



LONG LIVE THE BEES

How Nature Nate's Honey Co. prioritizes honey bee health through partnerships with responsible beekeepers, industry-leading standards and investments in research.





AT NATURE NATE'S HONEY CO., our hardest working team members are the bees. Because of everything they do for us, we aim to support their health and well-being wherever we can. We believe that top-quality honey and healthy bees are synonymous. In providing authentic honey from trustworthy beekeepers, we are able to care for the bees and provide our customers with their natural bounty. Our honey profits turn outward to support bee health research and those making a positive impact on bee populations.

Under our Long Live the Bees program, with the help of expert partners, we've launched new initiatives that allow us to support healthy bees and clean honey. We proudly promise to know where our honey comes from, what's in it and how the bees are treated in the process.

We care about bee health so much that we're committed in ways that go far beyond a simple donation—it governs our operations and the way we bring you honey.



Responsible **BEEKEEPERS**

BEE HEALTH BEGINS WITH BEEKEEPERS

Providing sustainable, ethical honey starts with supporting trusted beekeepers. Nature Nate's works with vetted beekeepers across North America who share our mission to take care of bees. They've made a career of tending bees, some of whom are legacy beekeepers whose families have been in the industry for generations. Their dedication to the craft allows Nature Nate's to provide farmer's market quality honey year round.

After working with a group of beekeepers for over a decade, we have established trusted partnerships founded on a mutual commitment to providing high-quality, ethically sourced honey. These same standards apply to new beekeeper partners as we seek to grow the amount of sustainably sourced honey available. To maintain the authenticity of our growing network, we use industry-leading testing practices to ensure that the honey we receive does not include common pesticides, herbicides and/

or antibiotics. By maintaining close relationships with our trusted beekeeping partners, we can positively influence the trajectory of bee health.



Nathan Sheets, CEO of Nature Nate's Honey Co., visiting Mike Paradis, seventh-generation beekeeper

MEET THE PARADIS FAMILY: *8 Generations of Responsible Beekeepers*

Nature Nate's is proud to partner with Paradis Honey, a family-owned beekeeping business for eight generations. With 3,500 colonies, they produce white clover and canola honey, which we feature in our Nature Nate's classic blend.

Jean Luc Paradis, a sixth-generation beekeeper, is responsible for queen grafting, business management and imparting his generational beekeeping wisdom to his son and grandson. His son, Mike Paradis, manages the day-to-day operations of their beekeeping organization. 23-year-old Tyler Paradis, works alongside his father and grandfather learning the ins and outs of beekeeping to eventually take over the family business.



Nature Nate’s beekeeping partner, Gilbert Wolfe, gives CEO Nathan Sheets a tour

MEET THE WOLFE FAMILY:
A Summer Job Turned Love for Bees

Nature Nate’s is honored to call the Wolfe family one of our beekeeping partners. Gilbert Wolfe’s interest in beekeeping began at age 17 after a summer job with a local beekeeper. From that experience, he decided to make beekeeping his life. He began keeping 50 hives in his father’s wooden granary, eventually working up to 300 hives. He was only 20 years old at the time. In 1992, Gilbert bought a 4,000-hive apiary and continued developing his company. He and his wife Sharon work hard to maintain the quality of their honey and reduce the carbon footprint in their company’s operations.

EXPERIENCED KEEPERS KNOW THEIR BEES

In order to maximize bee pollination and keep hives healthy all year long, professional beekeepers migrate hives to warmer locations where the bees can pollinate crops while



helping farmers with pollination. Some bee-favorite locations for pollination and honey production are California, Texas and North and South Dakota. Canada also has optimum areas for honey production, and Nature Nate's is proud to partner with beekeepers all over North America.

Stationary bees do not survive well in colder temperatures and therefore don't always live through the winter. This is why it's typical for hobbyist beekeepers to lose the greatest number of hives in the first quarter of the year, January through March, because of cold temperatures and lack of proper preparation for winter. Hobbyist beekeepers are also at risk of hive death because of poor preparation against Varroa mites.

