WORLD BEE DAY
20 May—Australia

WHEEN BEE FOUNDATION

australian farmers' markets association

Bring Your Buzz Campaign

Saturday, 16 May – Sunday, 24 May 2026

Communications Pack

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About the Bring Your Buzz Campaign

The Australian Farmers' Markets Association and the Wheen Bee Foundation are joining forces to celebrate **World Bee Day from 16–24 May**, highlighting the vital role bees play in food production.

In the lead-up to World Bee Day, the **Bring Your Buzz campaign** invites people to wear yellow at their local farmers' market, showing support for bees and the food they help grow.

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About this communications kit

This communications kit includes communication assets that you can share among your network to help promote the Bring Your Buzz campaign.

The kit includes:

- How you can help spread the word
- How to listing a Bring Your Buzz event
- Social media posts
- Newsletter copy and banner
- Posters
- "We need bees" materials
- Media release templates for market host

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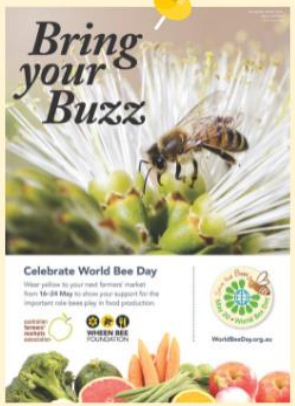
Help spread the buzz

Create awareness on social media

- Share the Bring you Buzz social media posts to encourage people to wear yellow to a farmers' market.
- Or share World Bee Day and We Need Bees posts on social media.
- Add the hashtags #bringyourbuzz, #worldbeeday, #farmersmarkets4bees, #farmersmarketsbuzz, #weneedbees to any related social posts.



Print out and hang up posters

- Bring a Bring Your Buzz poster for your farmers' market stall
- Or print out a World Bee Day and We Need Bees posters

Share the campaign in a newsletter

- Share the Bring Your Buzz campaign information in your farmers' market newsletter
- Or share the World Bee Day and We Need Bees campaign information in your farmers' market newsletter/

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List your event

All farmers' markets taking part in the Bring Your Buzz campaign or other World Bee Day activities are encouraged to list their event for free on the World Bee Day Australia website.

Events listed will be promoted across World Bee Day and Wheen Bee Foundation channels in the lead-up to the markets.

Registration is simple

- Click on the link below to access the event listing site
- Enter your email address and create a password
- List your event

Add your farmers' market listing here

Social media

The following copy can be used with the Bring your Buzz social tiles

*Download the social media tiles **here**.*

World Bee Day Australia Facebook

World Bee Day Australia Instagram

Wear yellow to your local farmers' market between 16-24 May to celebrate World Bee Day and show your support for the important role bees play in food production.

Visit www.worldbeeday.org.au for more information

#bringyourbuzz #worldbeeday @WorldBeeDayAustralia @wheenbeefoundation

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Shopping at your local farmers' market is one of the most bee-friendly ways to buy fresh fruit, vegetables, honey and coffee, all of which rely on bees.

From 16–24 May, wear yellow to celebrate World Bee Day and show your support for the essential role bees play in food production.

Visit www.worldbeeday.org.au for more information

#bringyourbuzz #worldbeeday #farmersmarketsbuzz #farmersmarkets4bees

@WorldBeeDayAustralia @wheenbeefoundation

Newsletter copy

The following two sets of copy can be used in newsletters or EDMs, with the newsletter banner.

Newsletter copy for market managers to send to stallholders to inform them of the Bring Your Buzz Campaign

How to celebrate World Bee Day 2026

The Australian Farmers' Markets Association and farmers' markets across the country are celebrating World Bee Day at any market held from 16–24 May.

AFMA farmers' market stallholders can join the Bring Your Buzz campaign by encouraging marketgoers to wear yellow to celebrate World Bee Day.

World Bee Day is an opportunity to celebrate bees and help marketgoers recognise the essential role they play in food security.

A range of resources is available for stallholders to share, including social media posts, newsletter content and posters.

To request a communications pack, email {insert farmers' market manager email here}.

For more information visit www.worldbeeday.org.au

Newsletter copy for stallholders to insert into newsletters to customers to inform them of the Bring Your Buzz campaign

Celebrate World Bee Day at your local farmers' market

Next month, the {insert market name here} is celebrating World Bee Day on {insert date here}.

