

# PARAIBA'S VALLEY SUSTAINABLE APICULTURE DEVELOPMENT



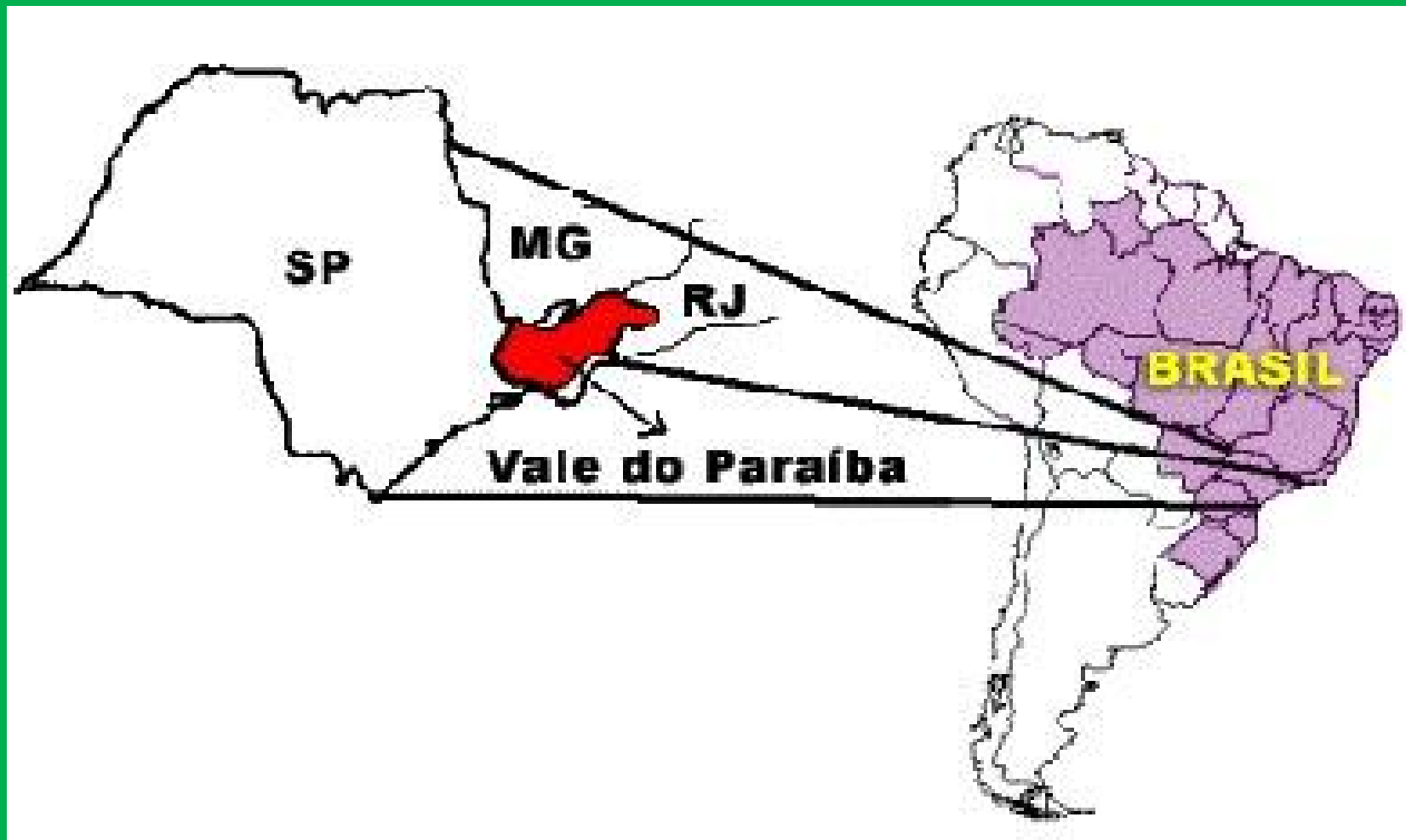
BARRETO, LIDIA- CEA-UNITAU  
PEÃO, GUSTAVO - CEA-UNITAU  
DIB, A.P.S.-CEA-UNITAU  
PASIN, L.E.V.-UNIFEI-MG  
ALVARELLI, L.- CEA-UNITAU  
SOUZA, E.M.P. - CEA-UNITAU  
MELLO, M.A.S.P. -CEA-UNITAU  
MOREIRA, R.M. -CEA-UNITAU  
NORDI, J.C. -CEA-UNITAU  
CANDEO, T.S.-SEBRAE-SP  
FAGNANI, P.O.B-SEBRAE-SP

