

# BeeHero Extends Its Pollination Insight Platform to Apple Growers

By [BeeHero](#)

[BeeHero](#), the pioneer of data-driven precision pollination, announced today the expanded application of its [Pollination Insight Platform \(PIP\)](#) to the apple market, providing growers with actionable, data-driven insights to optimize apple pollination strategies for improved yield and efficiency. A state-of-the-art in-field sensing solution, BeeHero's PIP empowers growers to address the unique challenges of apple pollination, where timing and precision are critical to fruit size, quality, and overall yield.

With more than 100 varieties grown in the US alone, apples are particularly sensitive to the timing and efficacy of pollination, requiring careful coordination between bloom status, hive placement, and pest management to maximize fruit yield and quality. Additionally, with the loss rate of managed honey bee colonies in the US exceeding 55%, ensuring optimal pollination is more crucial than ever. BeeHero's PIP delivers real-time data and predictive models to guide apple growers' decision-making, ensuring they can achieve the best possible outcomes without exhausting their pollination resources.

With BeeHero's low-cost IoT sensors placed throughout apple orchards, growers can monitor bloom progression and identify the

optimal time for beekeepers to deploy hives. This ensures that bee pollination activity coincides with peak bloom status, thus preventing over-pollination. This precision timing maximizes pollination outcomes and minimizes wasted resources. By monitoring foraging activity throughout the bloom progression, PIP also provides insights into the best times for integrative pest management activities, helping growers avoid disrupting pollinators during peak activity periods. The bee activity PIP collects, combined with data on apple variety and yield projection, helps growers make informed decisions on hive placement and density to achieve optimal pollination coverage.

PIP's high-resolution heat maps also deliver an unparalleled visualization of pollination activity in real-time, enabling apple growers to compare bee activity directly to yield outcomes. These insights provide a clear understanding of pollination effectiveness and help growers strategically plan for future seasons, helping to support their business over time.

“Apple pollination is a delicate and time-sensitive process in which every moment counts. With PIP, we are equipping growers with the tools they need to make data-driven decisions that impact their ongoing and future seasons,” said Itai Kanot, Co-Founder and Chief Growth Officer of BeeHero. “By applying our advanced sensing technology to apple orchards, we’re enabling growers to unlock new levels of efficiency and sustainability in their operations, further advancing our mission to future-proof global food security.”

BeeHero's PIP builds on its proven success in diverse crop systems, combining innovative sensor technology, real-time AI-powered data

analytics, and advanced predictive modeling to revolutionize pollination management. Recognized as one of *TIME's* 100 Best Inventions of 2024 and awarded as one of the World Ag Expo's Top-10 New Products, PIP has earned global acclaim for its transformative impact on agriculture, setting a new standard for precision pollination. The platform's application in apple orchards is a natural next step in the company's mission to secure the global food supply and support sustainable agriculture.

**BeeHero is a data-driven technology company redefining pollination in commercial agriculture. Using advanced data analytics, artificial intelligence, and low-cost IoT sensors, BeeHero brings transparency and efficiency to the complex logistics of commercial crop pollination. Its Precision Pollination as a Service (PPaaS) results in better crop yields and increased profits for commercial crop growers and agribusiness stakeholders. Its precision pollination solution is rapidly evolving into the backbone of the data-driven approach needed to build a resilient and future-proof sustainable agriculture ecosystem.**

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