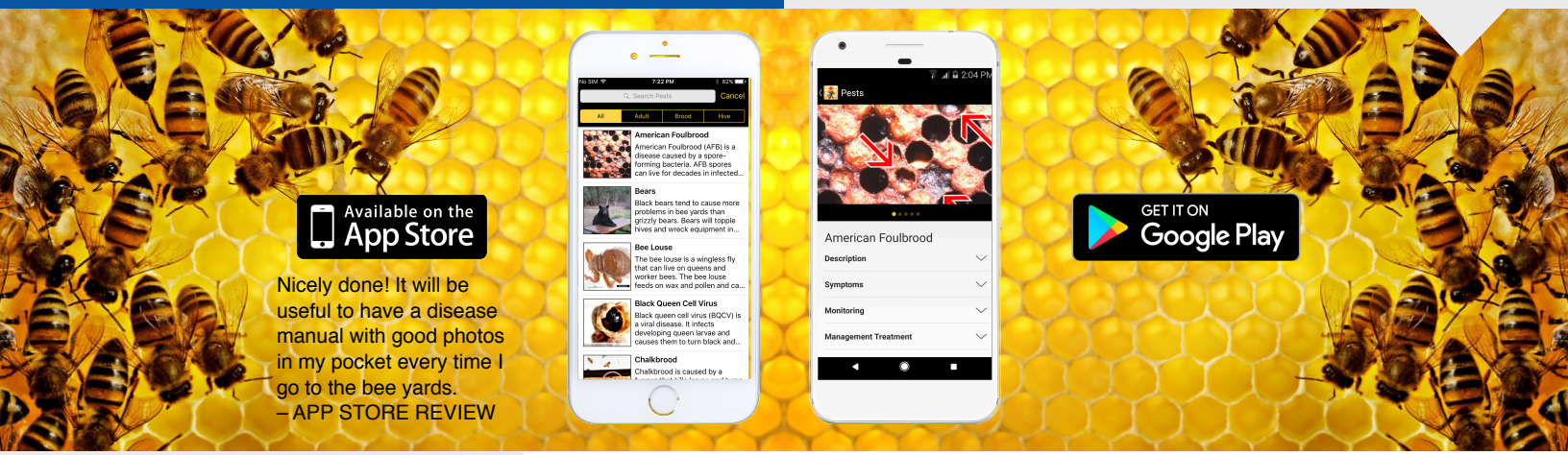
ARTER KIRKWOOD & ASSOCIATES

> **Arter Kirkwood and Associates treated the app as their own and we felt that throughout the whole process.**
>
> **MEDHAT NASR**
> Alberta Agriculture & Forestry



ALBERTA AGRICULTURE & FORESTRY BEE HEALTH APP

World's 1st
App to address Bee Health

10,000+
Local & Global Downloads

★★★★
4-Star User Experience Rating

33% Time Savings
Faster Pest Identification
Faster Results

Expertise
Knowledgeable in best practices for mobile app design

On Time
Well organized, proven approach for on-time and on-budget results

Strategic
Mobile app roadmap leads to longevity and scalability

Keeping Alberta's Beekeepers Informed & Connected

Alberta's Ministry of Agriculture & Forestry is responsible for the policies, legislation, regulations and services necessary for Alberta's agriculture, food and forest sectors to grow, prosper and diversify. A portion of that responsibility focuses on Alberta's bee population and the people who maintain it.

Part of the challenge of being a beekeeper is staying informed. As part of their extension services, Agriculture & Forestry needed to deliver current and crucial information on diseases and issues affecting Alberta's bee population and make recommendations on how to solve beekeeping issues. Until recently, these communications were relayed mainly through the website, factsheets, telephone services, demonstrations and field visits.

Based on surveys and conversations with beekeepers the Agriculture & Forestry team discovered that the best way to relay their information and connect with their clients was to create an app for use in and out if the field.

Upon obtaining approval from the governors in Technology Improvement, the team worked with their IT group to find and hire Arter Kirkwood & Associates (AKA), a recommended government contractor.

> **AKA gave us a clear idea of our project's scope, what to expect, and a better idea of the process on how to take our idea from development to a product.**
>
> **MEDHAT NASR**
> Alberta Provincial Apiculturist

From inception to the build, the Bee Health app took just three months and met deadline expectations. It was also the world's first app to address the issue of Bee Health – helping beekeepers to identify symptoms and pests, diagnose diseases and report back to the pest surveillance database.

In Alberta, there are 400 beekeepers rurally, and 1000 urban beekeepers, when the app initially launched, it received 3000 downloads and is now up to 10,000+ globally. And it's not just beekeepers that are using the app – educators are using it in the classroom too, from as far away as New Zealand.

With enhanced client service and increased reporting from beekeepers in the field, the Bee Health App is saving time and money for both the government and the beekeepers. Phone calls and emails have been reduced by one third, and responses are in real time. Overall, it's an efficient, effective, and pioneering win for Alberta Agriculture & Forestry and Arter Kirkwood & Associates.

> **For the Health of Bee Population Excellent demonstration and illustrative app, Diseases prevention and management is vital to the bee population. Thanks.**
>
> GOOGLE PLAY STORE REVIEW

Whether you're working on a tight timeline or facing complex integration needs, we can help you achieve your goals and get your project in on time and on budget.

Your Business. Your App.

info@arterkirkwood.com

(403) 970-9585

CONTACT US

Features

- Descriptions and images of bee pests
- Pest chemical and management treatment options
- Diagnoses pests based upon symptoms
- Sends pest diagnosis to Pest Surveillance Branch or to other colleagues for expert opinion

Technology

- iPhone & iPad
- Android smartphone & tablet
- Offline capabilities
- Email integration
- Integration with Pest Surveillance Database

Services

- Product ideation
- Lean UX design
- Agile development
- Back-end integration
- Submission to app stores