

THE CLUSTER BEEKEEPING AS A TOOL FOR COMPETITIVENESS TERRITORIAL SYSTEM



Bedascarrasbure, Enrique (1); Caporgno, Javier (1) ; Eliseo Monti (2); Marcelo Medina (3) y Susana Monserrat (4)

1 INTA – PROAPI ebedas@correo.inta.gov.ar; 2 INTA – CR Tucumán/Santiago del Estero; 3 UNT – FCE; 4 UNT – FAZ, Secretaría de Innovación y Desarrollo Tecnológico de Tucumán

¿What is a Cluster?

A cluster is a geographical concentration of companies that have some specialization in their value chain, including development instances of analysis and prospection shared, cooperative links and associated initiatives in a context of the state articulation.

Cluster Souce



provincial programs

Cooperatives COSAR y Norte Grande (year 2003)

Cluster beekeeping
(year 2007)



The numbers of cluster

- 400 small beekeepers
- Provincial Governments
- 3 Universities
- INTA - PROAPI and its extension agencies.
- 80,000 hives
- 2000 tons of quality honey
- 3 Fair Argentine organizations certified by Trade Labelling Organization (FLO) for Fair Market.
- Billing of \$ 3,500,000 / year

OPERATION

business network

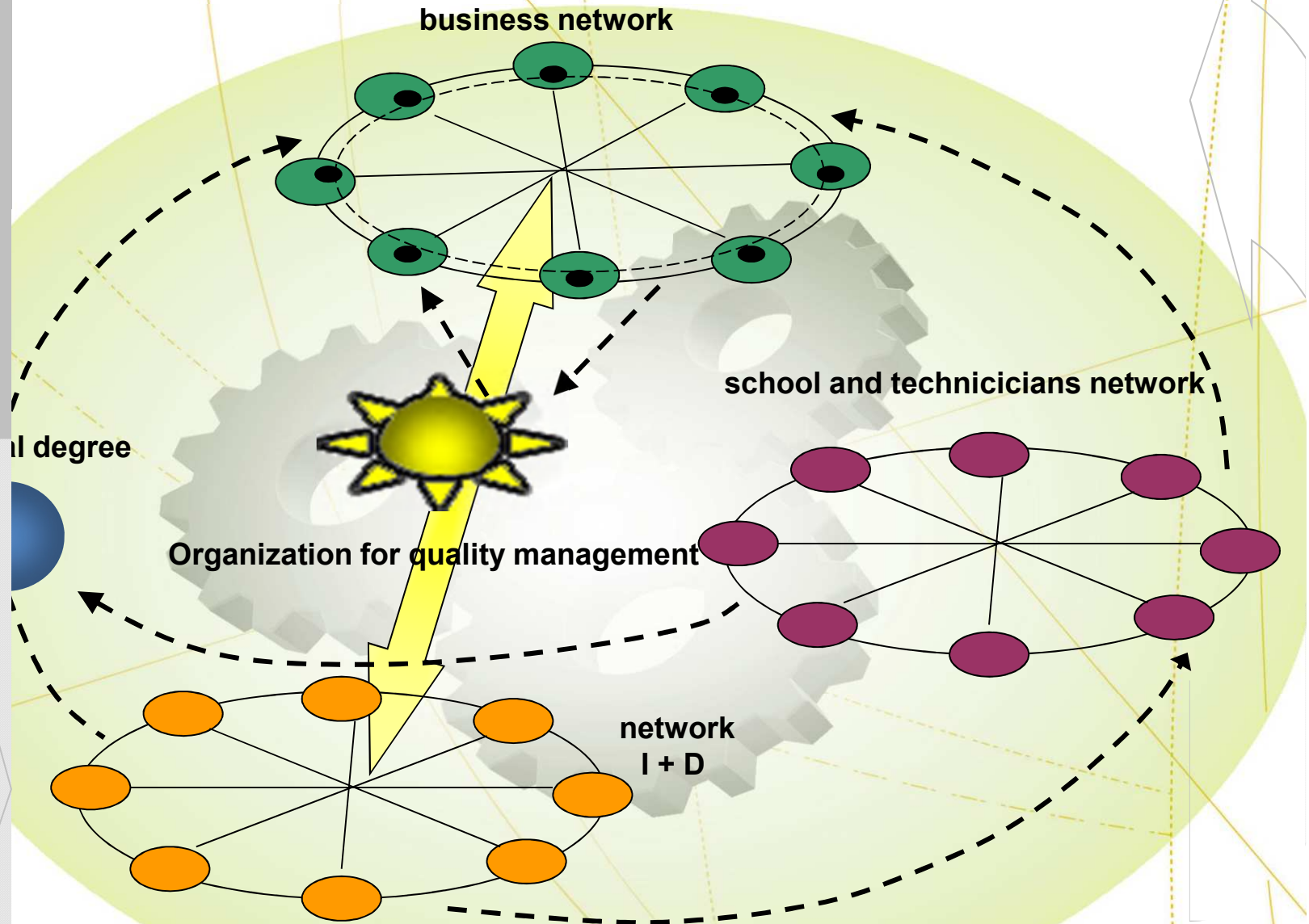
school and technicians network

Organization for quality management

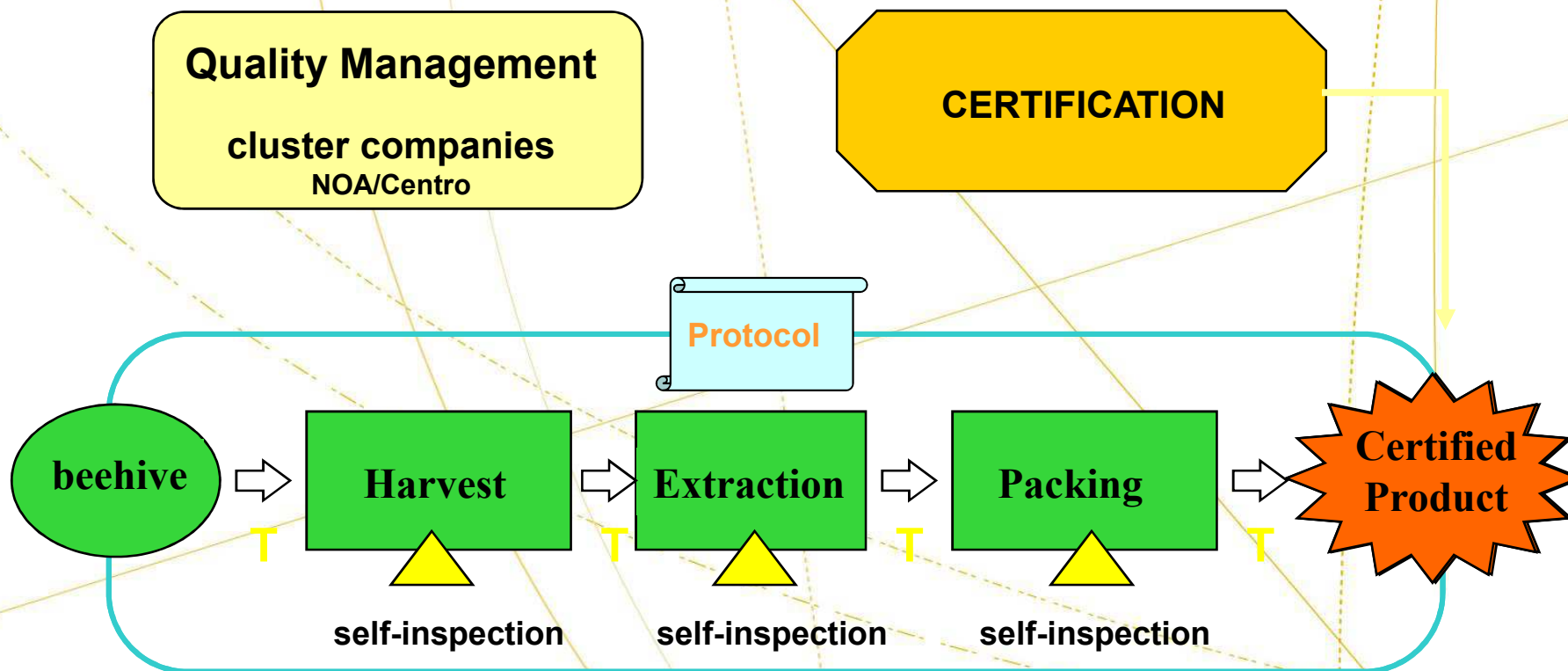
network
I + D

l degree

CLUSTER



VALUE CHAIN



Cluster Main achievements

Organization management and associativity

Created technical department of the cluster

Regional teams were formed (Santa Fe, Córdoba, Tucumán, Salta, Sgo del Estero)

Train leaders, partners and Technicians in organization management, leadership and participation.

At this moment 10 training sessions



Cluster Main achievements

Organization management and associativity

Networks and links including other complementary business

- Norte Grande Coop. Ltda – Arce Nero
- Cosar Coop. Ltda – Valor Natural S.R.L.



Cluster Main achievements

Market Connection

Look forward new markets, for the existing products and the future ones.

Fair Trade Development



Cluster Main achievements

Technology and Production

Training of partners in business competitiveness

Technical Training for Business Plans
Market Observatory (Credit ARAI)

roduction of live material with own genetic.



Cluster Main achievements

Technology and production

Control of Varroa destructor with non-contaminant products and monitoring varroosis network



Production technology for new products development, characterization of honey bees, diversification of added value products, organic products, propolis, pollen.

- Three types of honey characterized in the cluster.



CONCLUSION

In a globalized world, the cluster generates territory competitiveness thru continuous innovation.

Linking to external markets is seen by its members as the principal achievement of Beekeeping Cluster.

The Cluster NOA - Center is presented as a model of "Innovation and social development in rural Argentina" Alba 2008

On the social and environmental development in which the Cluster results show that beekeeping can be a suitable tool to contribute to sustainable rural development.

THANK YOU FOR YOUR ATTENTION!