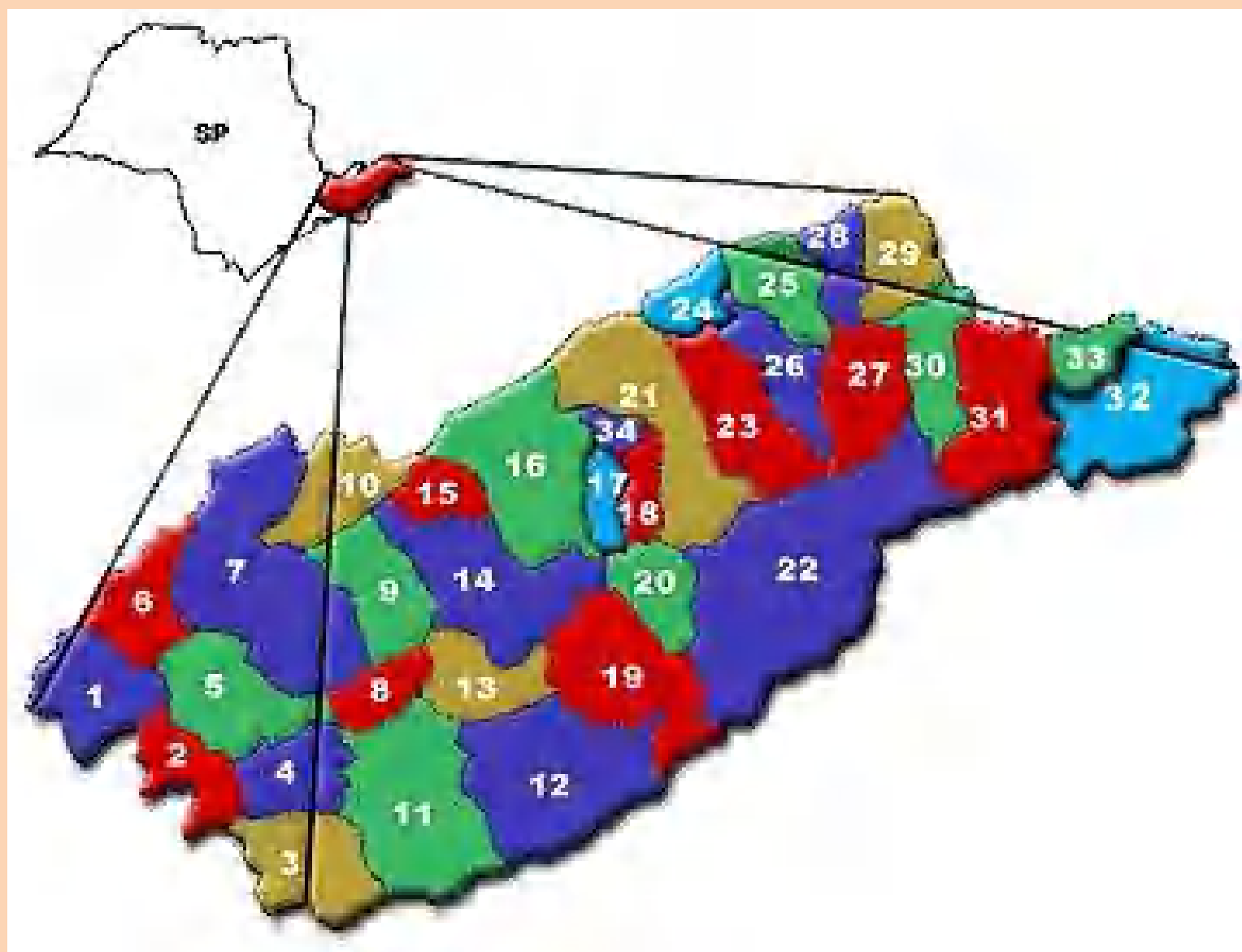


# APICULTURE RESEARCH CENTER TAUBATÉ UNIVERSITY (Taubaté/São Paulo)



# *Paraíba's Valley Region*







# ***Industrialization in Paraíba's valley***



**Aircraft**



**Beverages and Food**



**Automotive**



**Presidente Dutra's Highway  
(São Paulo – Rio de Janeiro)**

# QUESTIONS ABOUT BEEKEEPING IN PARAIBA'S VALLEY...

**BEEKEEPERS...WHO? WHERE?  
HOW MANY? PRODUCTS?**

