



International Survey on Honey Consumption and Consumer Perspectives on Beekeeping

The EU beekeeping research project [B-THENET](#) is announcing the launch of a comprehensive questionnaire aimed at gathering valuable information about the honey consumption habits of European consumers and their views on modern and sustainable beekeeping practices. This survey is a crucial step in achieving the project's primary objective of collecting good beekeeping practices and innovations, fostering discussions among beekeepers, advisors, and other stakeholders.

The questionnaire is being distributed in the 15 European countries, where the B-THENET project partners are located. It covers a wide range of topics, including honey consumption patterns and preferences, purchasing habits, as well as consumers' interest in beekeeping and their opinions about sustainable beekeeping practices. By actively participating in this questionnaire, domestic honey consumers can contribute to building strategies fostering the European beekeeping ecosystem.

The questionnaire is available online at the following link: <https://forms.office.com/e/OEJf61JgAF>. Please note: after accessing the file, please select the language “English” in the box placed on the right top of the page where the writing “Magyar” appears.

Consumers are encouraged to provide their valuable insights and opinions until the end of September 2023, after which the data will be compiled for analysis. The questionnaire can be completed in approximately 8 minutes, making it a quick and convenient way to contribute to this essential research.

Once the survey is completed and analysed, the Consortium will publish the findings, making the data openly accessible to all interested parties. This transparency ensures that the research outcomes can drive positive change and support sustainable practices across the European beekeeping industry.

We urge all consumers to take part in this survey and help shape the future of beekeeping and honey consumption. Your participation can make a significant impact on the development of a thriving and eco-friendly beekeeping ecosystem.

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