Career beekeepers, however, have the knowledge and training on best beekeeping practices to migrate their hives to warmer climates and avoid the cold temperatures in winter. The result of professional practices like these is lower hive deaths among professional beekeepers with five colonies or more.*

Continuing education among both professional and novice beekeepers is one of the most important steps in creating a world of healthy bees.

*Source <http://usda.mannlib.cornell.edu/usda/current/Hone/Hone-03-14-2018.pdf>



Industry-Leading **STANDARDS**

UNADULTERATED, 100% PURE HONEY - GUARANTEED

While we place significant trust in our beekeepers, we still test the honey we receive to guarantee proper handling. Our food-scientist led quality assurance team runs thorough in-house tests to reject adulterated honey as we receive it. Reports offer a read on honey's color, moisture, acidity and gluten. The honey is then sent to accredited third party labs to be tested for corn and rice syrup adulteration, sugar content and presence of common pesticides, antibiotics and lead. We also test the origin of the pollens found in the honey. These tests give us the confirmation that the honey we receive is guaranteed unadulterated, 100% pure honey. This is the only honey that makes it into a Nature Nate's bottle.

Maintaining strict QA standards not only allows us to provide our customers with the highest quality honey possible, but also creates an industry-leading standard for honey production. By allowing only the purest honey in our bottles, we're supporting honey bee health to a large population of bees throughout North America.



KEEPING OUR HONEY 100% PURE

We continue to do our part in keeping honey as bees intended by processing as little as possible. Raw honey in its natural form is solid, or crystalized, so we gently warm what we receive from beekeepers, simply to make it viscous enough for bottling. While overheating and pasteurizing speeds up production time, it also kills enzymes and vitamins naturally found in honey. We take our time.

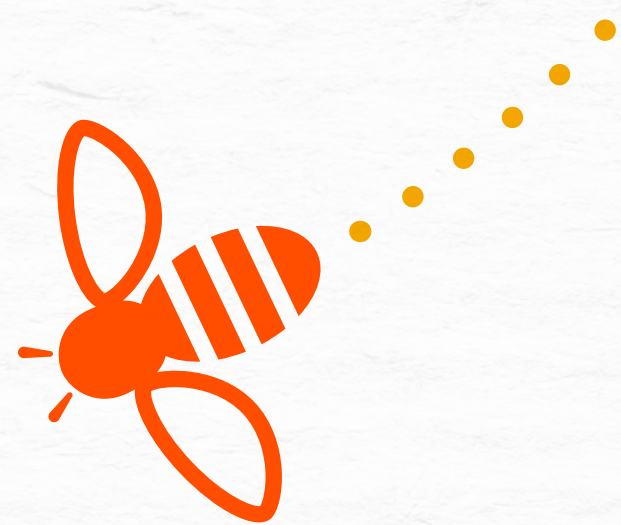
The only other step we take in the bottling process is gently straining to remove any large leftover parts from the hive such as beeswax and bee parts. Rather than ultra-filtering or overheating our honey for faster bottling, we preserve the greatness of natural honey, which means taking our time.



THE RESULT OF PARTNERING WITH TRUSTWORTHY BEEKEEPERS AND MAINTAINING RIGOROUS TESTING IS AN ETHICAL, WELL CARED FOR PRODUCT FROM WELL CARED FOR BEES.



The future of **HONEY**



THE RECENT DECLINE IN HONEY SUPPLY

Honey production has been down a shocking 49% in the last twenty years*. Less honey has been available, and more people have been consuming it. In fact, the production trend is continuing its decline, while consumption is at an all-time high. This low-honey supply issue has two major culprits: Colony Collapse Disorder and environmental changes.

Colony Collapse Disorder, or CCD, happens when a majority of worker bees abandon their hive, leaving behind the queen bee and immature bees who can't sustain the hive's production. Research is still being conducted on why CCD occurs and what beekeepers can do, but the good news is CCD has decreased 27% among professional beekeepers in the last few years*. This means that career beekeepers, like the ones Nature Nate's partners with, are finding ways to maintain the health and longevity of their hives. These beekeepers not only provide us with quality honey but are also sustaining bee populations.*

*Source <http://usda.mannlib.cornell.edu/usda/current/Hone/Hone-03-14-2018.pdf>

Changes in the environment also affect the available honey in a given season. Since honey bees rely on plants to pollinate and collect nectar, any event that decreases available flora for the bees can impact the amount of honey produced.

