Pollinator Positive Farming

Pollinator Positive Farming (PPF) is Australia's continuous improvement certification program for farmers and land managers, built specifically for Australian farming systems, grounded in evidence-based research and practical expertise. The program supports farmers and land managers to protect and improve pollinator habitat on their land, strengthen farm biodiversity, and measure the results.

Pollinator Positive Farming has two levels of participation. Member and Certified farms meet the same core criteria for pollinator habitat and practices, while Certified farms also commit to continuous improvement over time.

Pollinator Positive Farmers are committed to:

- Supporting healthy, abundant and diverse pollinator populations
- Protecting, maintaining and improving pollinator habitat on farm
- Providing food, shelter, nesting sites and clean water for pollinators
- Managing pests in ways that protect pollinators
- Continuous improvement (Certified level)

Benefits of joining Pollinator Positive Farming:

- Learning from a growing community of farmers and land managers committed to improving outcomes for pollinators
- Improving pollination outcomes through creating conditions that support wild and managed pollinators and the services they provide
- Strengthening access to managed pollination services by becoming a preferred destination for professional beekeepers
- Accessing discounted training and specialist support to build knowledge and improve pollinator management on your property (Certified level)
- Tracking actions and measuring progress over time through a structured continuous improvement framework
- Building a record of pollinator habitat and practices that can support natural capital and biodiversity reporting
- Gaining recognition as a Pollinator Positive Farm (Certified level)
- Being eligible for the annual Pollinator Positive Farming Sustainability Award (Certified level)

Healthy pollinator communities are an important part of biodiverse and resilient agricultural and natural landscapes.

Looking ahead

As the program grows, farmers and land managers will be able to use a monitoring framework to measure pollinator outcomes on their land and track changes over time.

Members will contribute to a growing dataset that provides insights into pollinator-friendly farming practices and their outcomes across a range of agricultural landscapes. This collective evidence will improve our understanding of how on-farm actions influence pollinator diversity and abundance, while providing members with practical information to support continuous improvement and demonstrate the value of healthy pollinator populations in productive and resilient farming systems.

Pollinator Positive Farming is administered by the Wheen Bee Foundation with scientific oversight from the Pollinator Positive Farming Scientific Task Force. Pollinator Positive Farming is aligned to the United Nations Sustainable Development Goals SDG 2, SDG 13, SDG 15.

Choose a participation level

Pollinator Positive Farming offers two levels of participation.

Pollinator Positive Farming Member

Membership recognises farms that meet the core Pollinator Positive Framing Entry Criteria (1 to 5).

Members keep up the pollinator habitat and practices already in place on their property, with access to program resources, learning opportunities, an annual call with a Pollinator Positive Farming auditor and an annual Member certificate.

This level suits farmers and land managers who want to support pollinators and access resources and advice.

Member requirements:

- ✓ **Meet** Criteria 1 to 5
- ✓ **Maintain** Criteria at or above the level recorded when joining
- ✓ **Complete** the annual progress call and renewal

Pollinator Positive Farming Certified

Certification recognises farms that meet all six Criteria, including a commitment to continuous improvement through a Pollinator Management Plan.

Certified farms receive all Member benefits, plus tailored support to identify, implement and review actions that improve conditions for pollinators on their farm.

Improvement is measured from each farm's own starting point, recognising that opportunities and priorities vary between farming businesses.

Certified requirements:

- ✓ **Meet** all six Criteria
- ✓ **Maintain** habitat and resources at or above the level recorded when joining
- ✓ **Follow** a Pollinator Management Plan, reviewed each year
- ✓ **Complete** at least one improvement action each year
- ✓ **Complete** the annual progress call and renewal

Entry Criteria

Pollinator Positive Farming is open to all farm types and sizes.

To join at either category, a farm needs to meet Criteria 1 to 5. Pollinator Positive Farming Certified farms also commit to Criterion 6 - Continuous Improvement.

1. **Pollinator Habitat**
   Pollinators need places to live, shelter and move through the landscape. At least 3% of managed land should be permanent pollinator habitat, including at least 1% local native species. This can include remnant vegetation, shelterbelts, pasture, revegetation or undisturbed ground that has been in place for three years or more.

2. **Floral Resources**
   Pollinators and beneficial insects need pollen and nectar throughout the year, not just when a crop is flowering. Pollinator Positive Farming requires farms to have at least three flowering plant species blooming across a minimum of 3% of managed land through each season (spring, summer, autumn and winter). Flowering crops, cover crops and pasture species can all contribute to meeting this requirement, with regional climate taken into consideration.

3. **Nesting Resources**
   Pollinator Positive Farms should protect and enhance the nesting habitat required by pollinators. These resources may include tree hollows, dead wood, plant stems and patches of undisturbed ground, and should be maintained wherever possible by minimising disturbances such as tillage, mowing and vehicle traffic.

   Where managed pollinators are used, suitable hive sites should be provided, with safe access, appropriate drop-off points and suitable conditions for hive placement.

