


April 16, 2014 



Original " [monitoring campaign](#) " launched by Bayer in Germany.

The German beekeeping journals publish an insert by Bayer, with the announcement that a big prize will be awarded to the beekeepers that experience the least number of losses, having reported the number of bees in their colonies before winter, after winter and during the season. **Bayer promises to the "super bee-keepers" or those "with lower losses of colonies" awards of 5000-3000 and 1000 Euros!** **Is this a "Smart" marketing strategy to prove that there are no problems concerning bee deaths?**