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Healthy Hive Foundation Partners with Master Beekeeper to Launch “Talking Bees Roadshow” to Provide Free Bee Education Across Texas

*High-Impact Talks for All Ages at Public Libraries Made Possible Through Grant
from H-E-B's Our Texas Our Future Program*

SEPTEMBER 21, 2023. AUSTIN- To help bring awareness of the environmental benefits that honey bees provide, as well as celebrate beekeepers, honey lovers, and all blooming things, the [Healthy Hive Foundation](#) –the non-profit arm of [Me & the Bees Lemonade](#)– and certified master beekeeper Konrad Bouffard of [Round Rock Honey](#) have teamed up to launch “Talking Bees Road Show” at no cost to the community.

Thanks to a grant from [H-E-B's “Our Texas Our Future”](#) program, the Foundation will launch Bouffard’s traveling educational program this month —National Honey Month— and will focus on increasing awareness of pollinators through high-impact talks in public libraries in Austin, Dallas Fort-Worth, Houston, and San Antonio. The roadshow will continue until June 2024.

No stranger to educating our community on all things bees, Bouffard has more than 20 years of experience helping to reverse the steadily declining honey bee population.

"The ability of honeybees to sting -their natural defense mechanism- causes many to react to them with fear. Fear, combined with widespread pesticide use, extreme shifts in

weather patterns, and an increasing lack of diverse flora on which bees can feed has caused environmental degradation that is harmful to bees,” said Bouffard. “It is critical to understand how the basic decisions the average person makes impact the long-term survival of honeybees. I hope my fellow Texans will attend a Talking Bees presentation to learn details about the current state of honeybees in Texas and how to live a more bee-friendly and eco-friendly life.”

There will be a total of 20 Talking Bees Roadshow presentations. The family-friendly free educational events confirmed to date are:

- **Sept 27, 2023, 9:10 a.m.** - Round Rock Public Safety Training Center, 2801 North Mays, Round Rock, TX (THIS EVENT IS FOR CITY FIRST RESPONDERS ONLY; NOT OPEN TO PUBLIC)
- **Oct 19, 2023, 6 p.m.** - Carrollton Public Library, Hebron and Josey location, Carrollton, TX
- **Oct 20, 2023, 10 a.m. and 4 p.m.** - Farmers Branch Manske Library, Farmers Branch, TX
- **Nov 7, 2023, 7:30 p.m.** - Allen Public Library, Allen, TX
- **Nov 8, 2023, 6 p.m.** - Carrollton Public Library, Josey Ranch Lake location, Carrollton, TX

“H-E-B is proud to partner with The Healthy Hive Foundation to bring family-friendly, free educational events to our local communities which provide our customers opportunities to learn about bees and the important role they play in our environment,” said Anahi Villarruel, H-E-B Environmental Affairs.

Talks in Houston, Austin and San Antonio be added to the Roadshow lineup for early 2024, with dates to be announced in December at <https://www.healthyhivefoundation.org/talkingbees>.

“In 2009 when I started my honey-sweetened lemonade business when I was just 4.5 years old, Mr. Konrad was the first beekeeper to offer me a tour of the hives which increased my excitement and buzz about bees and the desire to help them, said Ulmer, CEO, Me & the Bees and founder of the Healthy Hive Foundation. “I quickly learned that the importance of bees cannot be overstated, as they are responsible for pollinating

80% of our flowering plants. They are the littlest and biggest links in our food chain, and they need our help to stay busy and productive. I can't think of a better way to celebrate Healthy Hive's mission to save all bees through education, research, and protection, than by helping orchestrate this educational tour with him right in our home state."

Both Me & the Bees Lemonade and Round Rock Honey are available at H-E-B. Both brands send a special thank you to the grocer for its support of this educational tour and for its continued leadership in supporting Texas conservation efforts through its "Our Texas, Our Future" Environmental Initiative.

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About HEB

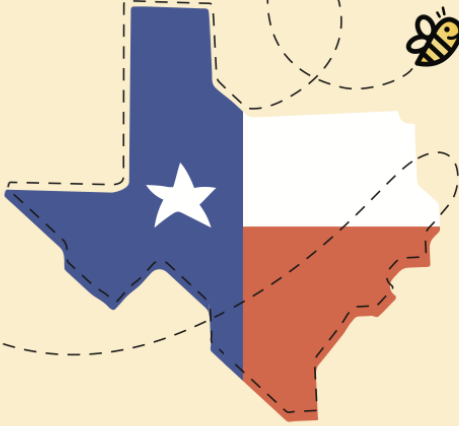
H-E-B, with sales of \$38 billion, operates more than 430 stores in Texas and Mexico. Known for its innovation and community service, H-E-B celebrates its 118th anniversary this year. Recognized for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience and lowest prices. Based in San Antonio, H-E-B employs over 154,000 Partners in Texas and Mexico and serves millions of customers in more than 300 communities. For more information, visit HEB.com and the H-E-B Newsroom.

About Round Rock Honey

In 2003, Konrad and Elizabeth Bouffard started Round Rock Honey with four hives in their backyard, selling freshly harvested honey every Saturday at Austin-area farmers markets. Their mantra then remains the same today: "That which the bees give us, we give you. When we say 100% honey, we mean it!" Round Rock Honey is not a varietal honey, but instead a true wildflower honey that is never heated or filtered and is bottled immediately after harvest. The result: High-quality, delicious honey, just as the bees made it. It is available at H-E-B, Trader Joe's, Wal-Mart and at various farmers markets around Texas.

About Healthy Hive Foundation

Healthy Hive Foundation was founded by Mikaila Ulmer of Me & the Bees Lemonade to help further the company's mission to save the bees. Through education, research and protection, the 501(c)(3) foundation advocates for bees by bringing attention and awareness that bees are critical to the environment, the ecosystem, and the economy. Follow on social channels: [@healthyhivefdn](https://twitter.com/healthyhivefdn).



Door prizes and
fun giveaways!




TALKING BEES

SEPTEMBER 2023 - JUNE 2024

ROADSHOW

Join our Talking Bees Roadshow September 2023 through June 2024 in greater Dallas, Houston, San Antonio and Austin area public libraries with Certified Master Beekeeper, Konrad Bouffard of Round Rock Honey.

You will:

-  Identify pollens and nectars in honey by taste;
-  Learn how bees make honey;
-  Discover meaningful ways to save the bees!

The Talking Bees Roadshow is presented by H-E-B in partnership with Healthy Hive Foundation. Sessions taught by Konrad Bouffard, Certified Master Beekeeper and Founder/CEO of Round Rock Honey.



Konrad Bouffard
Round Rock Honey



SCAN THE QR CODE

for more information and a schedule of the cities and dates, or check out the website:
HealthyHiveFoundation.org/TalkingBees



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