4. **Integrated Pest and Pollinator Management (IPPM)**
   Integrated Pest and Pollinator Management (IPPM) is an approach to managing pests and diseases that prioritises prevention, monitoring and non-chemical controls while protecting pollinators and other beneficial insects across the landscape. Chemical controls are used only when necessary and should be selected and applied in ways that minimise risks to pollinators.

   Many farmers already apply IPPM principles without formally recognising them as IPPM. Developing an IPPM plan is often simply a matter of documenting current practices and identifying opportunities for improvement. Templates, guidance and auditor support are provided to make the process straightforward.

5. **Clean Water**
   Pollinators need a safe place to drink. At least one permanent water source should be available and accessible to pollinators, kept free from chemicals and fertilisers, with safe access points to prevent insects from drowning. Dams, creeks, channels and troughs can all count.

6. **Continuous Improvement (Certified level)**
   This is the core commitment of Pollinator Positive Farming Certified. Each Pollinator Management Plan sets out priority areas for improvement, with at least one improvement action completed each year to maintain certification.

What's in a Pollinator Management Plan?

1. **Property Profile and Starting Point**
   A summary of the property, including its production systems or management objectives, landscape features, pollinator habitat and current management practices, based on information provided in the application. This establishes a baseline for identifying opportunities for improvement and measure progress over time.

2. **Priority Focus Areas**
   The key opportunities for improvement identified during the Assessment Call with a Pollinator Positive Farming auditor across the five base Criteria:

   - Pollinator Habitat
   - Floral Resources
   - Nesting Resources
   - Integrated Pest and Pollinator Management (IPPM)
   - Clean Water

3. **Improvement Actions**
   A set of practical, property-specific actions to improve conditions for pollinators and support continuous improvement. Actions may include protecting existing habitat and enhancing floral resources, strengthening IPPM practices or improving water availability. At least one improvement action must be completed each year.

4. **Annual Progress Review**
   A record of actions completed, outcomes achieved and lessons learned. The plan is reviewed and updated each year, with new priorities identified for the year ahead.

5. **Future Opportunities**
   Longer-term opportunities and aspirational goals that may be pursued as resources, priorities and site conditions allow.

Each Pollinator Management Plan is tailored to the individual property. Progress is measured from its starting point and within its environmental, operational and management context.

How the program works

Here is what happens at each stage of the program.

Stage	Pollinator Positive Farming Member	Pollinator Positive Farming Certified
1. Apply	Complete the application form. This creates a summary of the farm against the entry criteria.	Same as Member.
2. Assessment call	**1 hour** with a Pollinator Positive Farming auditor to confirm the farm meets Criteria 1–5 and discuss opportunities to support pollinators further.	**1.5 hours** with a Pollinator Positive Farming auditor to confirm the farm meets all six Criteria, choose focus areas for the Pollinator Management Plan and set actions for the year ahead.
3. Learn and improve	Access Wheen Bee Foundation resources, member-only webinars, research updates and the online member network to build knowledge and support ongoing practice.	Work through the **Pollinator Management Plan** with the same resources, webinars, research updates and member network. **A one-hour session with a specialist consultant** in IPPM, habitat design, revegetation or pollinator ecology.
4. Annual progress call	Confirm the farm continues to meet the Criteria and discuss opportunities to support pollinators further.	Confirm the farm continues to meet the Criteria, review progress, record at least **one completed improvement action** and set priorities for the year ahead.
5. Recognition	Annual **Pollinator Positive Farming Member certificate.**	**Annual Pollinator Positive Farming Certified certificate** and logo use across websites, social media, farm gates, business materials and sustainability reporting, plus the option to purchase a farm gate sign and eligibility for the **Pollinator Positive Farming Sustainability Award.** Certified members can also apply to use the Pollinator Positive Farming logo on products, subject to a third-party audit at an additional cost.

Compare membership levels

Compare the requirements, support, benefits and annual fee for each membership level.

	Pollinator Positive Farming Member	**Pollinator Positive Farming Certified**
Price	$495 +GST/year	$770 +GST/year
Entry criteria	Criteria 1-5	All six Criteria
Annual call with a Pollinator Positive Farming auditor	1 hour	1.5 hours
Pollinator Management Plan	Not required	Required and reviewed annually
Annual improvement action	Not required	At least one completed each year
Specialist consultancy (IPPM, habitat design, revegetation, pollinator ecology)	✕	1 hour per year included
Resources, farmer network, member-only webinars and research updates	✓	✓
Pollinator Positive Farming Certified logo use	✕	✓
Pollinator Positive Farming Certified logo on products	✕	✓ *Subject to third-part audit at additional cost*
Pollinator Positive Farming Certified farm gate sign	✕	✓ *Available to purchase*
Discounted additional consultancy	✕	✓
Discount on Pollinator Positive Stewardship	✕	✓
Pollinator Positive Farming Sustainability Award eligibility	✕	✓
Annual certificate	Member certificate	Certified certificate

For organisations with multiple farms, each farm has its own registration.