

The Importance Of Honey Bees: A Case Study

A Television Program By Feast Or Famine That Takes An In-Depth Look Into The Food Industry

Feast Or Famine is a national and international Television program that takes an in-depth look into the challenges in the food industry. Broadcast in 35 million households in the U.S. and 127 countries around the world, Feast Or Famine investigates the advancements in agricultural, environmental sciences and public health from the research and discoveries of our leading global experts. "Feast Or Famine" is a non-profit educational program focused on improving education and disseminating accurate scientific information to the world. Each program is shot on location and consists of expert interviews from the most respected scientific organizations, thought leaders, and award winning scientists the world has to offer

Feast Or Famine was developed to counter sensationalized media reports on food and agricultural topics that often convey a one-sided approach. Feast Or Famine is educational programming for the food industry and viewers interested in knowing more about the origins of the food they eat.

Feast or Famine highlights the best practices of the food and agricultural industry. Our producers look for stories that demonstrate a positive impact on the food supply chain, showcasing how the world's food supply is protected and suggests improvements and solutions moving forward.

The Feast Or Famine Television program is broadcast around the world and available to a consortium of educational, scientific and government institutions thru TV broadcast and online video streaming. This consortium consists of:

1. 127 countries to 115 million viewers
2. 30 million subscribing homes in the U.S.
3. 852 Colleges and U.S. Universities
4. 70 leading corporations
5. 45 government agencies and laboratories
6. 23,000 K-12 and higher learning institutions
7. 2,360 Public Libraries
8. 594 Community Colleges
9. 74 Museums
10. Over 900,000 unique Ag related website visitors

FROM THE EXECUTIVE PRODUCER, David Holden

*Our mission for Feast Or Famine is to produce a **POSITIVE, solution-oriented** program focused on improving education and disseminating accurate scientific information to the food industry and consumers. I want to leverage*

the two most powerful media, television and the internet, to highlight what the food and agricultural industries are doing right.

Feast Or Famine's latest effort "The Importance Of Honey Bees" has just been released.

This program, with CC Pollen as a Platinum Sponsor, Mann Lake, Walter T. Kelley and Brushy Mountain as strong supporters, features Kim Flottum, Editor of *Bee Culture Magazine*, Paul Younger from Patagonia Honey Company, Dr. Brad Weeks MD, from Corrective Medicine in Washington, and Leigh Broadhurst, PhD, author of *Health and Healing with Honey Bees Products*.

The film was shot on location at the processing facility of CC Pollen in Phoenix, Arizona, and at a commercial beeyard near town. The beeyard scenes show the typical landscape of the area, and Kim Flottum and Paul Younger examining a hive and discussing the beekeeping aspects of honey bees.

Inside the plant both Dr. Weeks and Leigh Broadhurst talk about the nutritional and medical benefits of using honey, pollen, royal jelly, and propolis and the many ways they can be used.

The focus is on the value of honey bees and their products, and how those products are produced and used. Discussed are threats to honey bees including pesticides, habitat loss, mites and diseases impacting bees, the current honey market and the ever decreasing numbers of beekeepers. Also, the benefits of pollination from the perspective of modern agriculture and certainly to wildlife in general are discovered.

Production of these products is outlined, and then the manufacturing processes that prepare these products for distribution are detailed.

Shown is how pollen is collected, stored and then cleaned using exact standards, along with information on it's nutritional value. The sources of propolis are discussed, along with its biological activity in reducing infections and preventing additional problems, and how beekeeper-collected propolis is dissolved and warmed and all extraneous material removed and made ready for distribution. The biology of royal jelly is also discussed, and the value of this product to both honey bees and humans outlined. This product must be carefully handled so its nutritional levels are not diminished during the manufacturing process.

This film is a positive look at the beekeeping industry, and especially at the products that bees and beekeepers produce other than honey. Still, honey bees, and the beekeeping industry in general are under pressures that can derail their productive capacity. There are actions that can be taken to reduce habitat loss, pesticide kills, and other threats from modern life. These should be looked at closely.

THE IMPORTANCE OF HONEY BEES: A CASE STUDY will be shown on School Tube, YouTube, the Research Channel, the Farmer's Almanac channel, the U.S. Government's Voice Of America channel and other stations around the country. **BC**

by Kim Flottum



Kim Flottum, during production.