



Value Chain Promotion

for

Assuring Quality and Consistent Supply of Honey

Surendra Raj Joshi
Kathmandu, Nepal



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.

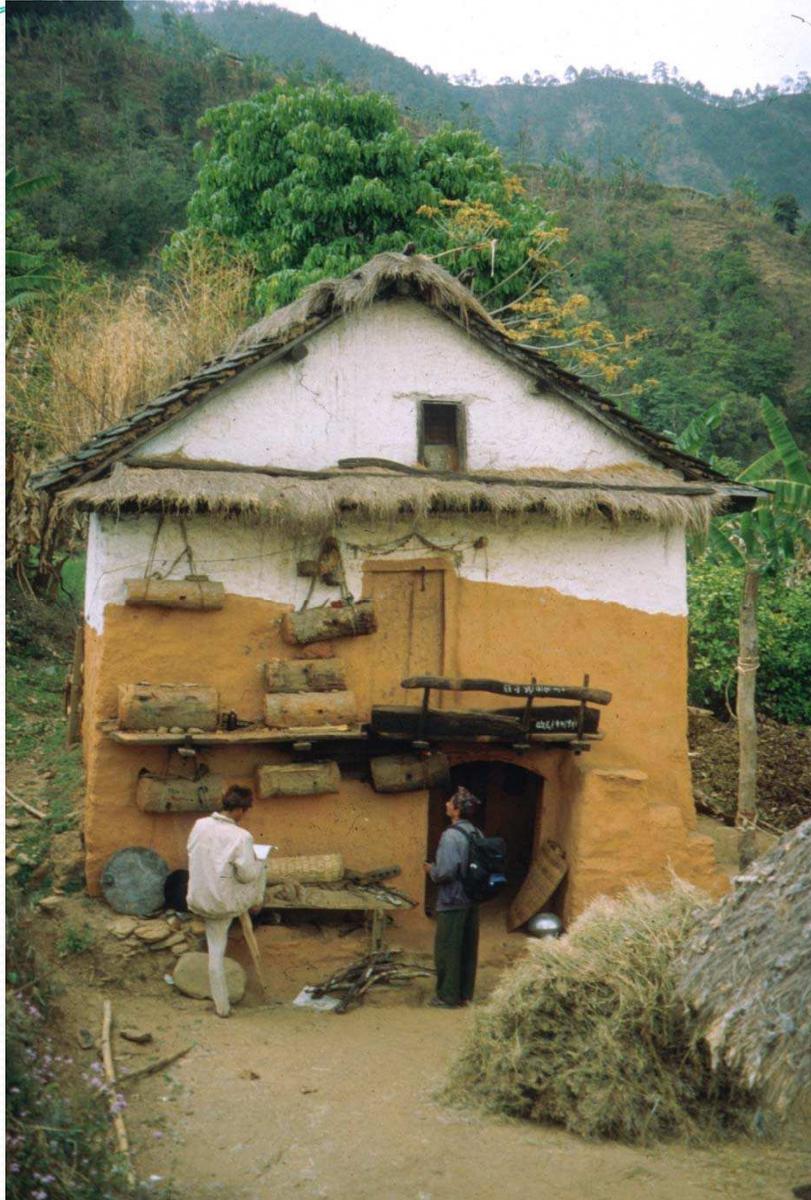
Apis laboriosa



Apis dorsata



Apis cerana

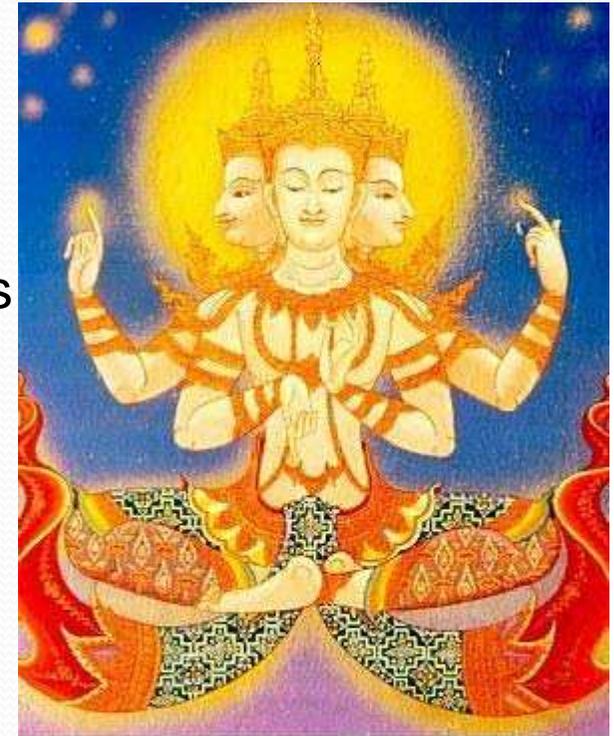


