



Discover

biodiversity

WITH

*Pink Lady*®





## WHAT IS BIODIVERSITY?

Biodiversity refers to all living things as well as the ecosystems in which they live, the interactions of species with each other and with their habitats.

**So biodiversity is life!** Life in all its forms, and notably flora and fauna. We rely completely on it to eat, drink and breathe; it also helps regulate the climate.

## Understanding and preserving biodiversity

Flora and fauna therefore include all the living beings or animals in a given place, that live and interact with each other.

**A virtuous circle** in which, for example, flowers are foraged by insects, which in turn feed the birds.

**Plants make up the flora.** Apple trees and grass can be found in the orchards for example, but also hedges, dead wood and flower strips that grow around them.

These natural places offer food resources but also a safe haven for insects and animals.

**They are everywhere in the orchards, and make up the fauna.**

They include beneficial creatures, i.e. animals and insects that feed on pests, and the latter, which need to be regulated as they may cause damage to fruit.

Just as in the forest, we can find ladybirds and butterflies, but also birds and small mammals which eat worms or aphids: valuable allies that help regulate the orchard naturally!

This is why growers are keen to maintain a rich and healthy biodiversity in order to protect our future apples.



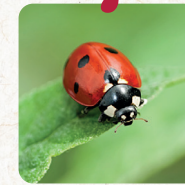
# Quiz

## CAN YOU RECOGNISE THESE ANIMALS?

These animals are essential to regulate the orchard, and must therefore be pampered. This is why the growers do everything they can to provide them with "board and lodging"!

2

*"At nightfall,  
I search the leaves  
for apple worms and  
insect pests.  
To defend myself,  
I turn into a ball!"*



1

*"I can swallow a hundred  
aphids a day, which makes  
me a valuable ally for  
apple growers!"*

3

*"A great lover of larvae,  
caterpillars and codling  
moths (the insect that  
damages apples),  
I have a rightful place  
in orchards, where  
they even install nesting  
boxes especially for me!"*



4

*"As a rodent predator, I  
hunt the wood mice that  
gnaw on apple tree roots."*



6

*"I sleep during the day  
and only go out at  
night, which is when  
I keep busy chasing  
larvae and insects from  
the orchard."*

5

*"Thanks to me and  
my pollinating,  
apple blossom can turn  
into fruit!"*

1/ The ladybird - 2/ The hedgehog and its baby, the hoglet - 3/ The tit - 4/ The fox - 5/ The bee - 6/ The bat





## Our pollinating friends

Certain beneficial insects are essential: pollinators for instance, such as bees!

Pollinators, particularly bees, but also bumblebees, are essential for growing fruit and vegetables. In the orchards, they collect nectar and thus pollinate the apple blossom and turn it into fruit.

Successful pollination guarantees fruit quality and quantity.



## Preserving them with Bee Pink®

The Pink Lady® Europe association created the Bee Pink® programme in order to disseminate best practices, and thus preserve pollinators in the orchards. For example, planting hedges, encouraging areas of wilderness and creating quality water points, but also giving priority to natural protection methods are essential to ensure their well-being throughout the year.

Beehives can also be introduced into the orchards in partnership with beekeepers to support the work of wild bees... and make delicious honey!

You may also attract our beloved pollinators by making a little nesting shelter and growing pollen- and nectar-rich plants.



D.I.Y



# Wild bee Hotel

### | INSTRUCTIONS |

These small shelters are useful at the end of winter as they provide new nesting habitat for wild bees.

How can you make your own wild bee hotel?

### | MATERIAL NEEDED |



• Hollow and pithy stems: bramble, rose, raspberry, elderflower, spindle, thistle, reed (or even bamboo and buddleia), with a 12 mm diameter at the most.



• A large tin.



• A ball of wool (preferably brightly coloured).



• A ball of dry clay, or mud.



• Adhesive tape.



• String.

Like our growers in the orchards, make sure you firmly attach this nest box in a sunny, sheltered spot (not directly next to a shutter or window), close to grass and/or flowers, but avoid any direct contact with the ground. Wild bees should soon take up residence!



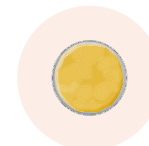
1 Clean the tin.



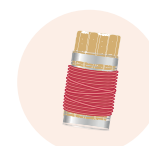
2 If necessary, cut the stems so that they are the same size. Gather them and tape them together at the ends.



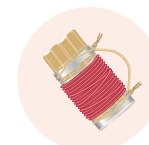
3 Cover the tin with knitting wool to a thickness of at least 5mm.



4 Place the clay or mud at the bottom of the tin.



5 Insert as many stems as possible, by pushing them into the clay.



6 Wrap 2 pieces of string around the ends of the tin and tie them together with another piece of string.

## HONEY PLANT

# Calendar

Nothing could be easier than preserving biodiversity near you. You can grow honey plants in your garden or on your balcony: in addition to offering you flowers, they produce significant quantities of quality nectar and pollen, which bees can access.

