



# **Value Chain Promotion**

**for**

## **Assuring Quality and Consistent Supply of Honey**

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## Topics of Presentation

- Nepal: its bees and beekeeping
- Issues related to honey trade and quality
- Value chain promotion



# Nepal: The High Mountain Home of Honeybees



Occupying only 0.1% of the total land on earth-it is home to:

- 2.5% of all the flowering plants (over 6,000 species) in the world;
- 9.3% of the world's population of birds (more than 848 species);
- 4.5% of mammals on earth;
- 11 of the world's 15 families of butterflies (more than 500 species);
- 600 indigenous plant families;
- 319 species of exotic orchids.



## *Apis laboriosa*



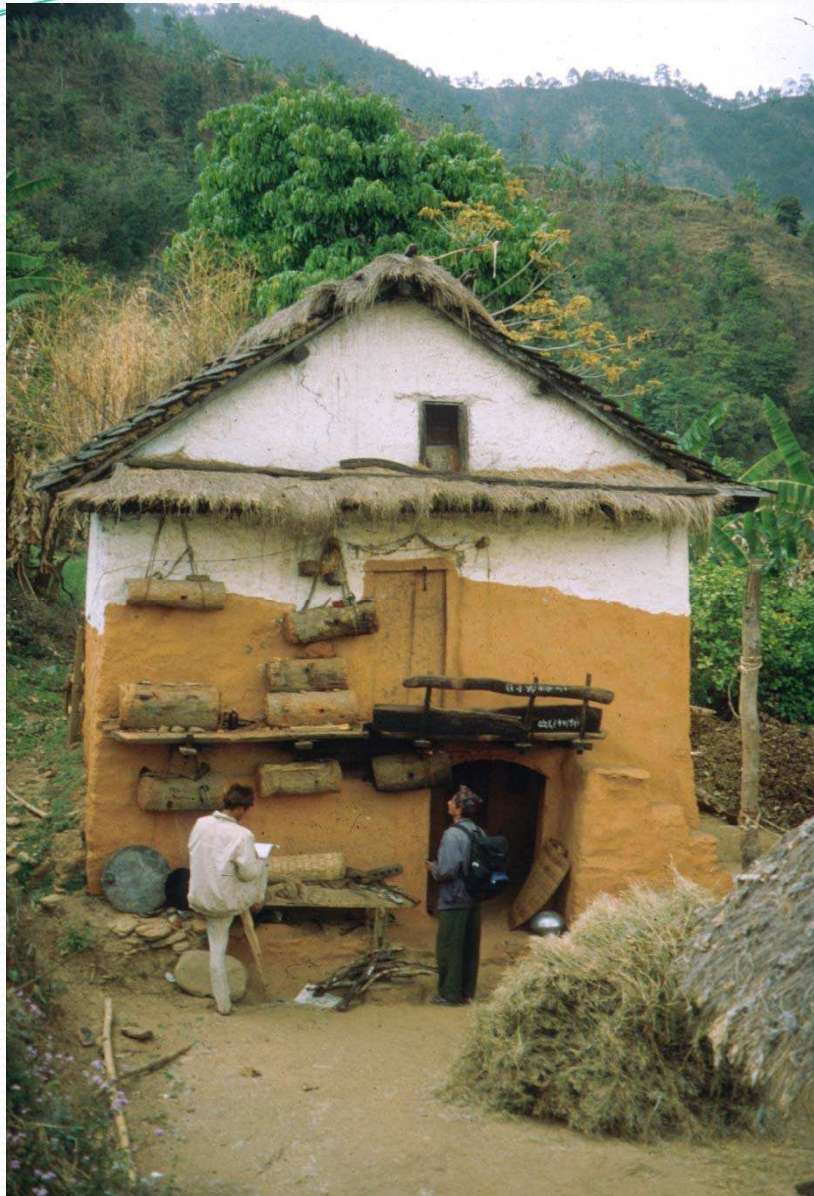


## *Apis dorsata*





## Apis cerana





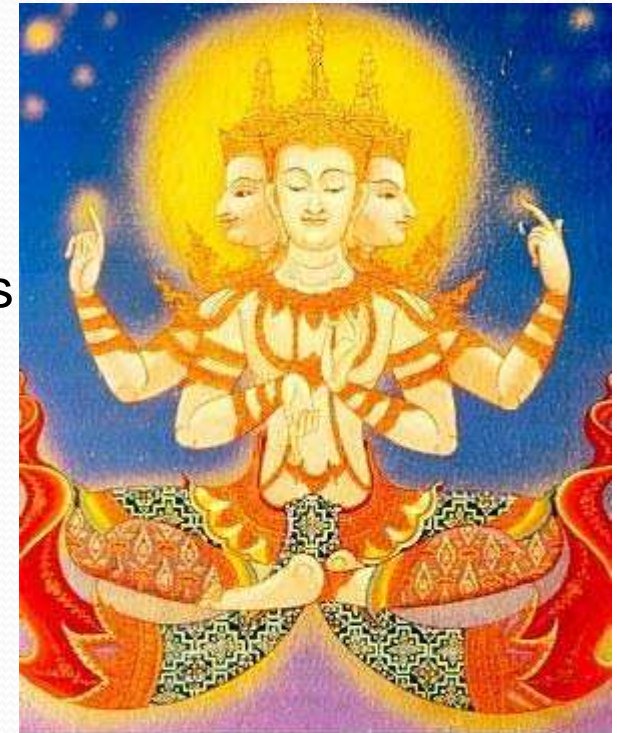
## *Apis mellifera*





## About Honey Sub-sector

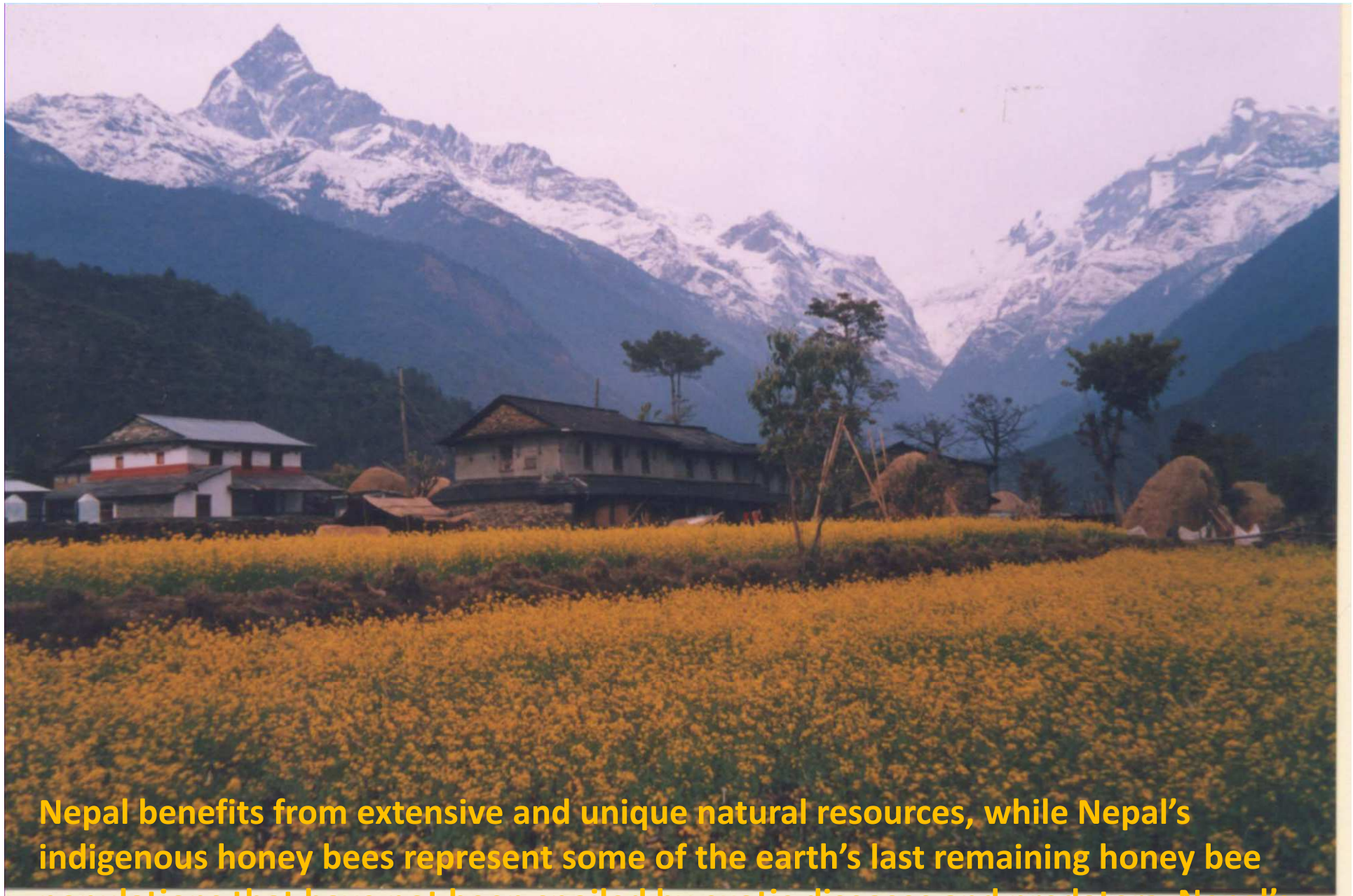
- Long and venerable tradition
- Over 50,000 Households
- Total honey production estimated at 1000 tons
- Wide range of flora, 40% forest land
- Good potential to expand production (10,000 tons?)
- Low level of pesticide use
- Potential source of income & employment for rural poor
- Indigenous varieties (Chyuri, High altitude honeydew honey, wild honey..) are unique to Nepal, niche?