Apis mellifera



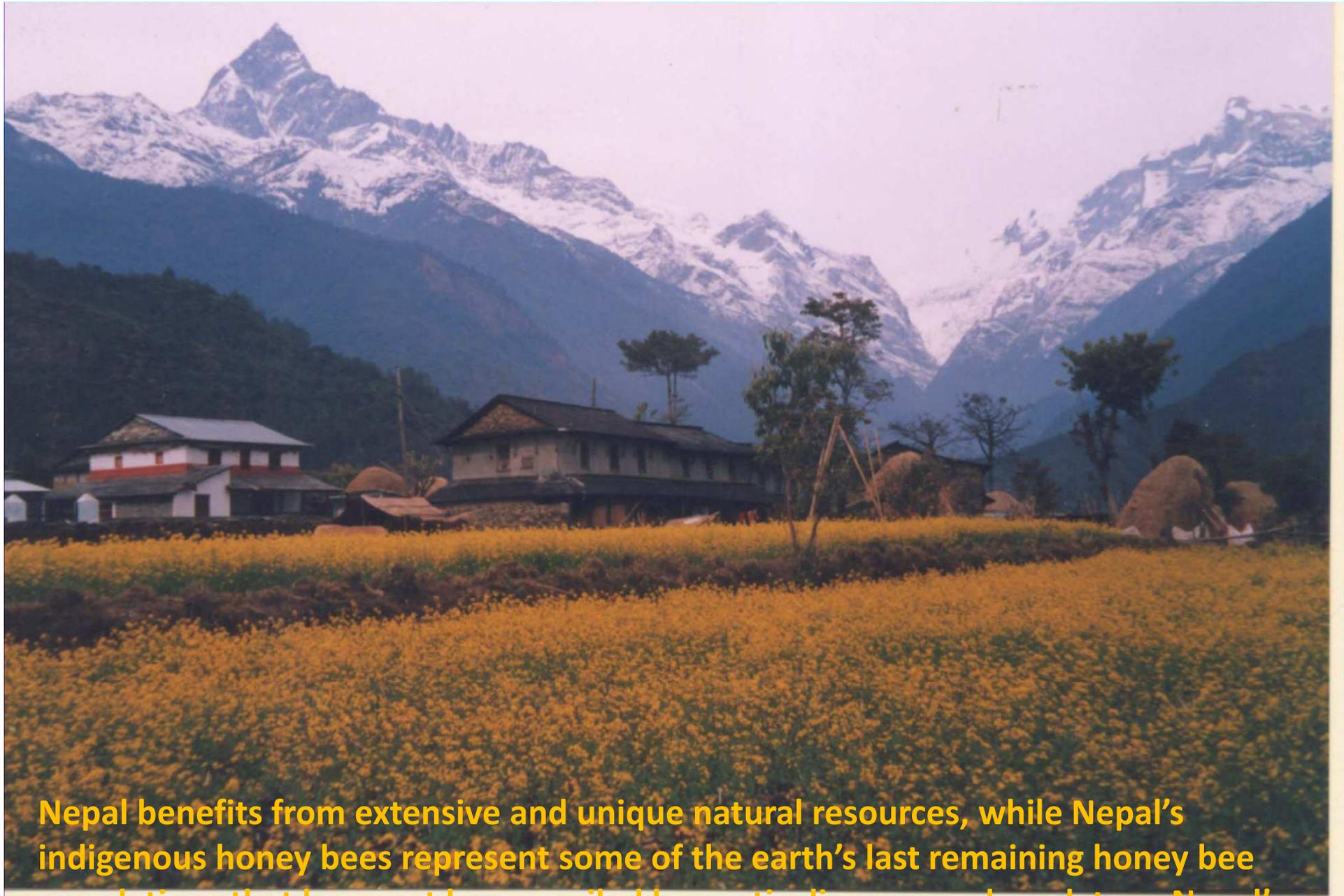
About Honey Sub-sector

- 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 sale the produce, quality parameters, hygiene practices, CAC, EU, buyers requirement
- Poor coordination among concerned govt. departments, development agencies and honey entrepreneurs

