



Bees

for Development

Consumer education and communication in honey marketing

Nicola Bradbear

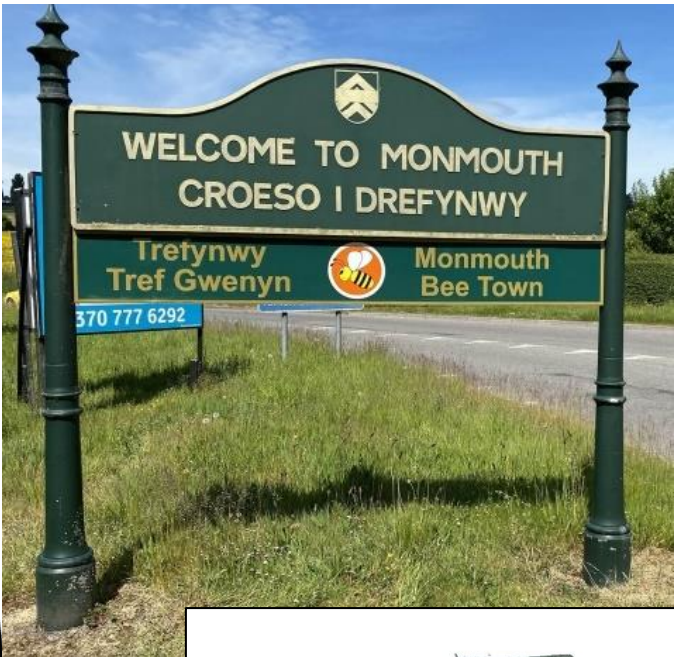
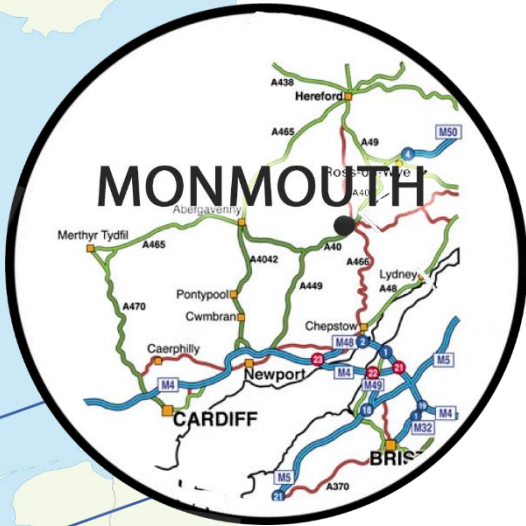


For
Madhu Duniya 2023
6-10 November, Ho Chi Minh City

NTFP-EP

non-timber
forest products -
exchange programme







THE "ACINCOURT"

THE KINGS HEAD HOTEL

WETHERSPOON

THE KINGS HEAD FREE HOUSE

A WETHERSPOON LODGE

Bees for Development

J. D. Wether-spoon The House

Bees for Development

30 years



What we do

Since 1993 we have worked with beekeepers in more than 50 nations



Iraq



El Salvador



Afghanistan



Chechnya

Nature-based beekeeping - Working with indigenous bees in locally-made hives





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

<p>1 NO POVERTY</p>	<p>2 ZERO HUNGER</p>	<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>4 QUALITY EDUCATION</p>	<p>5 GENDER EQUALITY</p>	<p>6 CLEAN WATER AND SANITATION</p>
<p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>10 REDUCED INEQUALITIES</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p>13 CLIMATE ACTION</p>	<p>14 LIFE BELOW WATER</p>	<p>15 LIFE ON LAND</p>	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>	

The Sustainable Development Goals (SDGs) were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

Amazingly, bees and beekeeping can help to address every one of the 17 goals:

1 NO POVERTY
 Our work shows that beekeeping can generate a cash transfer from nature to people in a sustainable way, helping people to earn their way out of poverty.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
 Our work in Ghana is creating a linked-up beekeeping and honey trade economy, and we are innovating with novel materials for hive-making and an electronic traceability system for honey.

10 REDUCED INEQUALITIES
 Our beekeeping work with marginalised groups such as the Batwa people in Uganda is helping to reduce inequality by giving them income-generating potential and increasing status and respect.



2 ZERO HUNGER
 People we have helped in Amhara, Ethiopia rely on bee pollination to produce fruits, oils and vegetables: helping to achieve food security. For chronically poor people with inadequate diets, honey provides a nutritious and wholesome food.



3 GOOD HEALTH AND WELL-BEING
 We enabled a hospital in Sierra Leone to begin beekeeping - to produce good quality honey for their wound clinic.

