

Fritz Höfler
the [bee educator](#)



After successfully completing my studies in business administration at the University of Applied Sciences in Nuremberg, I began my professional career in market research. After an engagement with the German Football Association during the 2006 World Cup in Germany, I worked for almost eight years as a specialist teacher for business administration and IT at a private secondary school in Nuremberg. At the same time, I trained as a **state-certified farmer** and **managed my parents' farm** (arable farming & animal husbandry) in the north of Nuremberg.

In the course of this I got to know and love **beekeeping**. This hobby - founding an apiary, training as a bee expert - then actually became my profession. Responsible as a **project manager at the agricultural training institutes in Triesdorf**, I developed the [Varroa App](#), which has since become a permanent fixture in the Bavarian Varroa control concept.

Subsequently, I worked as a [certified pollinator beekeeper](#) for a Hamburg-based start-up company in the field of pollination management.

Since March 2021, I have been working on a voluntary basis as a certified **ant helper** for the greater Nuremberg area.

Currently, I am working again for the educational institutions in Triesdorf in the area of plant cultivation on the so-called "**Agrobiodiversity Project**". At the same time, I am in the middle of setting up a "[green](#)" **start-up** as a partner, which will bring farmers closer to the consumer again.

The passion to act pedagogically finally led to the training as a "**bee educator**" at [Mellifera e.V.](#), which focuses on ecological and welfare-oriented beekeeping and the protection of bees.