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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**

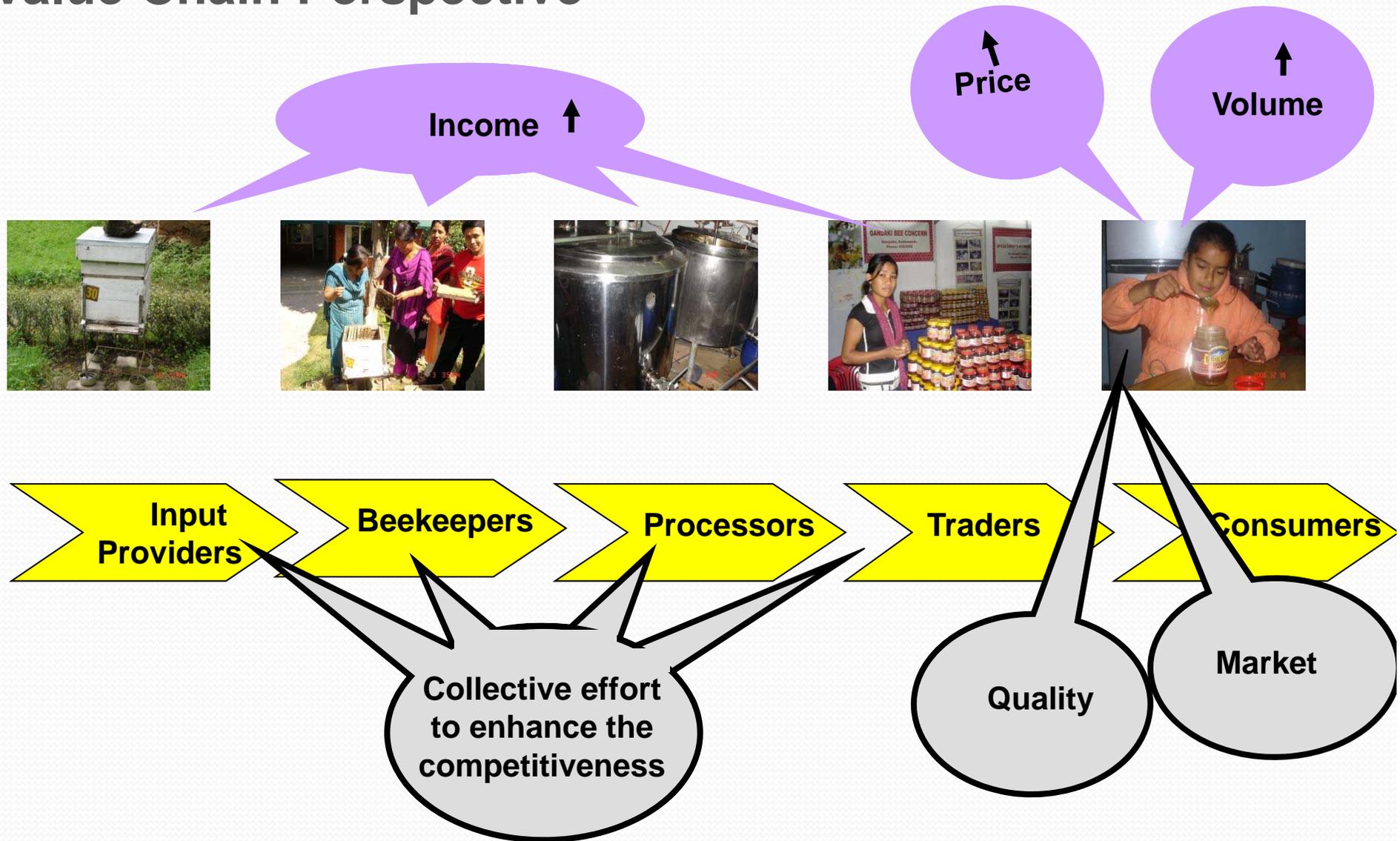




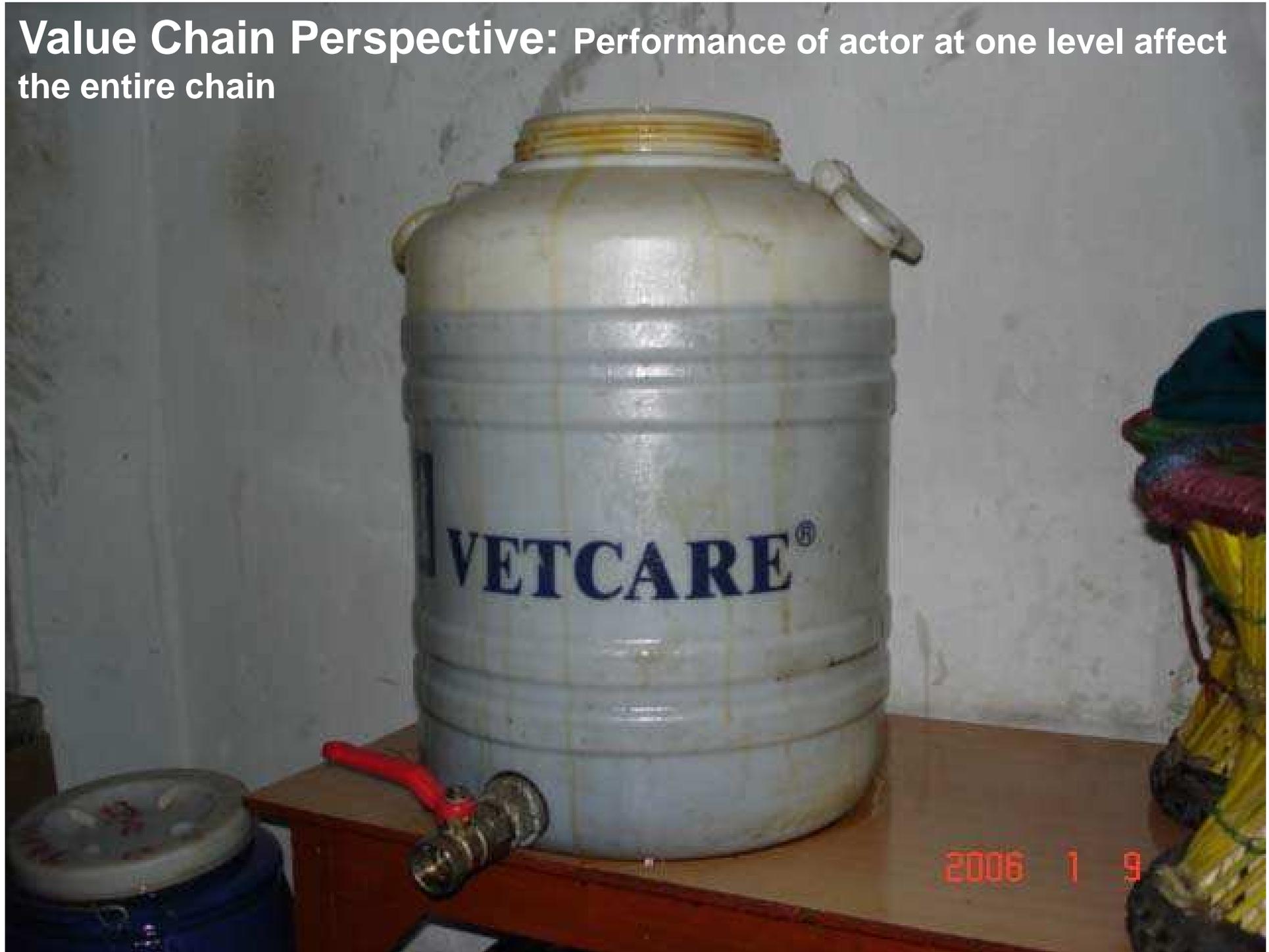
Our Concern