For example, North and South Dakota saw a severe drought in the summer of 2017. With little rainfall, few plants were able to develop. This meant that bees were unable to gather sufficient nectar from North and South Dakota, which produces most of the light honey throughout the United States.

INVESTMENT IN RESEARCH

In our goal of positively influencing bee health for future generations to come, we've partnered with established research institutions committed to protecting the bees with us: Cornell University, University of Georgia, University of Texas at Dallas, and Texas A&M University. Together, we hope to understand and correct the causes of CCD and bee health decline.

“TO US, EDUCATION IS THE KEY TO FINDING A SOLUTION TO THE BEE POPULATION ISSUES AND ENSURING THE HEALTH OF BEE COLONIES ACROSS THE WORLD, AND WE ARE PROUD TO SUPPORT THE GROUNDBREAKING RESEARCH THAT THESE PRESTIGIOUS UNIVERSITIES HAVE UNDERTAKEN.”

- Nathan Sheets, CEO and Chief Steward, Nature Nate's Honey Co.

Cornell University is home to the Pollinator Network, a multidisciplinary group of researchers dedicated to understanding pollinators around the world. Through their Department of Entomology, Cornell hosts programs that identify and study bee health issues with the goal of finding solutions.

The University of Texas at Dallas' bee health research and education program, under the leadership of Dr. Rippel, fosters an apiary—or a collection of beehives—for biology students to learn about honey bees firsthand. Additionally, this program sustains an eight-acre no-mow area where pollinator-friendly plants grow to provide the honey bee population with food sources and breeding grounds.

The Entomology department at the University of Georgia has a well-established and reputable bee health research program—the Honey Bee Program. UGA works directly with beekeepers to implement their research findings. They work with the USDA, National Institute of Food and Agriculture and National Institute of Health on honey bee research projects. As a leader in the field, the university uses its platform to offer continuing education courses to make their research actionable. With a bottling plant in Valdosta, Georgia, we are proud to support our UGA neighbors.

Since Nature Nate's inception, we have worked with Texas A&M University, implementing the work of Dr. Vaughn Bryant. Through a test for Food Safety News, Dr. Vaughn Bryant, an anthropology professor, discovered that 75% of honey sold in grocery stores contained no pollen.* Since pollen makes honey traceable, the lack of pollen could mean that honey has been illegally imported or is not honey at all. Nature Nate's has been proud to support Dr. Bryant's pollen research as well as Texas A&M's agriculture department for a common cause of helping to bring authenticity to the honey industry.

*Source <http://usda.mannlib.cornell.edu/usda/current/Hone/Hone-03-14-2018.pdf>



BEE EDUCATION IN VULNERABLE COMMUNITIES

Nature Nate’s doesn’t just support bees through domestic universities and organizations. Under our Honey Gives Hope campaign, which works to support vulnerable communities, we have hosted a program in the Amazon rainforest to help impoverished populations sustain their own hives that in turn supports their villages. CEO and Chief Steward of Nature Nate’s, Nathan Sheets had the opportunity to hand deliver 150 hives to a village deep in the Amazon rainforest of Brazil. Along with hives, Nate taught beekeeping practices and helped to establish the hives in these habitats.



With the help of a local beekeeping graduate student, Alessandro, the Nature Nate’s team was able to introduce hives of native, stingless bees to Brazilian villages. This means that these hives will not disrupt the local ecosystem, and their stingless nature will allow for easy maintenance. Sustainable, ethical beekeeping can support local villages long-term.





Thy Word is sweeter than honey. Ps. 119:103

At Nature Nate's, we believe we can positively impact the future of bees. Profits from our high-quality, 100% pure honey support the honey ecosystem from bees to beyond the bottle. For more information on our social responsibility programs, including Long Live the Bees and Honey Gives Hope, please visit our Happy Hives, Happy Lives webpage at www.naturenates.com/happyhiveshappy lives.

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