ApiTrade Africa
Addressing barriers to market access and trade in African bee products and services

Safir Hotel, Cairo, Egypt

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Who we are

• ApiTrade Africa (AA) is a private sector-led not-for-profit organisation which works in 15 African countries

• AA fills a special place in Africa: a uniting body for beekeepers and honey traders

• Formed to promote the image (brand) of African honey globally and strengthen trade and investments in the sector

• A key secondary role of AA is to coordinate efforts which promote commercial beekeeping in the continent
APITRADE AFRICA’S FOOTMARK

KEY

- Countries where ApiTrade has MEMBERS
- Countries where ApiTrade has CONTACTS
Honey production - global

Honey output in 2005 shown as a percentage of the top producer (China - 298,000 tonnes)
African honey production by volume (FAO)

- Africa: 12%
- Asia: 42%
- Europe: 23%
- America: 21%
- Oceania: 2%
Overview of honey market - global

• 70-85% consumed as table honey: high quality, organic, fair trade
• 15-30% for industrial use: low priced, non-organic for bakery, confectionary and honey wine industries
• Major criteria to buy honey:
  • Good look or color – EU prefers white and light amber color
  • Good taste - Clear liquid honey with a mild fruity taste
  • Increased interest for mono-floral honey e.g. Manuka honey, eucalyptus
• African honey is mainly darker in color and stronger (spicy) in taste. It is *mainly forest honey*
• European buyers blend to get the right color and taste: *they do not promote it as African*…
The African context

• Exports are rising:
  • Eight (8) countries on EU third-country list: Uganda, TZ, Ethiopia, Zambia, Cameroon, Ghana, Madagascar and Rwanda

• Though small, there is trade in honey and beeswax within the continent (intra-African).
  • Ethiopia to Sudan
  • Tanzania to South Africa and Kenya
  • South Sudan to Kenya
  • Dem Republic of Congo to Uganda
  • Cameroon to Nigeria
  • There is more…
The African context

• Imports of honey and related products:
  • Honey from everywhere in the world – Dubai, India, UK, Germany, etc
  • Domestic market is growing: consumer awareness and the growth of the middle class
  • Import of beekeeping and value addition equipment – mainly from China, Europe

• More investments in millions of smallholder beekeepers across Africa:
  • Non-governmental organisations (NGOs)
  • Private individuals
THE BARRIERS: TOP 3

• Africa has 2 opposing “BRANDS”:
  – the bad brand is KNOWN
  – the good brand is NOT KNOWN

• Sector organisation is extremely poor – there are weak, brief-case structures with no governance, no democracy

• Policy framework: weak focus on beekeeping and honey trade/services
THE 2 BRANDS

• The bad brand:
  • Poor quality honey
  • Adulteration
  • Fraud and con-men: German buyer coned by SA’s company (2013)

• The good brand – what is good about honeybee industry in Africa: where is our strength at national and together (as Africa)?
  • Healthy African bees
  • Pollination services
  • Organic / natural bee products?
  • Lots of resources around – NGOS and donor support
  • Entrepreneurship room is big!
REMEDIES

• TARGETED PROMOTION
  • Deal with the **bad brand**
  • Poor quality honey – training
  • Adulteration – awareness
  • Fraud and con-men: institutional awareness and information flow

  • **Marketing promotions to demonstrate the good brand:** where is our strength as Africa?
  • Healthy African bees
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REMEDIRES...

• The right forums

• Global forums – APIMONDIA EVENTS
  » One African Pavilion – One common BRAND
  » Outward business/trade missions and fairs: EU, USA, etc

• Intra-African Forums: ApiExpo Africa (every 2 years)
  » Every country shows what it has… and everyone learns and networks

• Domestic forums: National Honey Shows
  » Every beekeeper and processor shows what it has and everybody networks
...the right forum: Africans first
Sector organisation

- Regional and national umbrella structures
  - Private sector structures – are driven by business motives.
  - They are *more organic*…

- National umbrella beekeepers organisations need to be **encouraged** and **supported**
  - RED FLAG:
    - Brief-case
    - One man’s show
    - Lack credibility

- Multi-stakeholders’ forums
  - They are loose and voluntary
Policy framework

• Why the need?
  » Needs-based (*i.e. passive and reactionary*)  OR
  » Vision based *i.e. Proactive*

• Multi-dimensional, multi-disciplinary, multi-sectoral
  » Food and nutritional security
  » Poverty eradication
  » Wealth creation
  » Etc

• Government and other super structures should be responsive to the trends of apiculture sector as a business
ONE AFRICA PAVILION IN SOUTH KOREA 15TH – 20TH SEPT 2015
WE MUST DO IT TOGETHER

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