Rig Veda 1:90:6-8

Let every wind that blows drop honey  
Let the rivers and streams recreate honey  
Let all our medicines turn honey  
Let the dawn and evening be full of honey  
Let the dark particles be converted to honey  
Our nourisher, this sky above, be full of honey  
Let our trees be honey  
Let the Sun be honey  
Let our cows secrete honey





**Nepal benefits from extensive and unique natural resources, while Nepal's indigenous honey bees represent some of the earth's last remaining honey bee populations that have not been spoiled by exotic diseases and predators. Nepal's beekeepers therefore have the possibility to harvest organic, natural, ecologically and ethically sound produce that is in strong demand on the world market ..Nicola**



# Issues related to honey trade & quality

- Supply is higher than local demand
- Per capita consumption is very low (honey is used as 'special' food rather than dietary supplement)
- Cost of collection & shipment very high - price not workable for mass market
- Lack of trust among actors of value chain
- Inadequate know about where to sell the produce, quality parameters, hygiene practices, CAC, EU, buyers requirement
- Poor coordination among concerned govt. departments, development agencies and honey entrepreneurs

24.12.2011





## Issues (Cont -----)

- Big buyers are not interested to deal with low volume- quality differentiation
- International quality standards based on *Apis mellifera* honey (HMF in dorsata, moisture content in wild bee honey, enzymes)
- Nepal is not in the list of EU, where there is a demand for niche product)
- Quality Assurance? Paper work versus compositional quality



NPR 120-150

Weak link between  
actors, who add and/or  
capture value

Collection, transportation,  
processing, bottling, labeling,  
advertisement, delivery + risk



