

PROMOTIONAL ACTIVITIES OF SLOVENIAN BEEKEEPER'S ASSOCIATION

**TANJA MAGDIC
BUSINESS SPECIALIST ADVISER
BEEKEEPERS' ADVISORY SERVICE**

APIMONDIA 2019

SLOVENIA, HOME OF OUTSTANDING BEEKEEPERS

- Slovenians are Beekeepers with Heart and Soul
- 4 beekeepers → 1 000 inhabitants



BEEKEEPING AND CULTURAL HERITAGE

- Long and rich Tradition
- Worldknown beekeepers: Anton Janša, Peter Pavel Glavar, ...
- Dr. Terč – Founder and pioneer of apitherapy
- Beekeepers are well organised



MAIN PROMOTIONAL ACTIVITIES

HONEY BREAKFAST

- since 2007
- Traditional Slovenian breakfast (2011)
- European honey breakfast



HONEY BREAKFAST

- Every 3rd Friday in November in Slovenian nurseries and primary schools
- Beekeepers have visited them to present beekeeping and the importance of bees to children
- the school's and nursery's choirs sing the very well-known song – The Beekeeper
- ...

*“Bees’ nice rustling to me,
bess nice smell to me,
but in the heart of my memory
to awaken youth days.
Bees, bees,
you are my friend,
never forget you
this old beekeeper.”*

- **The nurseries and schools have accepted this campaign with great enthusiasm and in many cases, this breakfast has become much more than just a breakfast: we have now got many wonderful stories and projects connected to bees and beekeeping.**

OPEN DAYS WITH SLOVENIAN BEEKEEPERS



UNIQUE BEE PRODUCTS PACKAGES



SAVE THE BEES

- Making connections to other agricultural branches
- **You reap what you sow** – buckwheat, sunflowers, pumpkins (Hokkaido)



COFFEE WITH HONEY PLEASE



APITOURISM

Slovenia has first certified Apitourism providers and first licensed Api – Tourist Guides in the World!

Bee Our Guest

HOME

APITOURISM

API-ADVENTURES

FIRST WORLD BEE DAY

CONTACT



Bee inspired by tradition.
Bee kind to nature.
Bee involved in the local culture.



Bee Our Guest

Discover apitourism – authentic, bee-focused travel experiences

LEARN MORE



PROMOTION OF HONEY QUALITY SCHEME

- Slovenian honey with protected geographical indication



- Karst honey with protected designation of origin scheme
- Kočevje forest honey with protected designation of origin scheme



