weak or dead. I feel much better with this app and connections to keep my business in Georgia," said Bernard Beesley, a local beekeeper in Athens.

Inspired by renowned University of Georgia bee scholar Keith Delaplane, **Bee Smart** is an app *for beekeepers by bee experts.* Connecting bees to crops in Georgia will establish roots for a more sustainable financial and environmental future. From beekeepers and bees to farmers and crops, **Bee Smart** provides a platform to forge lasting connections for generations of pollinators to come. *Join us in getting beekeepers from point A to point Bee.*

FREQUENTLY ASKED QUESTIONS

For more information, reach out to Bee Smart Project Manager Enid Truong (etruong@uga.edu)

Who is this app for?

Bee Smart is designed for beekeepers to find the best partnerships with Georgia farmers that can meet their needs. Beekeepers can easily calculate revenue projections for potential partnerships.

Where can I download the app?

The app can be found on the Apple iOS App Store.

How do I sign up to use the app?

After downloading Bee Smart, the user can create a profile and customize several factors, such as how large their bee colonies are or where they are located in Georgia. These variables will be used in the app's calculations and suggestions for connections.

Where can I find/update my information in the app?

The app's calculations for the user's predicted performance can be found under the Home tab where their information and related profits are displayed. Users can update their information under the My Profile tab.

I'm a beekeeper! What features on this app can help my business?

The app can be broken down into two categories: calculations and connections. First, the app will help beekeepers calculate revenue estimates with certain growers across the state. Second, the app will facilitate these connections with growers to strengthen the economic bonds of beekeepers and farmers in Georgia.

I thought Georgia was the Peach State! What do blueberries have to do with Georgia?

Georgia ranks among the top blueberry producers in the nation! Grown primarily in South Georgia, blueberries are harvested from [late-May to mid-July](). The University of Georgia is also a leading research institution for both [blueberries]() and [bees]().

What does pollination season look like in Georgia?

Bees are [busiest](#) from April to May, and wind down by August. This aligns with Georgia's blueberry growing season, and the business facilitated by this app will ensure happy bees and blueberries.

What are the costs of transporting bees?

Beekeepers typically find trucking companies to transport their bees, and various crop growers can rent bees for a pollination season. The current model, where bees are transported to California, incurs transportation costs and harms the well-being of the bees. Bees weaken during extensive travel and are unable to perform optimally when they return to Georgia. Connecting these entities through an app will establish environmental and financial benefits in the long run.

Who's bee-hind the app?

Dr. Keith Delaplane, a renowned bee scholar and professor at UGA, is presenting this app as part of a grant proposal. He saw a discrepancy between Georgia growers and beekeepers, and sought to bridge their interests through an online platform. The UGA New Media Institute capstone group worked with Dr. Delaplane to create this app.

I'm not a beekeeper. How can I still support the bees and environment?

Buy local! Your local beekeepers are probably working with farmers in your area, especially during pollination season. You can easily find local beekeepers and farmers at your neighborhood farmers markets or grocery co-operatives. Try to learn what crops are in season, so you can buy accordingly. For example, berries in Georgia grow in the summer, so blueberries in your grocery store during the winter might not be the best option.

- You'll write a one-page press release and an accompanying FAQ written to be shared a bit after the successful release of your (future) final product.
- For the press release, write "an internal press release announcing [your] finished product… 'centered around the customer problem, how current solutions (internal or external) fail[ed], and how the new product [blew] away existing solutions.'"
- The following outline might help:
    - Heading — Name the product in a way the reader (i.e. your target customers) will understand.
    - Sub-Heading — Describe who the market for the product is and what benefit they get. One sentence only underneath the title.
    - Summary — Give a summary of the product and the benefit. Assume the reader will not read anything else so make this paragraph good.
    - Problem — Describe the problem your product solves.
    - Solution — Describe how your product elegantly solves the problem.
    - Quote from You — A quote from a spokesperson in your company.
    - How to Get Started — Describe how easy it is to get started.
    - Customer Quote — Provide a quote from a hypothetical customer that describes how they experienced the benefit.
    - Closing and Call to Action — Wrap it up and give pointers where the reader should go next.
- Other guidelines: be concise and avoid jargon.
- For the FAQs, aim for two or more pages of "frequently asked questions that customers can be anticipated to have about the offering, and their straightforward answers."
- Read more about Amazon's PR/FAQs here, here, and here (quotes above sourced from these articles).
- Submit your project plan as a PDF in this Google Drive Folder
    - Use the following naming convention: Project Name_Deliverable Name
    - Acceptable Example: Travlr_Exploratory Research
    - Unacceptable Example: Exploratory Research 9.10