**TECHNICAL STATUS OF BEEKEEPING  
PRACTICED IN THIS REGION?**

**COMPETITORS? COSTUMERS?  
MARKET POTENTIAL?**

??????????  
\$\$\$\$\$\$\$\$\$\$  
**WHAT TO DO?  
HOW? WHO?**

**WHAT KIND OF  
ATTRACTIVES.....**

**BEACHES!!!  
MOUNTAINS!!!  
FOLKLORE!!!!!!!!!!!!**





# TOURISM

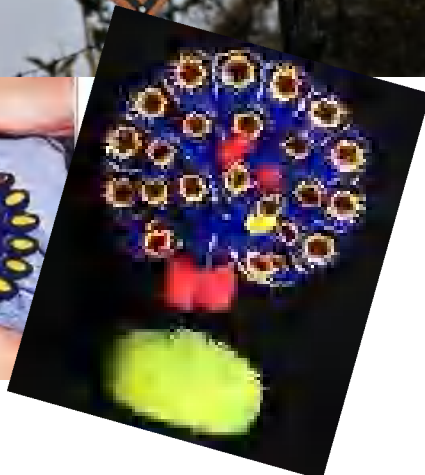


## RELIGIOUS



## COUNTRYSIDE ("Caipira")

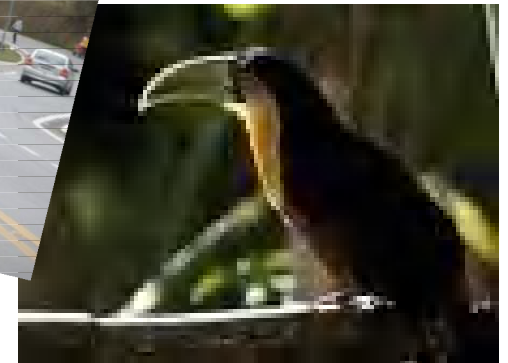
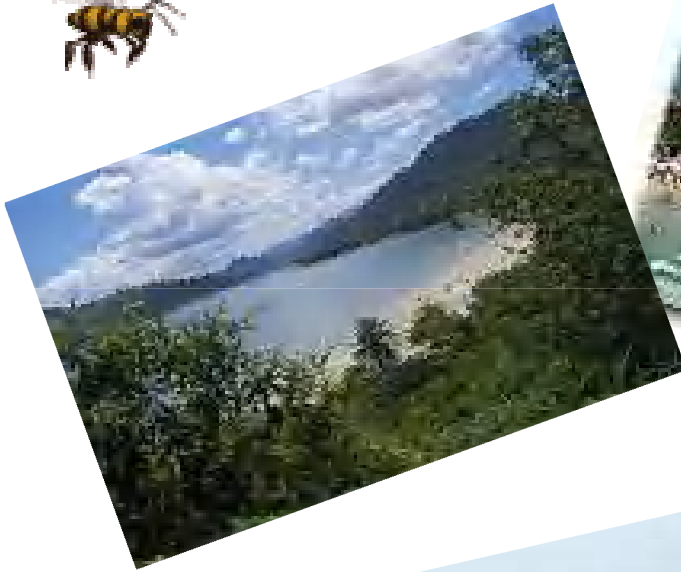
## International Cuisine