### Aster

#### PLANTING DATE:

February to April

#### FLOWERING PERIOD:

September to October



### Dutch garlic

#### PLANTING DATE:

March to October

#### FLOWERING PERIOD:

July to August

### Dahlia

#### PLANTING DATE:

April to May

#### FLOWERING PERIOD:

June, until the first frost



### Wild carrot

#### SOWING DATE:

March to May

#### FLOWERING PERIOD:

July to September

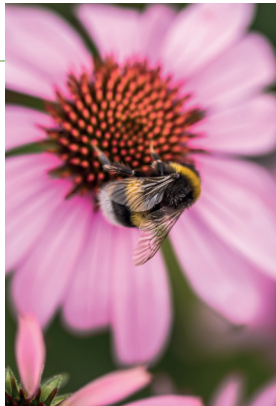
### Echinacea

#### PLANTING DATE:

March/April to September

#### FLOWERING PERIOD:

July to September



### Borage

#### SOWING DATE:

April to June

#### FLOWERING PERIOD:

July to October

### Lavender

#### PLANTING DATE:

March to October

#### FLOWERING PERIOD:

July to September



### Anthemis

#### PLANTING DATE:

February to April

#### FLOWERING PERIOD:

July to September

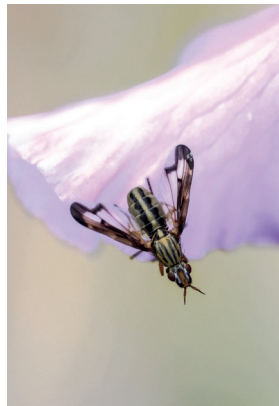
### Wild fennel

#### SOWING DATE:

April to June

#### FLOWERING PERIOD:

July to September



### Cosmos

#### SOWING DATE:

March to May

#### FLOWERING PERIOD:

June to October



## DID YOU KNOW?

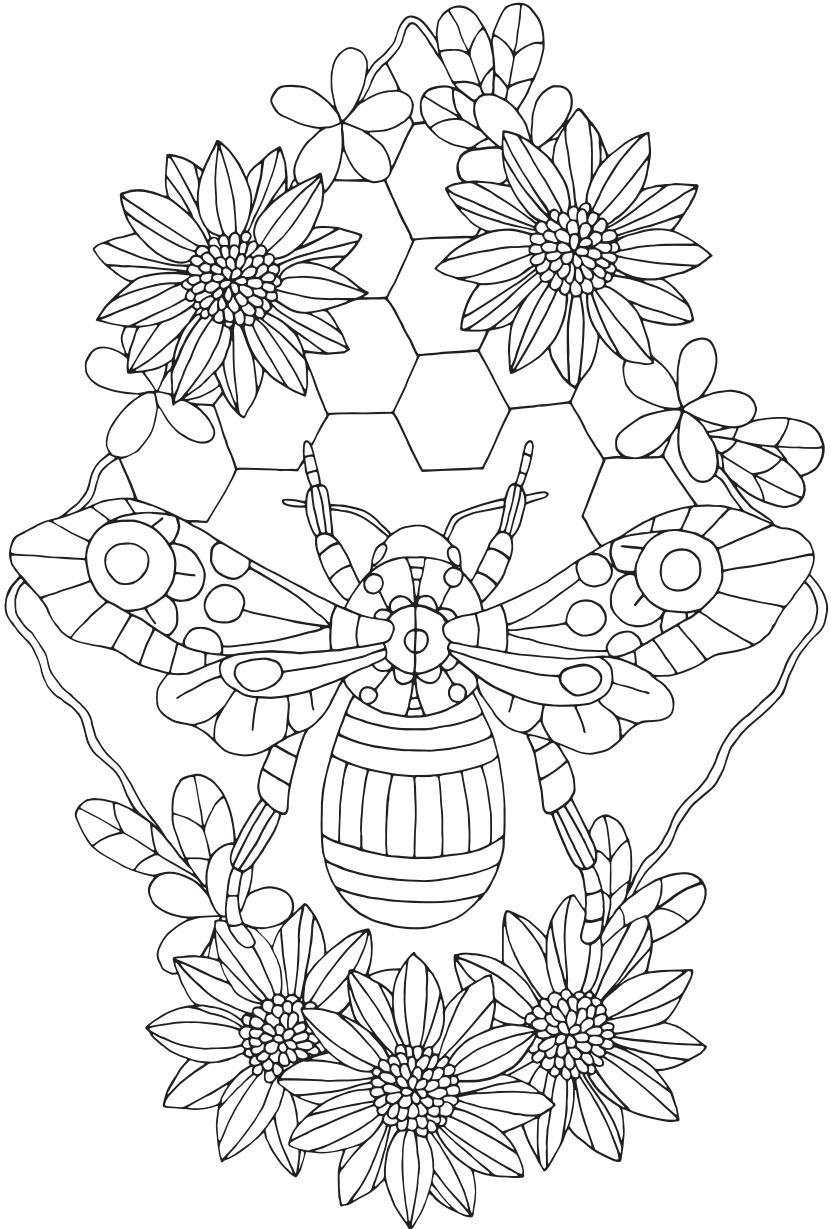


**WHAT IS THE DIFFERENCE BETWEEN SOWING AND PLANTING?**  
They are two different things!

We sow seeds, but we plant flowers, onions, and peas. Sowing means spreading small seeds on the ground or in shallow furrows that are then covered with soil. Pits, tubers and certain seeds are planted by hand. On the other hand, lettuce, parsley or radishes are sown.

Pink Lady

# *Pink Lady*<sup>®</sup>



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To find out more about our orchards

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