

Global Pollinator Policy

Holland
& Barrett

Introduction & Purpose of the Policy

Holland and Barrett has long positioned itself as a Brand centred on natural health, plant-based remedies, and botanical wellness. Many of our plant-derived raw materials which form part of our **Vitamins, Minerals, Health and Herbal supplements, and Skincare products** depend directly or indirectly on pollination, making pollinator health critical to ecosystem resilience and long-term supply security. Pollinators such as bees play a key role in the future sustainability of farming and protecting biodiversity.

The purpose of this policy is to define our standards for pollinator protection across our entire supply base. This policy is critically important because pollinators such as bees are essential to global food production, thus protecting our ecosystem health, and biodiversity, yet they are in alarming decline. Studies show that Bee Population has decreased by 30-40% and this is due to pesticide exposure, habitat destruction from industrial agriculture and monoculture farming that reduces forage diversity (*Source-NSF US national Science Oct 2024*).

Whilst this policy is intended to apply globally, Holland & Barrett expects its suppliers to comply with all applicable local, national, and regional laws and regulations relating to pesticides and pollinator protection. Where regulatory standards differ between jurisdictions, suppliers must apply the most stringent applicable requirements. Holland & Barrett endorses the UK Government's Environmental Improvement Plan, including the [National Pollinator Strategy](#) and the Pesticides National Action Plan (*March 2025*), which promote nature-based pest control and minimised chemical use. These UK frameworks shall be used as a minimum baseline only where no equivalent or more stringent local policy exists. This expectation applies across all sourcing regions, including but not limited to the United Kingdom, European Union, and China, and ensures that suppliers operating under stronger environmental or pollinator-protection regimes continue to meet or exceed those standards.

2. Scope

The pollinator policy is applicable to all markets and international suppliers and addresses pollinator risks through safer pesticide use, non-chemical controls, and better land stewardship, with priority focus on geographies where food and natural ingredients from crops are sourced as raw materials for our products.

It applies to all our Tier 1 suppliers and their wider supply chains, including direct and indirect agricultural raw-material suppliers and upstream agricultural producers—particularly smallholder and contract farmers. This policy also applies to our own operations (stores, logistics, distribution centres, and offices) where landscaping, green infrastructure, or pollinator-supportive habitats are present.

The policy is applicable to products linked to the VHMS, Food, Sports, and Beauty categories. In addition, this policy applies to farmed and harvested, wild-harvested, and non-agricultural botanicals where ecosystem health, habitat disturbance, or pollinator interactions are relevant, ensuring that foraged, forest-based, or semi-wild plant ingredients are sourced in a manner that protects pollinators, safeguards biodiversity, and supports ecological regeneration

3. Holland and Barret's approach

Holland & Barrett prohibits the use of Highly Hazardous Pesticides and substances known to pose unacceptable direct risks to pollinators, including banned neonicotinoids (Refer to appendix), systemic insecticides, and other bee-toxic chemicals in the EU. Regulation (EC) No. 1107/2009 prohibits the use of neonicotinoids with unacceptable risks to bees, and approval of pesticides requires environmental risk assessments that protect bee health. UK bans key neonicotinoids through the [Neonicotinoids policy](#). Suppliers must comply with the strictest applicable standards across jurisdictions and see that these banned chemicals are not to be used during growing, harvesting, post-harvest handling, storage, and processing which are harmful to bees and other pollinators across global supply chains for Holland & Barrett.

Organic farming is also widely recognised as the gold standard for pesticide reduction. Suppliers are increasingly expected to adopt organic farming practices to reduce pesticide use and support pollinator, human, and environmental health.

The approach to pesticides is referred and aligned to Holland and Barrett ' (*H&B's POL-04 Pesticide Management in Food, Sport, VHMS and Cosmetics*) while responsibilities related to logistics, processing, and storage are addressed in 'H&B's *COP-03 Management of Supply Chain Safety, Integrity & Quality*)', which complements this policy.

Some **pesticides, insecticides, fungicides, and herbicides**—can harm pollinators and hence effective pollinator protection therefore requires **responsible chemical management**, including avoiding high-risk substances, minimising exposure during flowering periods, and adopting safer alternatives.

