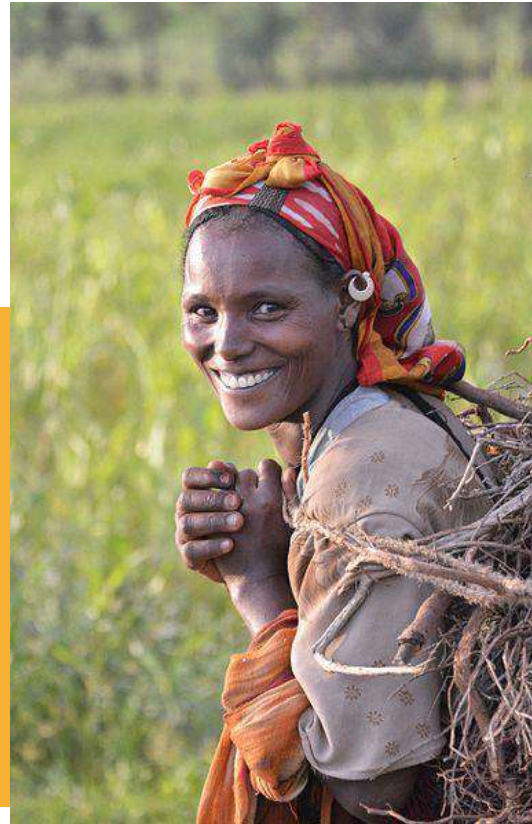


*Bees with Stories*  
FROM AFRICA



CREATING VALUE FOR  
RURAL BEEKEEPERS

APIMONDIA  
MONTREAL 2019

## ABOUT 'BEES WITH STORIES'

- First brand of premium, single-origin African honey varietals.
- Built on a business model that helps African farmers diversify their income through beekeeping.

Directly benefitting small farmers in Africa. Helping them diversify their income through beekeeping. Supporting food security.



WHY CREATE  
'BEES WITH STORIES?



## CHALLENGES

---

Lack of market linkages

---

Remoteness/transportation costs

---

High transaction costs

---

Poor market information

---

Weak negotiating skills and bargaining power

---

Lack of traceability

---

Lack of branding

## APICULTURE VALUE CHAIN



## OUR APPROACH



Put African honey varieties on the map



Highlight their unique identity and flavour



Highlight the communities behind their production

## OUR BUSINESS MODEL

- Design the 'Bees with Stories' branding/marketing strategy and establish a distribution network for export-ready beekeeper groups to sell their products, and
- Collaborate with local technical partners to help beekeeper groups improve their techniques and become export ready.

IN PRACTICE...



## WHY 'BEES WITH STORIES'?



'Bees with Stories' is a social brand built around the idea that beekeepers deserve the spotlight for their diligent work in managing hives, as well as a bigger percentage of the profit made in selling bee products.





## HOW WE WORK...

‘Bees with Stories’ supports local beekeepers in multiple ways:

We build the infrastructure and quality assurance, traceability, and branding to enable small farmers access to export markets.

We purchase the raw honey at a premium price, providing beekeepers with additional income. For example, in Madagascar, that premium price is approximately 4 times the local market price.

We assist with organic certification procedures and costs, and help beekeepers navigate export standards and procedures.

We cover the entire cost associated with exploring new markets, shielding farmers from any risk.

## OUR PROGRESS SO FAR

### In Ethiopia, Madagascar and Tanzania

- Collaborate with a beekeeper group/company in each country (about 1300 beekeepers in total)
- Selection of 6 organic-certified honey varieties, 2 from each country.
- UK launch at the Specialty and Fine Food Fair in London last week.
- Currently planning meetings with potential distributors.





## GOALS



Collaborate with beekeeping communities in 7 new African countries by the end of 2021, increasing the reach of our development efforts and the selection of honey varieties.



Help 10,000 African smallholder farmers diversify their income through beekeeping by the end of 2021.



Enter new markets, including continental Europe, US and Japan by 2020.



Diversify into other bee products.



Expand our staff to match our expansion in terms of number of collaborators, geographical presence, and the product line.

**Contact: Madvee Muthu, Founder, Bees with Stories**

**Email: [madvee@beeswithstories.com](mailto:madvee@beeswithstories.com)**

**Phone: +230 57937059/ +44(0)7496377017**