## Handcraft



# ECOTOURISM





# "Unfair Competition" Falsification/Adulteration





# THE ROLE OF APICULTURE RESEARCH CENTER – UNIVERSIDADE DE TAUBATÉ



**PARAIBA'S VALLEY SUSTAINABLE APICULTURE  
DEVELOPMENT *Project***



# Some projects from 2004 to 2011

- ✓ Study of Value Chain for Beekeeping in Paraíba's Valley (PhD)
- ✓ Study of bee flora composition in Monteiro Lobato city.
- ✓ Implementing Good Beekeeping Practices (PhD)
- ✓ Study of Physical and Chemical characteristics of honey from "SERRA DA MANTIQUEIRA". (PhD)
- ✓ Beekeeping Development in Monteiro Lobato (Extension Program – sponsored by BANCO REAL/Santander and Unisol)

# Good Beekeeping Practice (Ana P.Dib, PhD)



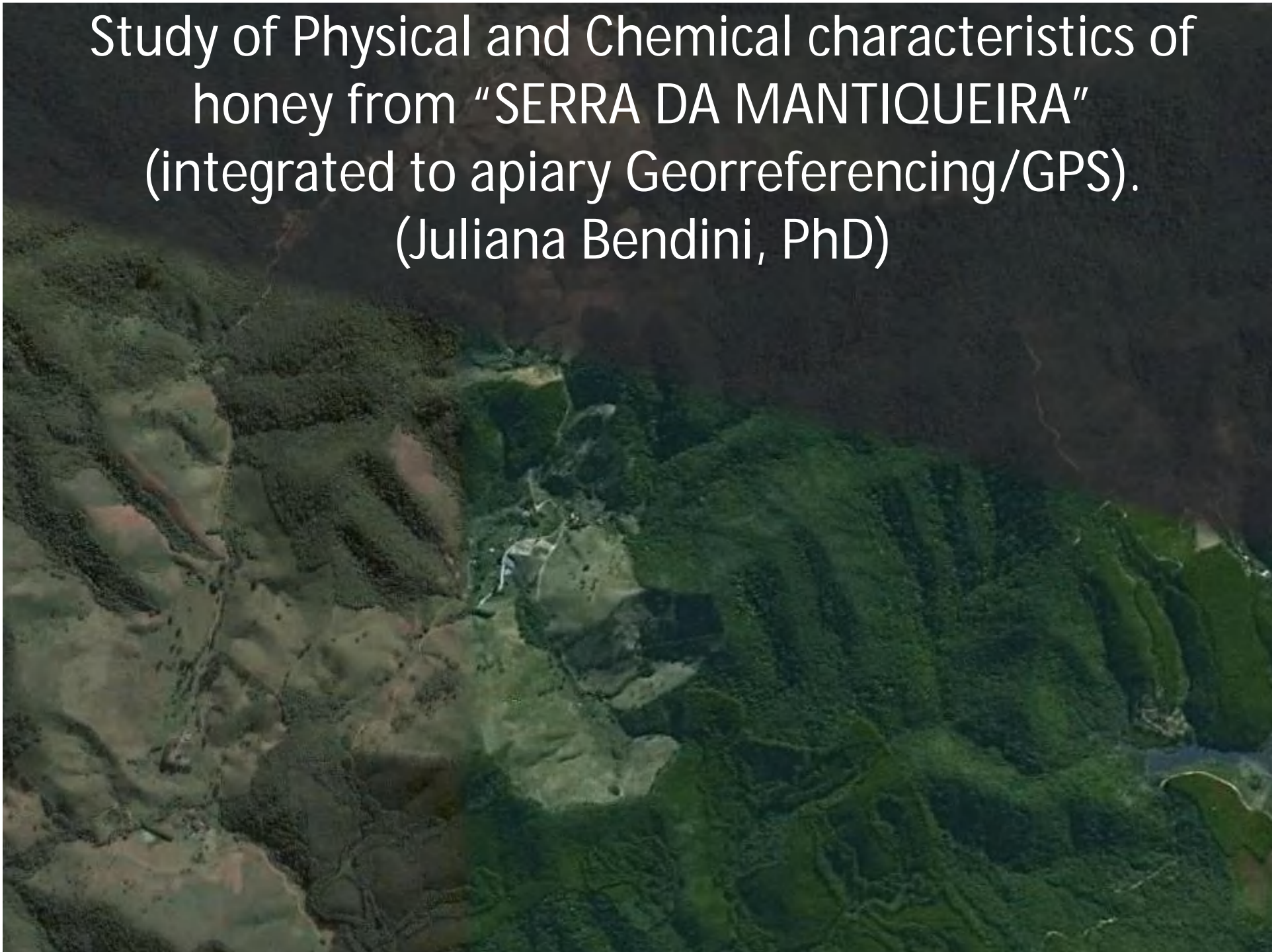
# Study of bee flora composition in Monteiro Lobato city. (Vet. Marilucia Lamoglia)