3. Supplier and Grower Responsibilities

Through this policy, Holland & Barrett expects suppliers and growers to adopt best practices that actively protect bees and other pollinators, including:

- Comply with the Holland & Barrett Code of Practice for Pesticide Management (*H&B's POL-04 Pesticide Management in Food, Sport, VHMS and Cosmetics*)
- Implement pollinator-friendly farming practices, supported by up-to-date pesticide and crop protection risk assessments for each raw material
- Maintain full traceability of all ingredients from source to finished product and ensure that restricted or Highly Hazardous Pesticides (HHPs) under Regulation (EC) No. 1107/2009 and **the neonicotinoids policy** which is also the UK retained law
- Reduce reliance on pesticides by adopting Integrated Pest Management (IPM) approach H&B's (*COP-03 Management of Supply Chain Safety, Integrity & Quality*)
- Apply responsible chemical management, including ongoing monitoring, documentation, and corrective actions where risks to pollinators are identified
- Adopt organic standards and certification that eliminate the use of hazardous pesticides

Holland & Barrett's Global Pollinator Policy is an integral part of our broader commitment to regenerative sourcing, biodiversity stewardship, and climate resilience with particular emphasis on protecting **bees**, as the most significant managed and wild pollinators

This policy will be **reviewed biannually**, with progress reported publicly as part of our ESG disclosures. We invite our suppliers, partners, and customers to join us in protecting the pollinators that sustain our food systems, ecosystems, and future.

For more information contact: responsiblesourcinguk@hollandandbarrett.com

	Responsible Sourcing (Sustainability Impact)	Document Author	Ramesh Panavalli		Issue Number	01
		Authorised by			Issue Date	28122025
Reference Number	Policy 2025 V4	Reason for Issue Protection of bees as pollinators	Reviewed – Romy VDL, Simon Moore , Neil Millins	New Version		

Appendix

UK & EU banned pesticides to protect the bees under Neonicotinoids

Pesticide	Type	Reason for Ban	CAS number
Imidacloprid	Insecticide (Neonicotinoid)	High toxicity to bees	CAS 138261-41-3
Clothianidin	Insecticide (Neonicotinoid)	Harm to pollinators & water contamination	CAS 210880-92-5
Thiamethoxam	Insecticide (Neonicotinoid)	Banned for outdoor use, limited emergency use in sugar beet	CAS 153719-23-4
Thiacloprid	Insecticide (Neonicotinoid)	Banned for outdoor use in EU	CAS 111988-49-9
Acetamiprid	Insecticide (Neonicotinoid)	Banned for outdoor use in EU	CAS Number: 135410-20-7

Other banned and or restricted chemicals (Indirect Bee Protection)

Pesticide	Type	Reason for Ban/ Restriction	CAS number
Paraquat	Herbicide	Highly toxic to humans and wildlife	CAS 1910-42-5
Chlorpyrifos	Insecticide (Organophosphate)	Neurotoxicity, especially in children	CAS 2921-88-2
Diquat	Herbicide	Aquatic toxicity	CAS 85-00-7
Linuron	Herbicide	Endocrine disruption	CAS 330-55-2
Carbendazim	Fungicide	Reproductive toxicity	CAS 10605-21-7
Glyphosate	Herbicide	Carcinogenicity	CAS 1071-83-6

Definitions

- **Pesticides** are substances used to prevent, destroy, repel or control pests affecting crops or stored materials.
- **Highly Hazardous Pesticides (HHP)** are pesticides that are recognized as posing particularly high risks to human health and/or the environment due to their acute toxicity, chronic health impacts, or environmental persistence.
- **Herbicides** are used to control undesired vegetation. Insecticides target insect pests at all life stages.
- **Fungicides** control fungal diseases such as mould and mildew. Acaricides or miticides control mites and ticks.
- **Integrated Pest Management:** Integrated Pest Management (IPM) for Bees is a holistic, preventative approach to pest control that prioritises bee and pollinator health by minimising pesticide use