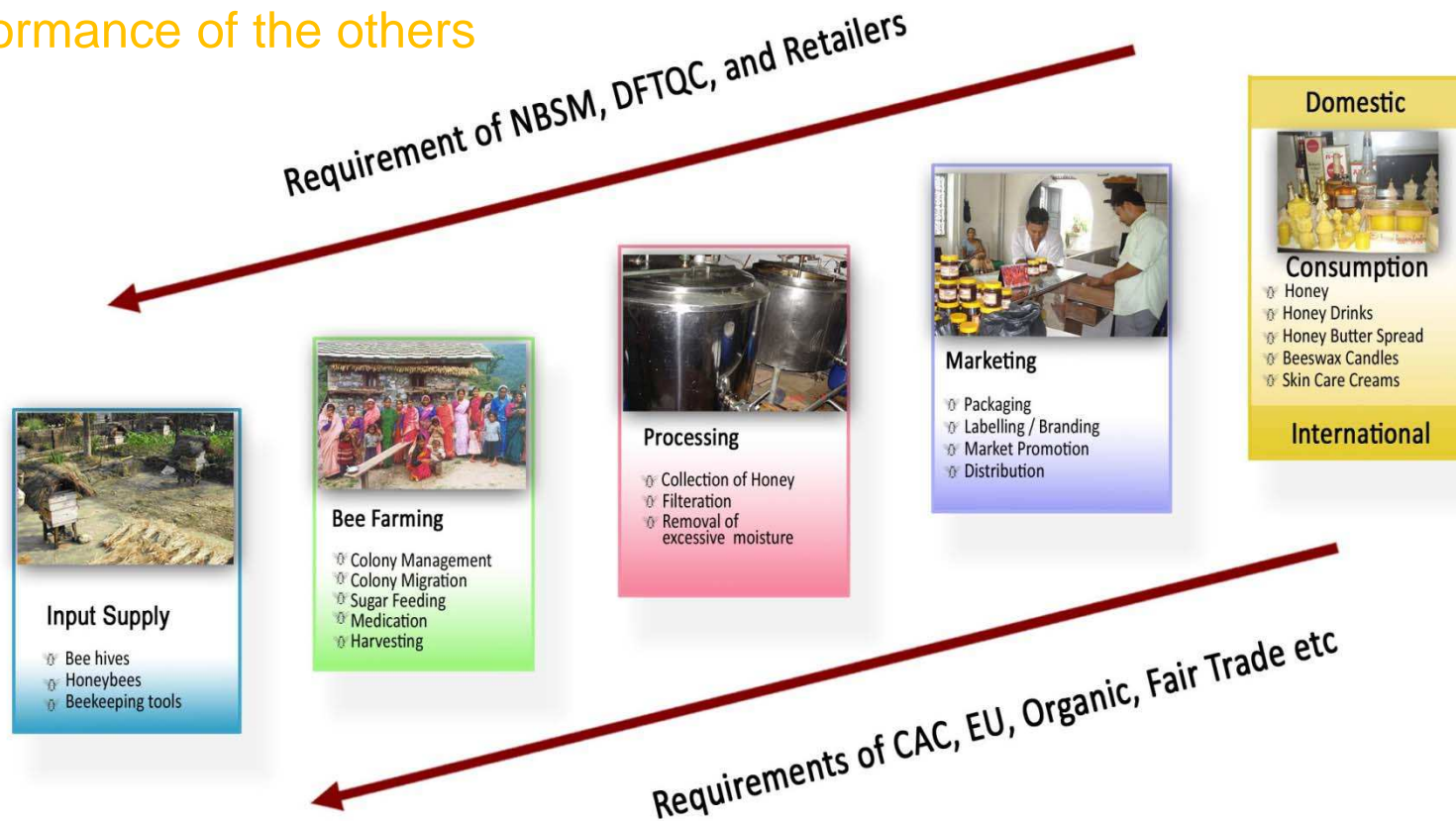
NPR 250-350

(US\$ 1= NPR70)



## Value Chain Approach

- **Sequence of activities** from the provision of specific inputs for a particular product to primary production, transformation, marketing and distribution, to final consumption.
- In a chain of value-creating activities, **one activity often affects the cost or performance of the others**