*Croton urucurana* (“Capixingui”)



Study of Physical and Chemical characteristics of  
honey from "SERRA DA MANTIQUEIRA"  
(integrated to apiary Georeferencing/GPS).  
(Juliana Bendini, PhD)



# **Beekeeping Development in Monteiro Lobato (Extension Program) - Period: 2008 to 2010**

- **Actions to become stronger Beekeepers local association (20 beekeepers – 25 hives/beekeeper)**
- **Training and Technical Assistance actions (workshops and consulting – multifunctional teams)**
  - Beekeeping focused to productivity increase;
  - Good Beekeeping Practices;
  - Good Manufacturing Practices;
  - Beekeeping as a Business;
- **Lots of technical texts and documents were prepared in order to training and to respect regulatory standards.**

# Beekeeping Development in Monteiro Lobato (Extension Program) - Period: 2008 to 2010

***Some Results....***



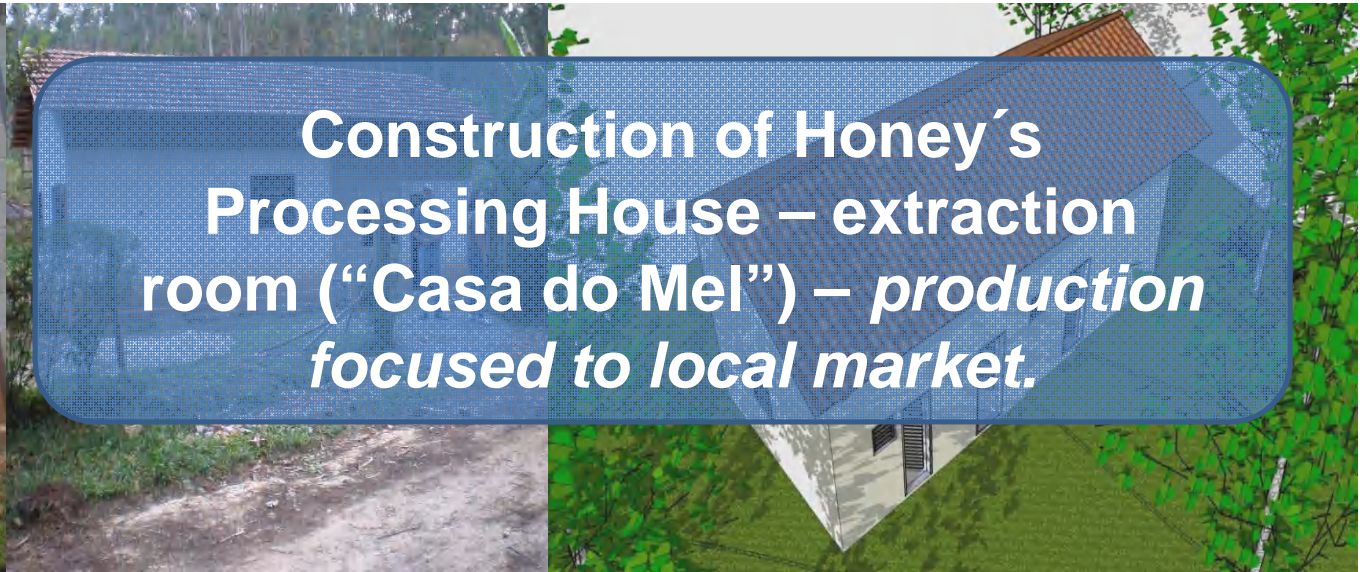
# Partnership "*Hunting*"