11 SUSTAINABLE CITIES AND COMMUNITIES
 People love to see wildflowers in towns and cities, and bees and flowers make life better for everyone. This is behind our efforts in UK to raise awareness of the value of bees, with our Bee Garden Party events, Moramouth Bee Festival and Bee Friendly Moramouthshire.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
 We are working to elevate consumers' understanding about the difference between intensive, unsustainable practices and sustainable nature-based beekeeping. Working within nature's limits goes to the heart of our ethos.

13 CLIMATE ACTION
 Bees and trees are part of the solution for climate change - our current work in Ghana and Zimbabwe is proving that beekeepers are the forest fire fighters, advocating to maintain their forests.

4 QUALITY EDUCATION
 In Ghana beekeepers we trained are now able to pay for their children's school costs, ensuring that young people in rural areas can access education.

5 GENDER EQUALITY
 We are training women as beekeeper trainers in Ghana, India and Uganda, so they can get jobs, serve as role models, and break down barriers - helping more women and girls to keep bees.



6 CLEAN WATER AND SANITATION
 Beekeepers are at the forefront of our work to reforest water catchment areas in Amhara, Ethiopia: restoring both bee habitats and permanent natural water supplies.

14 LIFE BELOW WATER
 Restoration of coastal margins is essential - mangroves and other habitat types are useful for bees and bring welcome income opportunities. Following the Tsunami we helped to restore mangroves in Banda Aceh during 2005-2007.



15 LIFE ON LAND
 Flowering Ethiopian forests are full of bees and full of beekeepers too. In South west Ethiopia we are working to ensure that beekeeping gives people financial incentive to protect their forests.

7 AFFORDABLE AND CLEAN ENERGY
 Oil seed crops grown by farmers for energy in India need good pollination by bees and offer bonus crops of honey too.

8 DECENT WORK AND ECONOMIC GROWTH
 Our work on honey and beeswax market chains in Uganda helped to create resilient livelihoods across many sectors of society beyond beekeepers: manufacturers of tools, clothing, and of secondary products, and packers and traders all long the market chains.



16 PEACE, JUSTICE AND STRONG INSTITUTIONS
 We have witnessed wonderful examples of beekeeping helping to break down ethnic tensions, in Chechnya, and currently in Uganda with Batwa people.

17 PARTNERSHIPS FOR THE GOALS
 We are very proud of our role in creating The Uganda National Apiculture Development Organisation - now representing over 1 million beekeepers in Uganda.



How consumers obtain information about honey

1. Chat with friends and 'taxi drivers'
2. Honey labels
3. Social media, press, trade reviews
4. Information articles and news
5. Promotional events and advertising e.g. tastings
6. Honey trade bodies, boards or associations



Taxi drivers!





Customers become very loyal to honey brands





nectaflo
Natural Forest Honey
عسل الغابات الطبيعي

nectaflo
Natural Mountain Honey
عسل الجبال

nectaflo
Natural Blossom Honey
عسل ازهار طبيعي

nectaflo
Natural Acacia Honey
عسل اقصيا طبيعي

nectaflo
Natural Chestnut Honey
عسل الكستناء

nectaflo
Black Forest Honey
عسل الغابة السوداء

SUE ZEE
Clear Honey
عسل صاف

ALSHIFA
عسل النخلة

24.95

51.95

28.95

14.75

16.95

21.45

39.95

23.95

49.95

39.95

21.95

26.90

37.90

21.95

26.90

72.24

The honey label is where many buyers obtain information and education about honey

Types of information

- Type of honey, country and floral source
- Medicinal claims e.g. manuka honey
- Raw – and explaining what this means
- What happens if honey crystallises?
- Certification e.g. organic, fairtrade
- Marketing messages e.g. traditional, natural, forest-conserving
- How the bees were kept







Savina's Pure Gozo Honey is extracted from the beehive without any heating, to keep it as raw and pure as possible.

Il Miele Puro di Gozo prodotto da Savina viene estratto dall'alveare senza l'uso del calore, mantenerlo il più naturale e puro possibile.

Le miel «Pure Gozo» de Savina est extrait des rucs sans recourir à la technique de l'enfumage, ce qui permet de le garder aussi naturel et pur que possible.

Savina's Pure Gozo Honey wird der Bienenwabe ohne Erwärmung entnommen, um den Honig möglichst roh und rein zu halten.

La miel pura Gozo de Savina se extrae de la colmena sin utilizar ningún tipo de calentamiento para conservar al máximo su pureza y naturalidad.