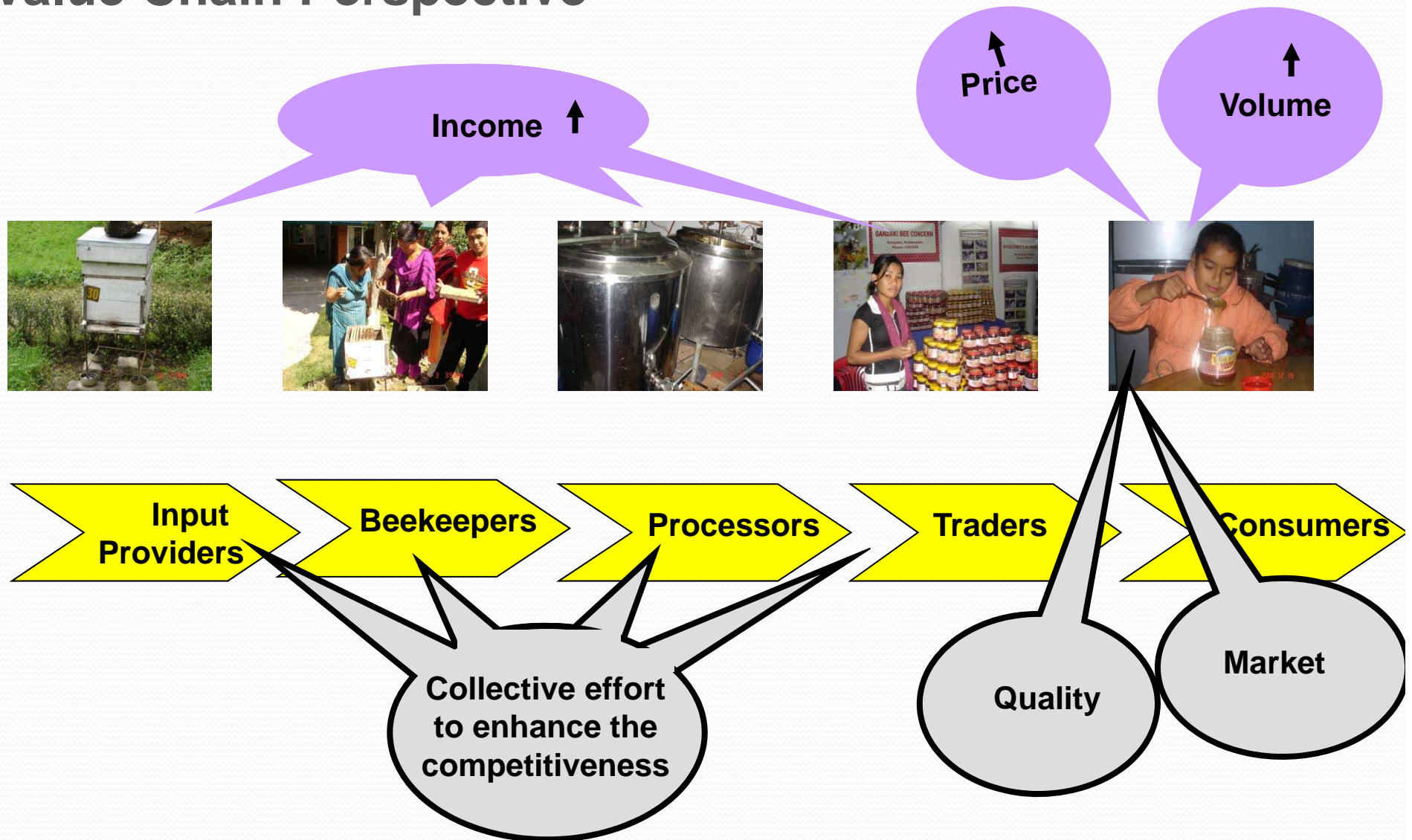


## Our Concern

- How small producers can participate more effectively in mainstream markets (Cooperative, bulking up)
- How the rural beekeepers can be most effectively supported to increase productivity/reduce cost of production (Field level orientation, Training, workshops)
- How to increase value addition (Training and exposure visit)
- How to build trust, strengthen relationship between VC actors, assure quality and quantity
- Explore the higher value specialist markets for Nepalese honey (fair trade, organic certification)