World Bee Day is a day set aside to celebrate bees and raise awareness of the essential role they play in food security.

Bees are important to crops with nearly two-thirds of Australian agriculture production benefitting from pollination.

Shopping at a farmers' market is one of the most bee-friendly ways to buy fresh fruit, vegetables, honey, and coffee, all of which depend on bees.

So come and visit us on {day} and wear yellow to show your appreciation for bees.

For more information visit www.worldbeeday.org.au

Newsletter banner

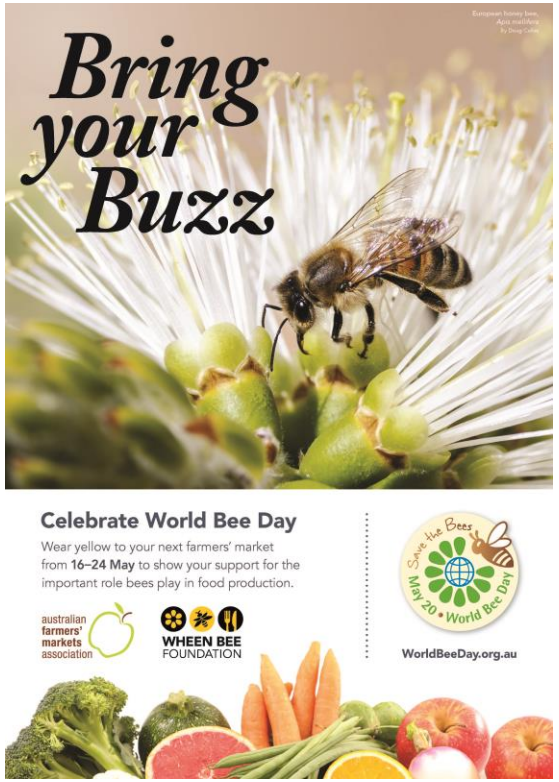
The following banners can be used in newsletters or EDMs, with the newsletter copy.

*Download the newsletter banner **here**.*

Posters

These posters can be used in farmers' markets and stalls. They are available in A3 and A4.

*Download the posters **here**.*



We need bees

This "We need bees" poster can be used in farmers' markets and stalls to provide more information on why it's important to celebrate bees. It is available in A3 and A4. Social media tiles are also available to share on socials .

*Download the assets **here**.*

Media release

The following media release can be tailored to suit your farmers' market and provided to local media.

Farmers' Markets Turn Yellow for World Bee Day

[Insert Market Name] will turn yellow this May to celebrate the bees that make fresh food possible.

As part of the Bring Your Buzz campaign, visitors are invited to wear yellow at [Insert Market Name] on [Insert Date] to show support for bees and the vital role they play in food production.

The campaign runs from Saturday, 16 May to Sunday, 24 May and is part of the global celebrations for World Bee Day on Wednesday, 20 May.

CEO of the Wheen Bee Foundation Fiona Chambers said the campaign has become a cornerstone of World Bee Day in Australia, with farmers' markets offering a clear connection between bees, growers and the food on Australians' plates.

"Now in its sixth year, Bring Your Buzz continues to shine a spotlight on the bees behind Australia's food," Ms Chambers said.

"Each year, more markets come on board, reflecting a growing recognition that bees are essential to the food we grow, sell and eat every day."

In Australia, more than 50 crops rely on insect pollination, including almonds, macadamias, avocados, apples, berries, vegetables and canola.

The Bring Your Buzz campaign is an initiative of the Wheen Bee Foundation and the Australian Farmers' Markets Association.

Spokesperson for the Australian Farmers' Markets Association Jane Adams, said the campaign highlights the important role bees play in our food chain in an impacting colourful way.

"Expect eye-catching yellow at farmers markets nationally – stalls, clothing, banners and bee suits, and of course honey – highlighting the vital role bees play in getting food from farm to market to table," Ms Adams said.

[Insert Market Name] encourages visitors to join the celebration and wear yellow on [Insert Date].

Farmers' markets can register their events for free on the World Bee Day website.

For more information, visit www.worldbeeday.org.au and www.farmersmarkets.org.au

Contact: [Insert Market Contact Name][Insert Market Contact Email]

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For more information

Visit: www.worldbeeday.org.au

www.wheenbeefoundation.org.au

Email: info@farmersmarkets.org.au