SAVINA

Pure Gozo Honey
Ingredients: Pure bee's honey
Unpasteurised

Store in a cool dry place away from direct sunlight. Open jar with care. Once opened, consume within 12 weeks.

Pur Miel de Gozo

*Ingrédients: Pur miel d'abeilles
Non pasteurisé.*

*Conserver dans un endroit sec à l'abri de la
lumière directe du soleil. Ouvrir avec
précaution. Après ouverture, à consommer
endéans les 12 semaines.*

Miel pura de Gozo

*Ingredientes: miel pura de abeja
No pasteurizada.*

*Almacenar en un lugar fresco y seco, alejado de la
luz directa del sol. Abrir el bote con cuidado. Una
vez abierto, consumir en el plazo de 12 semanas.*

*La miel se extrae directamente de la
colmena sin utilizar calor. Se recomienda
para conservar al máximo su potencia.*

Puro Miele da Gozo

*Ingredienti: Puro miele d'api
Non pastorizzato.*

*Conservare in luogo fresco ed asciutto,
a riparo dalla luce diretta del sole. Aprire il
recipiente con attenzione. Una volta aperto,
consumare entro 12 settimane.*

Reiner Gozo Honig

*Zutaten: Reiner Bienenhonig
Nicht pasteurisiert.*

*Kühl, trocken und vor Licht geschützt lagern.
Glas vorsichtig öffnen. Nach dem Öffnen
innerhalb von 12 Wochen verbrauchen.*



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Best before: / Da consumarsi entro: /
Mindestens haltbar bis: / À consommer
avant le: / Consumir antes de:

L23 245 J 09-2025

Net Weight: / Peso Netto: **135g^e**
/ Nettogew: / Poids Net: /
Peso Neto: /

Handpoured with care by: / Riemplito a mano
a: / Sorgfältig per Hand abgefüllt in: /
Mis en bocal manuellement et avec soin par: /
Mano vierte con cuidado en:

SAVINA CREATIONS LTD.
The Magro Food Village, Xewkija, Gozo - Malta
www.savina.com.mt



HONEY

MANUKA HONEY

AUSTRALIAN RARE
150g Jar
\$70

WAS-EGG
NOW EGGS
THE EXOTIC
\$120

JORDAN 1450
RAW HONEY
200g Jar
\$45

AUSTRALIAN RARE
HONEY

THE EXOTIC
AUSTRALIAN RARE
150g Jar
\$70

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AUSTRALIAN RARE
HONEY

MANUKA HONEY

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OF 888

5%
support
restorati

AUSTRALIAN RARE
HONEY

KARRI TA25+
eucalyptus diversicolor

THE JEWEL

AUSTRALIAN RARE
HONEY

AUSTRALIAN RARE
TA25+ KARRI
£500

THE EXOTIC

AUSTRALIAN RARE
HONEY

RAW HONEY
250g | 9oz

AUSTRALIAN RARE
HONEY

Information articles and news

The traps to watch out for when buying honey



Sticky notes: are you buying honey - or dyed fructose corn syrup? Photograph: Jody Dole/Getty Images



How are raw honey and regular honey different?

[Raw honey vs. regular honey](#) | [Benefits](#) | [Is it organic?](#) | [Risks](#) | [Finding raw honey](#) | [Other types of honey](#) | [Summary](#)

Raw honey comes straight from the hive and will likely contain more nutrients, but it is not pasteurized. Regular honey is

Types of information

- How to avoid fake honey?
- What is organic honey?
- What is raw honey?



MANUKA DOCTOR

[KINCARE](#) | [SUPPLEMENTS](#) | [SHOP ALL](#)

How to read a Manuka honey label?

APRIL 13, 2022 | MANUKA HONEY

Trade reviews

Types of information

- Most ethical honey
- Honey comparisons



GROCERIES

I tried 7 honeys and one is definitely worth the buzz

Of all the easy-to-source honeys, one stood out as queen bee.



[About us](#) [Issues](#) [Ne](#)

Honey: an ethical guide



Promotional events and advertising

Encouraging people to buy honey because of certain attributes:

- Taste
- Colour
- Consistency
- Origin
- Authenticity
- Ethical value



Honey trade bodies, boards and associations



HOME
ABOUT HONEY
BEES & SUSTAINABILITY
RECIPES
LOCATOR



American Honey Producers Association



HONEY BEE
HEALTH
COALITION



ASSOCIATION

BRITISH HONEY IMPORTERS
AND PACKERS ASSOCIATION



Thank you for your interest!
*Please do get in touch if you
would like to be more involved...*

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www.beesfordevelopment.org