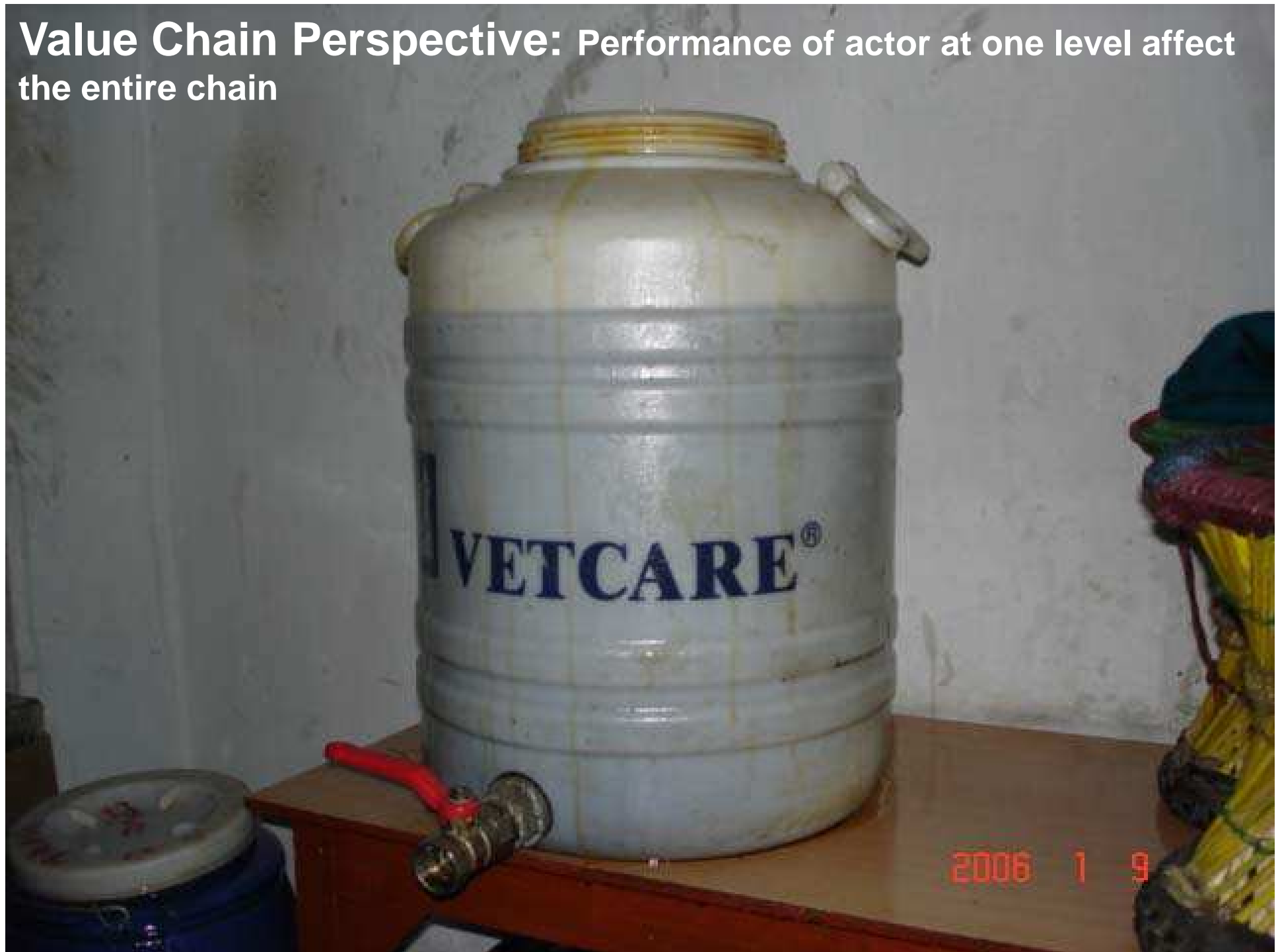


# Value Chain Perspective

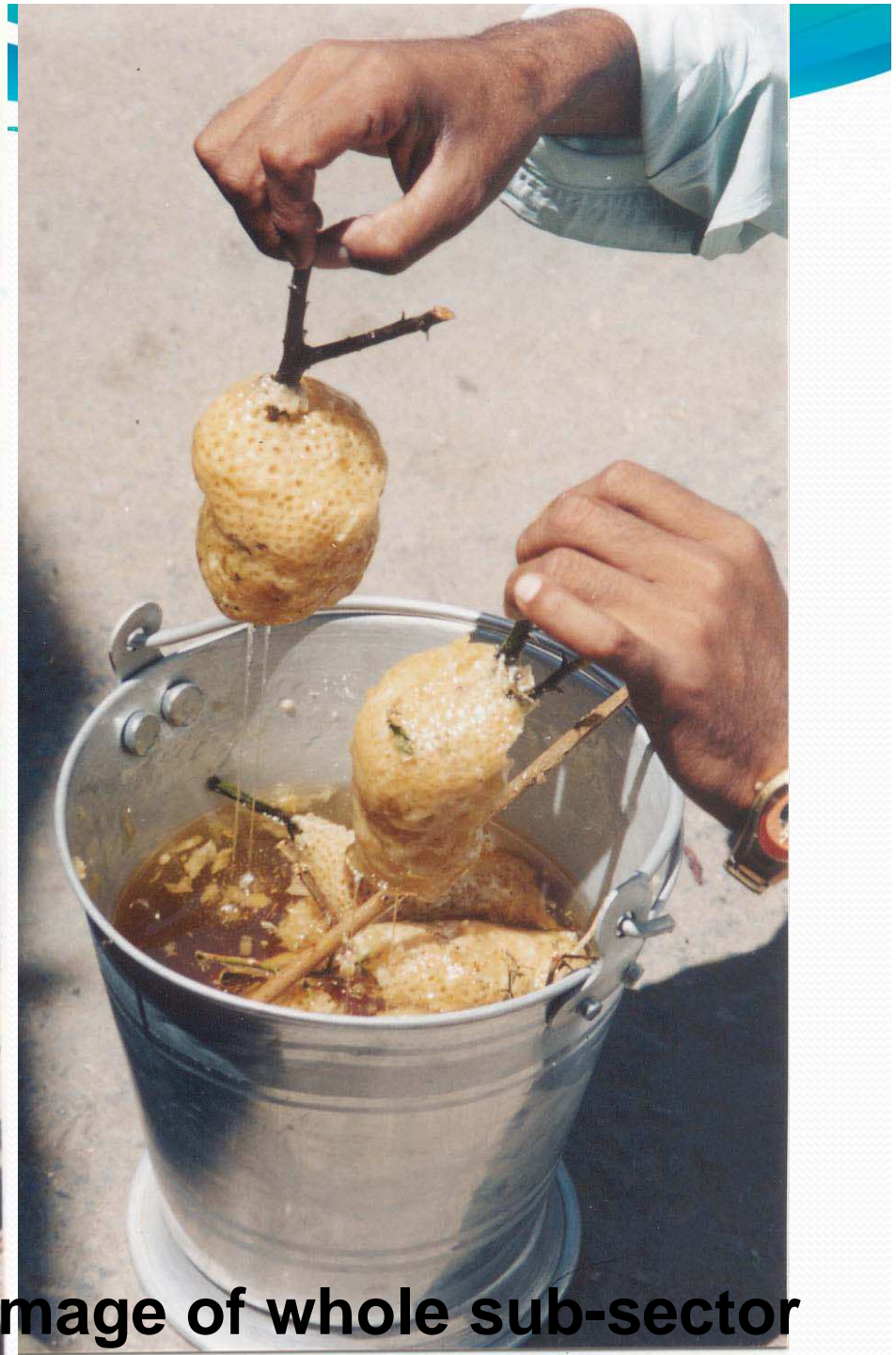




**Value Chain Perspective:** Performance of actor at one level affect the entire chain



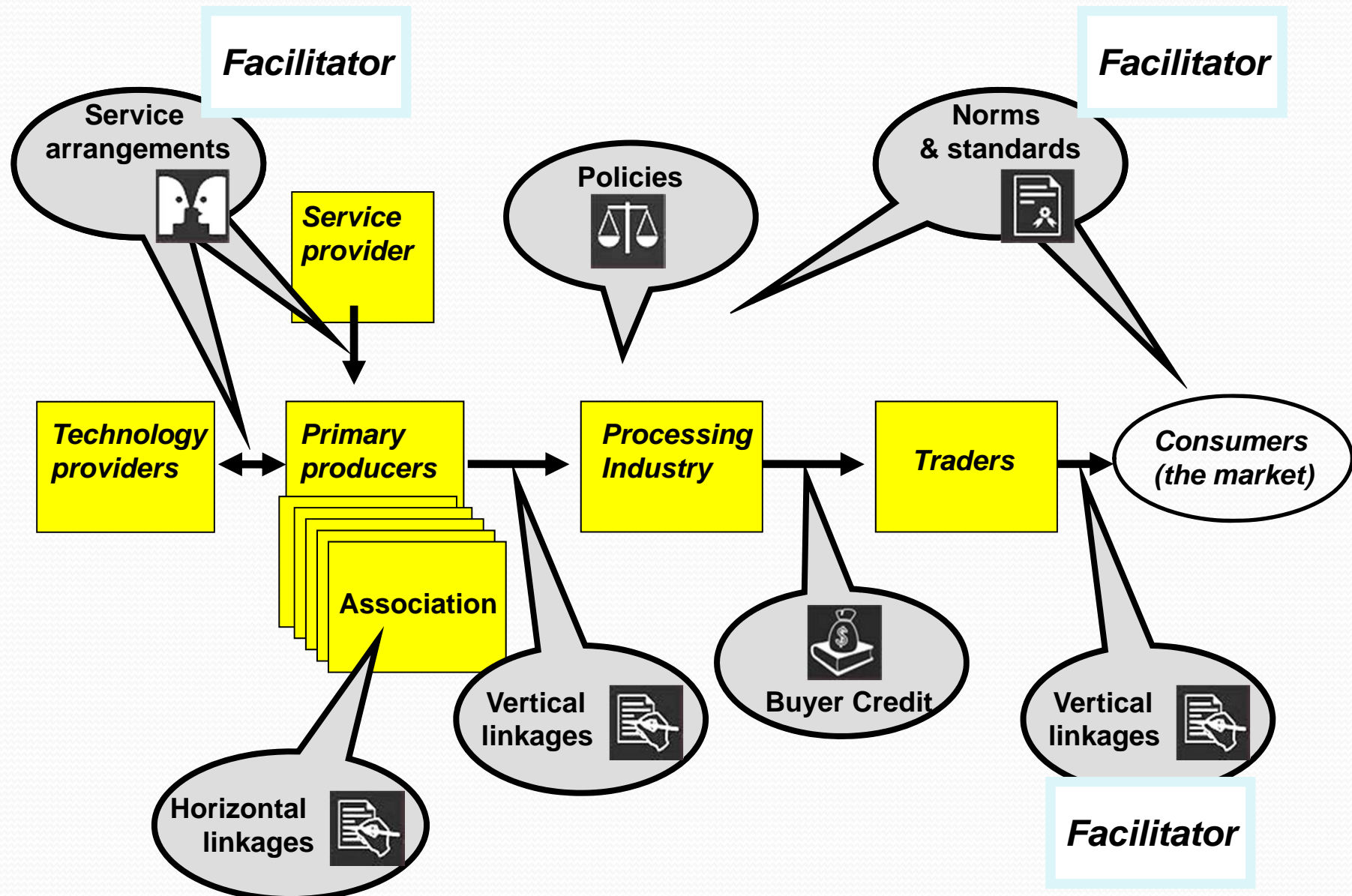




**One activity may affect the image of whole sub-sector**



# Upgrading Solutions







## **Strategy:** As identified through consultative process in Nepal

- Promotion of domestic market through organizing trade fairs, exhibitions, and awareness raising activities
- Formation and strengthening of honey cooperatives
- Capacity building through training and exposure visits and strengthening knowledge sharing among actors and supporters of the value chain