TASTE THE DIVERSITY , FEEL THE NATURE, EXPERIENCE THE ORIGIN

  PROGRAM, FINANCIRAN
S PRISPEVKOM
EVROPSKE UNIJE

EVROPSKA UNIJA PODPIRA KAMPANJE,
KI SPODBUJAJO VISOKOKAKOVOSTNE
KMETIJSKE PROIZVODE

**ENJOY
IT'S FROM
EUROPE**

**Okusite
RAZNOLIKOST**

**SLOVENSKI
MED**
z zaščiteno
geografsko označbo

**Začutite
NARAVO**

**KOČEVSKI
GOZDNI MED**
z zaščiteno
označbo porekla

**Doživite
POREKLO**

**KRAŠKI
MED**
z zaščiteno
označbo porekla

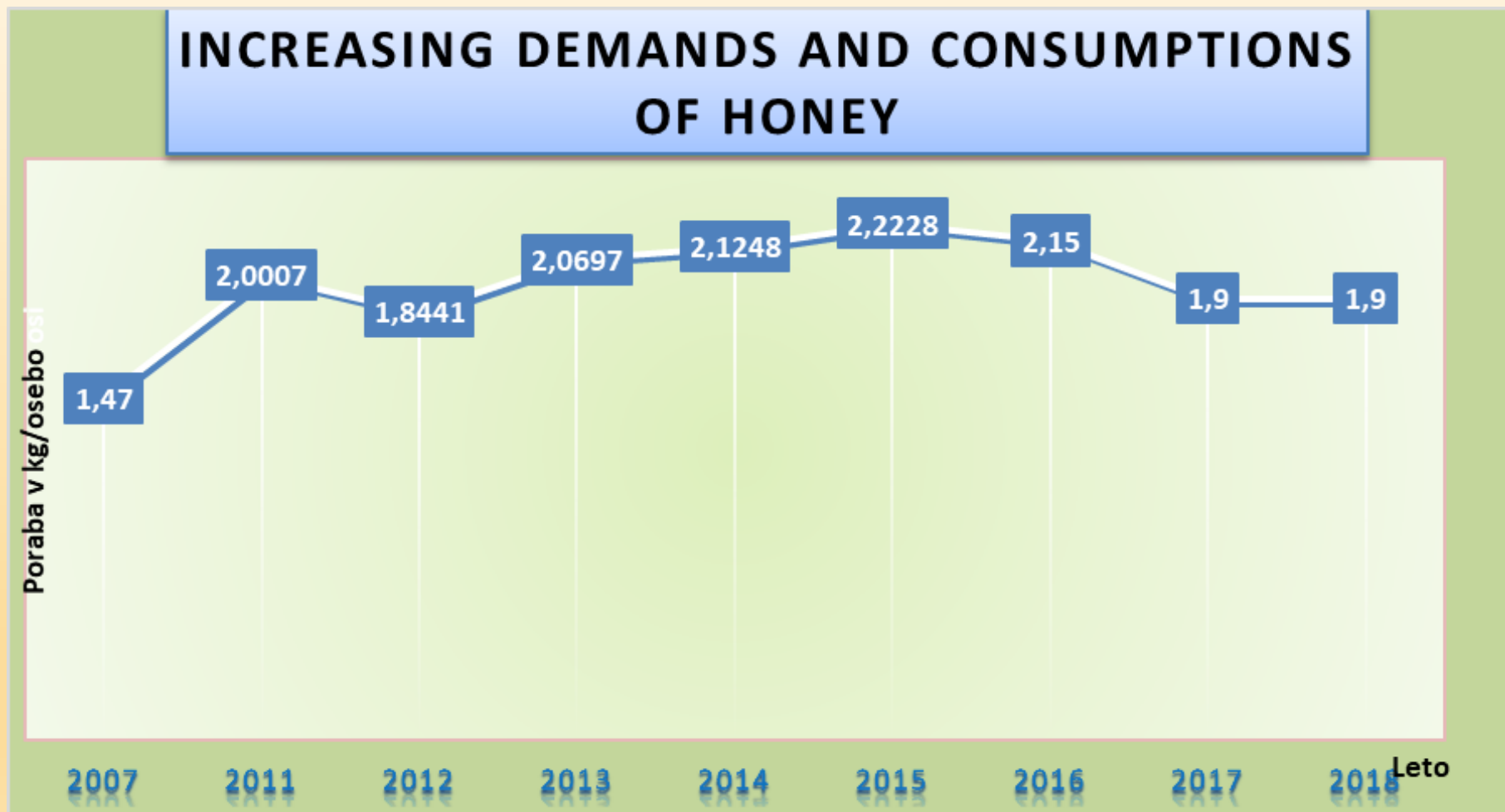
Vsebinska tega promocijskega oglasa predstavlja le stabilna avtorija in je v njegovi izključni odgovornosti. Evropska komisija ne prevzema nobene odgovornosti za uporabo informacij, ki jih vsebuje to gradivo.

WORLD BEE DAY UNITES SLOVENIANS AND CONNECTS THE WORLD

Tour around local
Slovenian beekeepers'
organisations
and
International activities

