



## **PRESS RELEASE: “Beekeepers and Dairy Farmers Together for Biodiversity” and “Agriodor007” shine in the 2024 edition of the European Bee Award**

**Brussels, 11<sup>th</sup> December 2024** – *The European Bee Award celebrated its 11<sup>th</sup> edition with a ceremony held at the European Parliament, hosted by MEP Paulo do Nascimento Cabral. This year, the spotlight was on innovative and collaborative initiatives to protect pollinators and enhance biodiversity protection and biodiversity enhancement.*

Organized by the European Landowners’ Organization (ELO) and the European Agricultural Machinery Association (CEMA) the event highlighted the critical connection between sustainable agricultural practices and environmental stewardship.

The **2024 winners** represent a diverse range of approaches to biodiversity and pollinator protection, from integrating pollinator-friendly practices into farming to developing cutting-edge biocontrol technologies and community-driven grassroots movements:

- **Category 1: Land management practices** – Winner: [\*Beekeepers and Dairy Farmers Together for Biodiversity\*](#) (Italy), led by Lorenzo Cimatti, Granlatte.
- **Category 2: Innovative and technological solutions** – Winner: [\*Natural Odors as an Alternative to Neonicotinoids: Agriodor007 in Sugar Beet Fields\*](#) (France), led by Alain Thibault, Agriodor.
- **Jury Special Mention** – [\*Food Banks for Bees, a Grassroots Movement for Pollinators\*](#) (The Netherlands), led by Tom van de Beek, The Pollinators.

### **About the winners**

**“Beekeepers and Dairy Farmers Together for Biodiversity”** bridges Italy’s largest milk supply chain, Granlatte-Granarolo Group, with Conapi, Europe’s leading beekeeping cooperative. Together, they have developed a pioneering project focused on biodiversity, environmental protection, and territorial monitoring. The initiative integrates pollinator-friendly practices across 60 farms in 8 regions, maintaining 371 hives and supporting over 18.5 million bees. Lorenzo Cimatti explained: “This project reflects our belief in the symbiosis between agriculture and biodiversity. It proves that a sustainable approach is not only possible but also beneficial for farmers, bees, and the environment alike”.

**“Natural Odors as an Alternative to Neonicotinoids: Agriodor007 in Sugar Beet Fields”** introduces a revolutionary biocontrol solution that uses plant volatiles to repel aphids while safeguarding pollinators. Tested on 500 hectares, Agriodor007 achieves a 70% reduction in aphid populations, offering an eco-friendly alternative to neonicotinoids. Alain Thibault remarked: “Agriodor007 demonstrates how nature-inspired technology can offer effective, sustainable solutions for modern agriculture while preserving vital pollinator populations”.



The Jury Special Mention, “**Food Banks for Bees, a Grassroots Movement for Pollinators**”, empowers communities through an app providing free native flower seeds for pollinators. With over 5,000 Food Banks in the Netherlands and Belgium, the initiative encourages individuals to create pollinator-friendly habitats. Tom van de Beek shared: “This effort highlights the power of small, collective actions in addressing global challenges. Together, we can create a thriving future for pollinators”.

### **Comments from the Ceremony**

Host **MEP Paulo do Nascimento Cabral** remarked: “It was a great honour to host Europe’s most prominent event dedicated to pollinators. The European Bee Awards celebrates and recognises those who demonstrate leadership in protecting bees and other pollinators—key contributors to European agriculture and crucial to safeguarding the strategic autonomy of the European Union. My congratulations to all those involved in the winning projects for paving the way and demonstrating leadership in the protection of pollinators. A word of recognition is also due to all the other projects and to everyone dedicated to the preservation of our rural world.”

Intervening to the event Mr. **Hans Stielstra**, Deputy Head of Unit of the Natural Capital and Ecosystem Health at European Commission’s DG ENVI commented: “Initiatives such as the ones awarded here today are very important, fitting into the general objectives of the European Commission to promote pollinators through dedicated actions and pieces of legislation”.

**Thierry de l’Escaille**, Executive President of ELO, emphasized: “This year’s winners exemplify the balance between innovation and practicality, offering scalable solutions for pollinator conservation and sustainable land management. Initiatives like these inspire confidence that the future of agriculture and biodiversity can coexist harmoniously. At ELO, we are committed to promoting sustainable practices and providing a platform for ground-breaking ideas that not only protect pollinators but also strengthen the role of landowners in building resilient ecosystems.”

**Gilles Dryancour**, Chairman of the CEMA Strategic Committee, noted: “This year marks the 11th anniversary of the European Bee Award. It is fascinating to note that after more than a decade, this mature award still attracts numerous candidates and excellent projects like those recognized this year. John Deere and CEMA are particularly proud to have initiated this project, dedicated to beekeeping practices that are at the heart of the sustainability of agricultural ecosystems. We hope that the European Bee Award will encourage all our partners to support and recognize different kinds of innovative sustainability practices in various ways”.

In 2024 the competition received 26 applications from 15 EU and non-EU countries, showcasing diverse approaches to pollinator conservation. Over 80 participants attended the ceremony, including beekeepers, policymakers, land managers, academics, and representatives of the agri-food sector. The evening served as a reminder of the critical importance of collective action in safeguarding pollinators and fostering sustainable agricultural ecosystems.

**About the European Bee Award:**

Established in 2014, the European Bee Award promotes innovations in biodiversity and pollinator protection. With two main categories—Land Management Practices and Innovative Technological Solutions—and a Jury Special Mention, the award recognizes scalable and impactful projects that align with sustainable farming and biodiversity goals.

To learn more about this award please visit:

- ❖ [www.europeanlandowners.org](http://www.europeanlandowners.org)
- ❖ [www.cema-agri.org](http://www.cema-agri.org)
- ❖ #EUBeeAward



*The winners of the 2024 European Bee Award with President of the Jury Michael Garrat, MEP Paulo do Nascimento Cabral, ELO Executive President Thierry de l'Escaille, and Chairman of the CEMA Strategic Committee Gilles Dryancour*



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#### About European Landowners' Organization (ELO)

ELO is committed to promoting a sustainable and prosperous countryside and to increasing awareness relating to environmental and agricultural issues. Engaging various stakeholders, ELO develops policy recommendations and programmes of action. ELO also organises interdisciplinary meetings gathering together key actors from the rural sector and policy makers at the local, regional, national and European level. Its ability to do all of this assures ELO its unique position among the think tanks in the agricultural, environmental and rural activities' sectors.

#### About CEMA

CEMA aisbl is the association representing the European agricultural machinery industry. With 11 national member associations, the CEMA network represents both large multinational companies and numerous SMEs active in this sector. CEMA represents about 1,300 manufacturers, producing more than 450 different types of machines with an annual industry turnover of about €40 billion and 150,000 direct employees. CEMA companies produce a large range of machines that cover any activity in the field from seeding to harvesting, as well as equipment for livestock management.