



Pollination Powerhouses Team Up to Give California Almond Growers New AI-Smarthive Tech Advantage

Instant access for growers and beekeepers statewide guarantees most profitable and efficient pollination services

[FRESNO, CA - October 12, 2020]-- Today, [BeeHero](#), the precision pollination services company that provides smarthive technology and operates of the world's largest database of bee activity data, is proud to partner with The Pollination Connection, California's premier bee brokerage founded by veteran industry leader Denise Qualls, an active member of California Women for Agriculture, Merced County Farm Bureau, the California State Beekeepers Association, the and American Bee Federation, to instantly power California almond growers and beekeepers with BeeHero's smarthives that predict and optimize the pollination process and help farmers generate more income by increasing crop-yield and lowering operational costs.

About 80 percent of almonds consumed globally are produced in California and depend entirely on pollination, where according to a [UC Davis economic study](#), the almond industry generates more than 100,000 jobs and more than \$21 billion in state revenue and accounts for more than 25 percent of the state's total exports. In May, the U.S. Department of Agriculture [forecasted](#) that the U.S. would grow 2.5 billion pounds of almonds in 2020— the single largest harvest for a single year, up nearly 9 percent annually.

“California and our almond growers deserve innovative tools for their essential work,” said Omer Davidi, CEO of BeeHero. *“There is no better partner or broader network than The Pollination Connection to help us bring advanced and cost-effective pollination services across the entire state.”*

Together, BeeHero and The Pollination Connection will empower California's almond growers to thrive using smarthive technology that predicts, measures, and optimizes bee pollination quality in real-time to increase transparency, predictive modeling, and operational costs of almond production.

“Every almond grower across the state is looking for new technology to optimize and increase their yield,” said Denise Qualls, president of the Pollination Connection. *“Now they finally can predict and perfect their pollination using BeeHero's smarthives.”*

About BeeHero

Based in California, BeeHero operates the world's largest databases of bee and pollination performance and analysis, beehive data, yield performance benchmarking, and more, to measure pollination quality and optimize hive deployment that finally offers growers quality assurance to their bees.

About Pollination Connection

Skilled apiarists providing the best services and solutions to clients with experience, knowledge, and focus on the factors that affect agricultural requirements. With over 15 years of experience, coupled with a versatile and professional team, t the Pollination Connection provides worry-free pollination services.