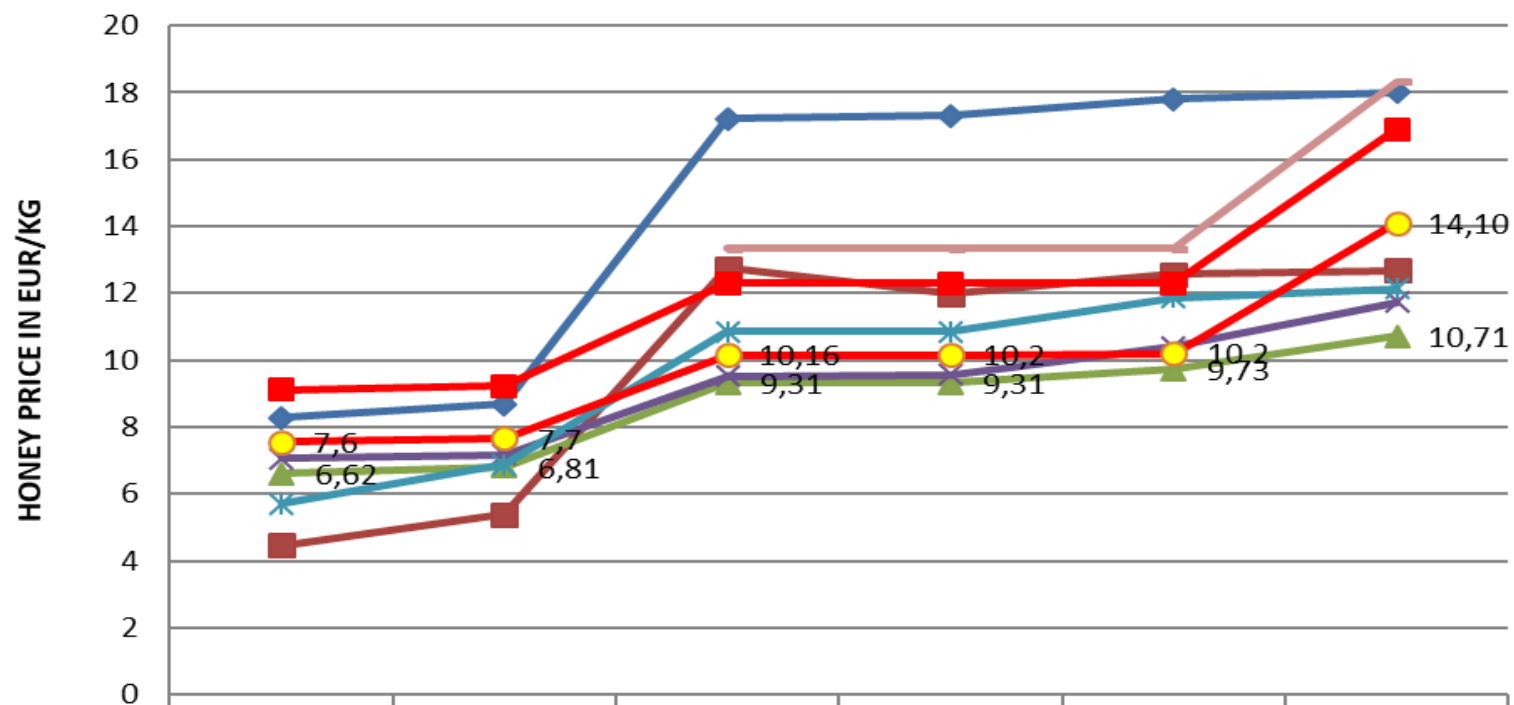


THE RESULTS OF ACTIVITIES



Source: Analysis of survey questionnaire conducted by the Slovenian Beekeeper's Association 2007 - 2018

HONEY WHOLESALE MARKET PRICES IN SLOVENIA



	2008	2009	2015	2016	2017	2018
WHOLESALE PRICES	8,29	8,69	17,22	17,3	17,79	18,00
WHOLESALE PRICES IMPORTED HONEY	4,47	5,38	12,75	11,97	12,57	12,67
BEEKEEPERS	6,62	6,81	9,31	9,31	9,73	10,71
AVERAGE SLO HONEY	7,06	7,17	9,53	9,56	10,41	11,72
AVERAGE	5,71	6,89	10,85	10,85	11,87	12,13
RECOMENDED PRICE	7,6	7,7	10,16	10,2	10,2	14,10
RECOMENDED PRICE QUALITY SCHEMES	9,1	9,2	12,3	12,3	12,3	16,90
RECOMENDED PRICE ORGANIC HONEY			13,33	13,33	13,33	18,32

Source: Analysis of market researches conducted by the Slovenian Beekeeper's Association 2007 - 2018

THE RESULTS OF ACTIVITIES

[2006 – 2019]

- Regulated system of education of beekeepers

300 beginners/year; 6.000 participants/year

- Increasing the number of beekeepers

7.500 → 11.500

- Reduction of age structure of beekeepers

65 years → 59 years

- Increasing the number of children involved in beekeeping clubs

500 → 1.750 children; 70 → 122 clubs

- Increasing the number of bred Carniolan honey bees entered in the book

- 12.800 → 28.900 queen bees

- Development of complementary activities: beekeeping tourism, bee products, apitherapy

Certified 42 beekeeping tourism;

- Changed public attitudes towards beekeeping and consequently the environment
- Publication of numerous articles in the media
- Increasing the planting of nectar plants
- Increasing the public, agricultural, etc.. land sown with honey plants
- The use of chemical agents in accordance with good agricultural practice
- Less bee poisoning with pesticides

NO BEES, NO LIFE

- <https://www.youtube.com/watch?v=Z6BhwaLcxK4>



DO YOU IMAGINE A WORLD WITHOUT BEES?



Slovenian Beekeeper's association
tanja.magdic@czs.si