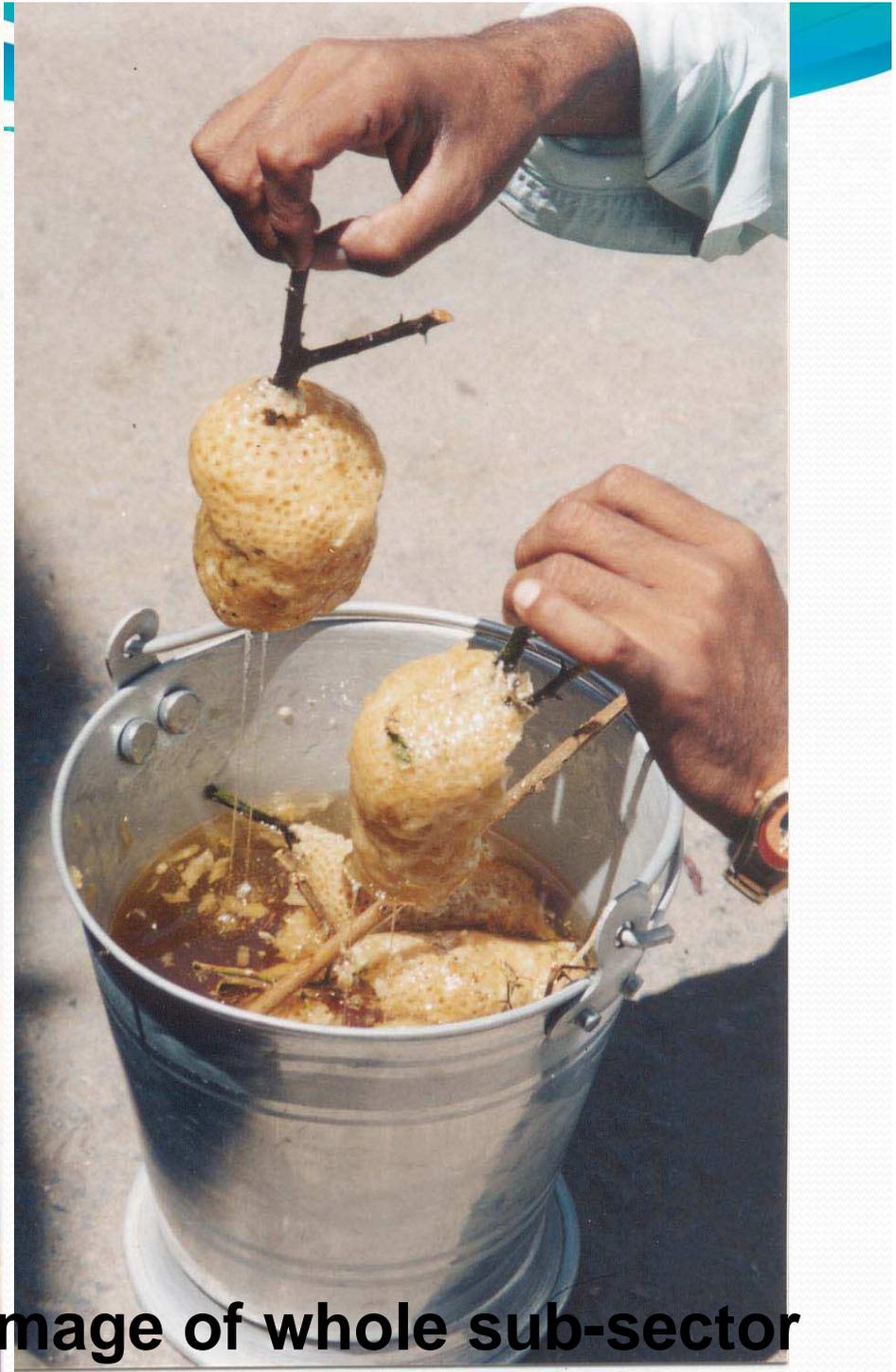
- How small producers can participate more effectively in mainstream markets (Cooperative, bulking up)
- How the rural beekeepers can be most effectively supported to increase productivity/reduce cost of production (Field level orientation, Training, workshops)
- How to increase value addition (Training 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



