

BeeHero establishes regional headquarters in Australia

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BeeHero

Pollinate & Prosper

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BeeHero, the pioneer of precision pollination, announced the establishment of its new regional headquarters in Australia as part of a strategic plan to expand operations in support of Australian growers and beekeepers. BeeHero's expanded presence involves support for multiple crops, with the company's groundbreaking in-hive and in-field monitoring technologies now deployed across almonds, canola, macadamia nuts, apples, pears, plums, cherries, avocados, hybrid seed crops, and blueberries.

Pollination services are a vital component of the vibrant Australian agriculture industry, contributing between AU\$4-6 billion to the country annually. About one-third of Australian food crops, including almonds, avocados, and blueberries, rely on honeybee pollination. Australia's agricultural sector, including commercial growers and family farms, employs over 250K people and is projected to yield AU\$85B worth of crops in 2024-2025.

With its proprietary, low-cost IoT sensors set to monitor tens of thousands of hives in Australia during the 2024 pollination season, BeeHero's Precision Pollination as a Service (PPaaS) in-hive monitoring solution is offering growers and beekeepers unprecedented, data-driven insights into the complex nature of the hives and their health. BeeHero's Pollination Insight Platform (PIP) delivers in-field bee activity metrics. It is deployed across the country in almonds, apples, blueberries, and hybrid seed crops to monitor bee activity in agricultural operations, delivering growers a real-time window into the pollination

of their crops.