Construction of Honey's  
Processing House – extraction  
room (“Casa do Mel”) – *production  
focused to local market.*









# Technical Tours for Universities Students Promotion - Social and Environmental Entrepreneurship





# Honey's Route – *one-day program*





# Honey's Route – *one-day program*





# Honey's Route – *one-day program*





# Honey's Route – *Theater Play (beekeepers and their children)*





# Teamwork environment: Teachers, Students, Beekeepers and Community





# Media exposure



**“O Estado de  
São Paulo”  
(one of the most  
important  
newspaper in  
Brazil)**



# Media exposure



**“Rede Globo”**  
(most important Tv  
broadcasting  
network in Brazil)

2011...The work has to be continued.... "Kids are growing up!" ..





**2011...Monteiro Lobato's City Hall gave Sewing Machines to Beekeepers Association in order to training beekeeper's families to prepare handcraft and clothes ("Apiculture themes")**





2011...Introduction of honey (sachets)  
on the school meals in the city



**The success achieved by this Model  
developed in Monteiro Lobato  
stimulated other brazilian cities  
and regions...**

# Technical Tours – Espírito Santo's state Apiculture Leadership





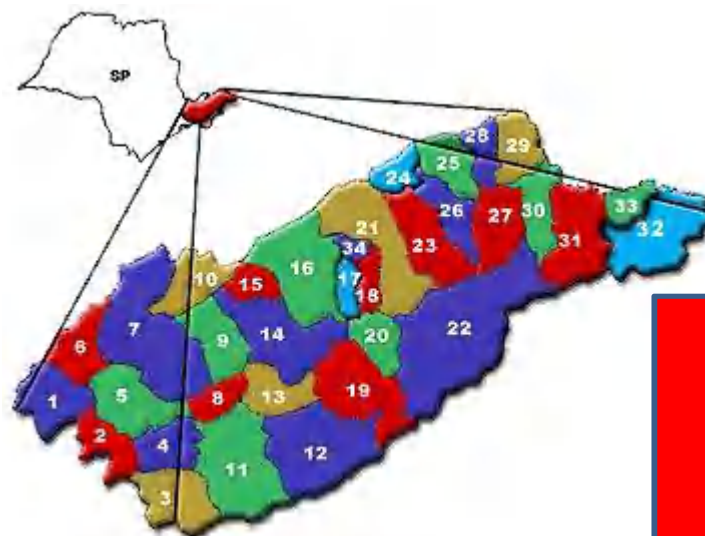
# Technical Tours – Juquitiba´s (city located in São Paulo state) Beekeepers Association



*As well, results achieved by this Model developed in Monteiro Lobato stimulated other Cities in Paraíba's Valley...*

*On July 1st, 2011 – Project Launching in other Cities (respecting particular specificities and objectives of each City) – sponsored and supported by Sebrae, Taubate University, São Paulo State Agriculture Department (CATI) and Fibria (Pulp and Paper Industry).*





**UNTIL NOW,  
FIFTEEN CITIES  
HAVE BEEN  
JOINED TO THE  
PROJECT!**



# Launching of “Paraíba’s Valley Beekeeping Development Program” – July 1st, 2011







**OBRIGADO!**

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