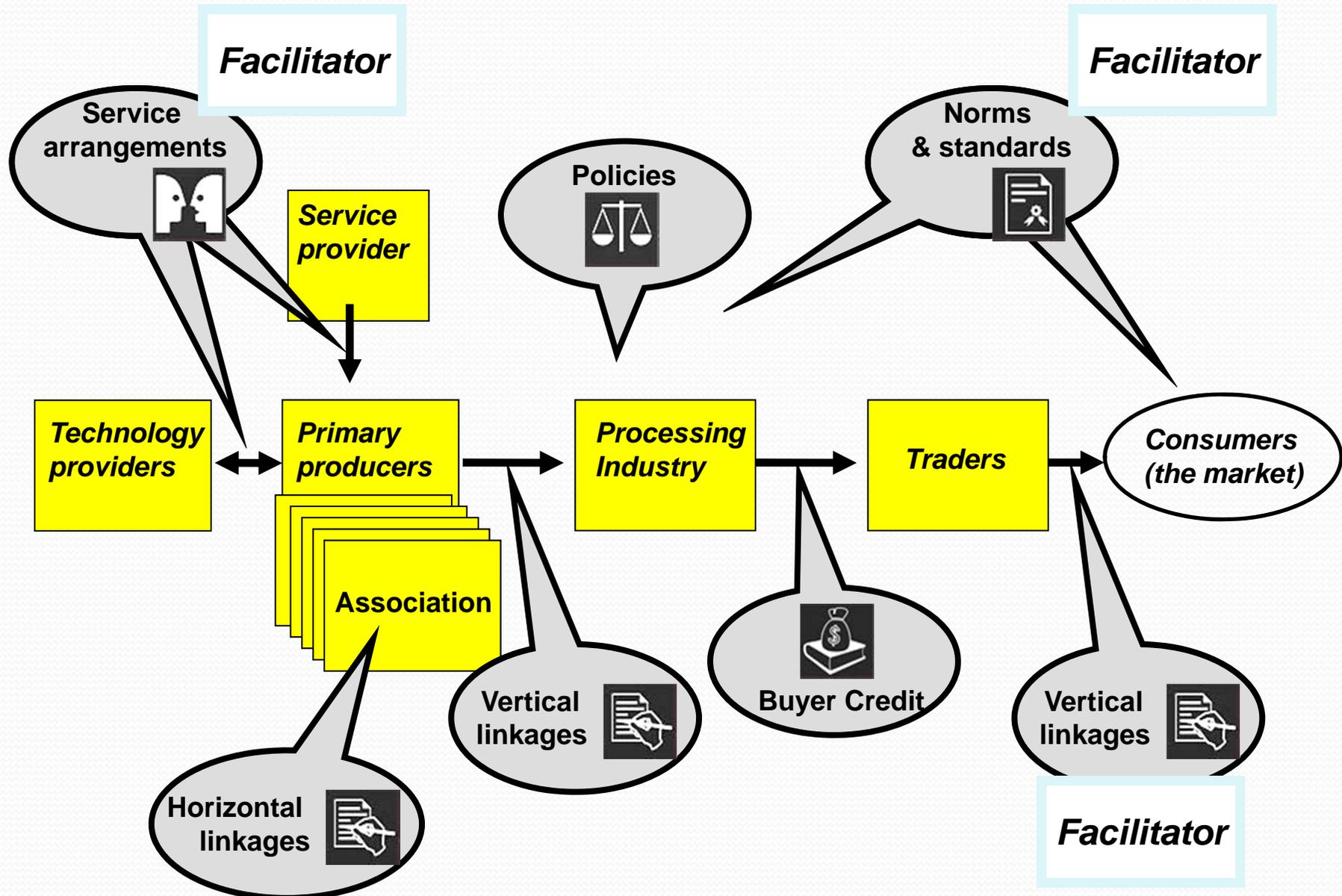
Value Chain Perspective: Performance of actor at one level affect the entire chain





One activity may affect the image of whole sub-sector

Upgrading Solutions





Strategy: As identified through consultative process in Nepal

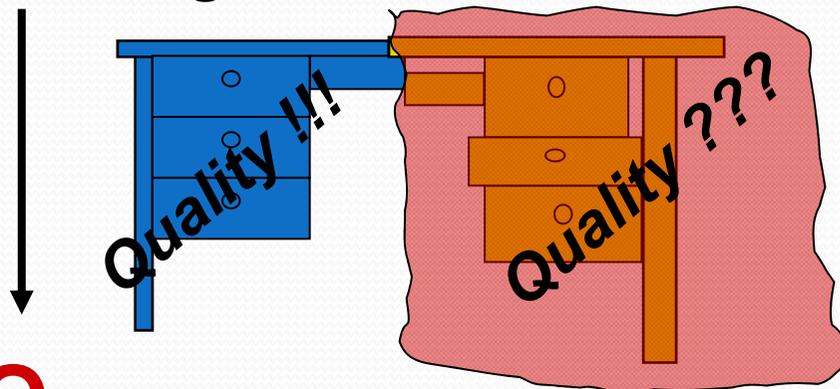
- Promotion of domestic market through organizing trade fairs, exhibitions, and awareness raising activities
- Formation and strengthening of honey cooperatives
- Capacity building through training and exposure visits and strengthening knowledge sharing among actors and supporters of the value chain
- 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

Sandardization = Definition of properties, dimensions, tolerances, etc.

Metrology = Guarantee of exact and reliable measurements

Testing = Analysis of properties, ingredients, characteristics, etc.



Quality 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





Quality Assurance-Participatory Guarantee



Bulking up, buy-back arrangement and cooperativisation

Thank You!



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