

Adding plants to Honey Highway: a special BEE initiative!

From green, barren, not a flower or insect in sight and compacted soil, to rich biodiversity: Honey Highway initiates and implements flower strips, fields and bee parks to save wild bees and biodiversity.

In this CSR newsletter, we would like to give you an update on the Honey Highway in Aalsmeer. The work around the bus stops, the footbridge and the exit to Royal FloraHolland in Aalsmeer is almost complete, so it is time to re-seed the surrounding land as a Honey Highway. There is even more good news, because this time we will also be replanting the area with BEE-friendly plants.

On Wednesday 13 March and Thursday 14 March we have been working with the DFG companies on the site. Under the expert guidance of Eikelenboom (who is responsible for maintaining the grounds) and Deborah Post (Honey Highway), colleagues from the DFG companies were able to work on the planting. In this way, we are working together to create a blooming Honey Highway and immediately involve our colleagues here in this special BEE-initiative.

We are looking forward to another beautiful flowering Honey Highway this spring!

Sabine Joore



We expect another beautiful flowering Honey Highway in Aalsmeer this spring.