- Creation of distinct identity (branding) for Nepali honey thereby ensuring quality (code of conduct) and traceability
- Preparation for export market (residues monitoring & control plan, accredited lab, human resource, institutional set up, import-export control, quality parameters)

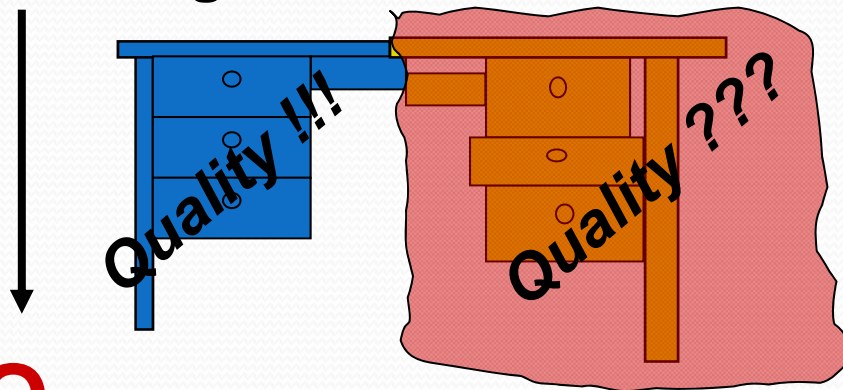


# Raising Awareness on Quality Infrastructure

**S**andardization = Definition of properties, dimensions, tolerances, etc.

**M**etrology = Guarantee of exact and reliable measurements

**T**esting = Analysis of properties, ingredients, characteristics, etc.



**Q**uality Management = Reliable application of quality standards

↳ **C**ertification = Conformity with requirements defined in standards

↳ **A**ccreditation = Recognition of **technical competence**

## Promotion of Domestic Market: National Honey Fair





# Training On Disease Control & Quality Control Of Honey

8-11 NOVEMBER 2006  
LEKHNATH, KASKI

Organised By:  
LCCI/lekhnath Municipality

Supported by:  
GTZ/udle/ded/pap/sequa

जिम्मेवारी ति  
मिति संयोजक  
२२ गते श्री राममणि अधिकारी  
२३ गते श्री उमा क्षेत्री  
२४ गते श्री महेश्वर प्रसाद  
२५ गते श्री गणेश्वर धामला

अपेक्षा-सकल

होवा गर्ने १५०/१५० विवरण  
२००६

मुम्बई गन्ने सेवा (१५०)

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Quality Assurance-Participatory Guarantee





Bulking up, buy-back arrangement and cooperativisation



***Thank You!***

