



# CONTINENTAL TRAINING OF TRAINERS (TOTs) ON BEE DISEASES AND PESTS, PREVENTION AND CONTROL

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## MARKETPLACE DEVELOPMENT

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- What is a Honey Marketplace
- Benefits of a Marketplace
- Marketplace Development
  - Components
  - Strategies
  - Ownership





# WHAT IS A MARKETPLACE?

A honey marketplace is a building housing honey processing and packaging units.



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## What is a Marketplace? Cont'd

- Inlet for receiving the harvested products (honey/hive products) from the farmers (beekeepers).



Farmers bringing harvested honey at the Mwingi Honey Marketplace (Inlet)





## What is a Marketplace? Cont'd

- Outlet, (shop), for sale of the products (processed honey) to consumers.



Honey Shop at the Tolay honey marketplace  
(Outlet)





# ESTABLISHED MARKETPLACES



Developed Marketplaces



# MARKETPLACE (Processing Facilities)



Functional marketplaces equipped with processing and packaging units



# BENEFITS OF A MARKETPLACE

A marketplace provides a base/centre for farmers:

- To bring and sell their products
- To process and package products for sale
- Room for bulking







# BENEFITS OF A MARKETPLACE

- Access to value addition
- Bargain for better prices
- Wider markets for their primary products
- A link with the private traders.

And as a result **higher prices** and **greater rewards**.





# MARKETPLACE DEVELOPMENT COMPONENTS

There are six components involved in the development of marketplaces:

- Organize the beekeepers into groups /clusters.



Organizing Beekeepers' groups in Mt. Kenya & Ethiopia





## Marketplace Development Components cont'd

- Training and capacity building of the community and selected trainers from the groups.



Intensive Training of the ToTs



Onsite capacity building of the community



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## Marketplace Development Components cont'd

- Develop and standardize the appropriate technologies in honey and beehive products.



Standardized appropriate technologies for honey production and processing



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# Marketplace Development Components cont'd

- Selection of potential community sites for construction of marketplace.



Marketplace site selection and established Honey Marketplace in Tigray, Ethiopia



## Marketplace Development Components cont'd

- Develop producer – consumer marketing chain locally and internationally.
- Give management training and ownership to the community for self sustainability.





# MARKETPLACE STRATEGIES

In order to develop a competitive advantage, CIP adopted the following strategies:

- **A low cost/price strategy**

- The distance and transport costs for the products to the market accounted for a large portion of their costs.
  - Construct honey collection centres
  - Products are brought to the marketplace by group representatives
  - Members are able to focus almost exclusively on production rather than worry on the responsibilities of marketing.





# MARKETPLACE STRATEGIES: Low Cost/Price Strategy



Group representatives deliver honey at the Mwingi Honey Marketplace





# MARKETPLACE STRATEGIES: Focus

- **Focus**

- This strategy targets a specific segment of the market, for example by selling Eco-honey or Stingless bee honey, characteristic of a geographic area.

- Used to choose market niches and has a competitive advantage.





# MARKETPLACE STRATEGIES: Differentiation

- **Differentiation**

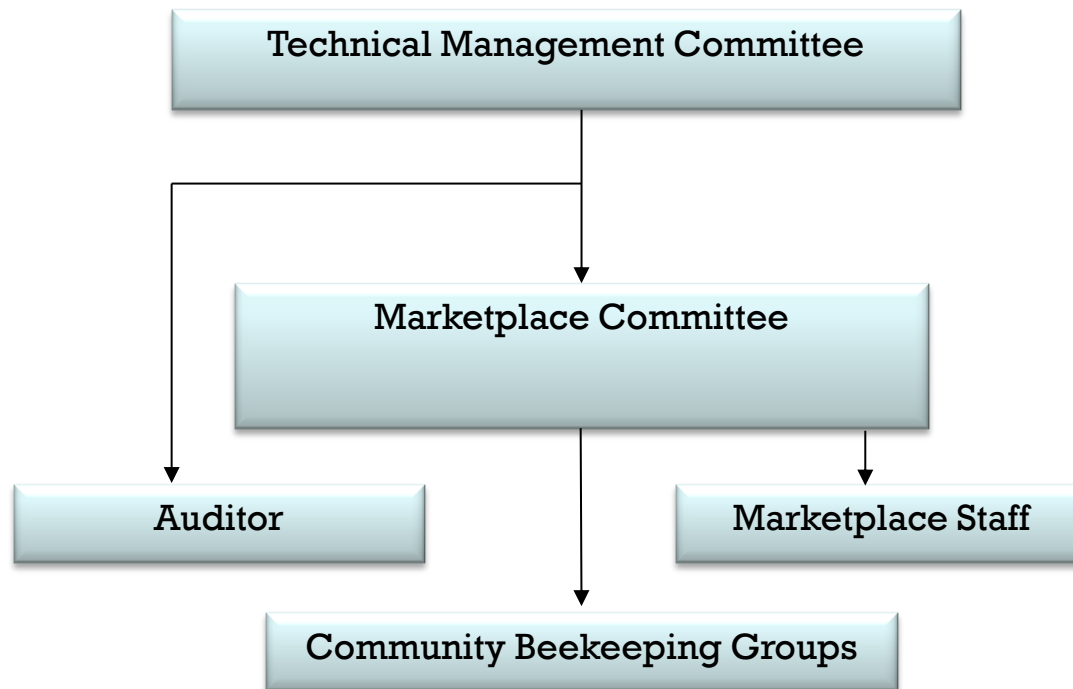
- The various product brands (Eco-honey and Stingless Bee honey) made available in the marketplaces provide competitive differentiated advantage.
  - Use of organic certification as a differentiation option for Mt. Kenya and Mwingi in Kenya, and Tigray and Tolay Marketplaces in Ethiopia.





# MARKETPLACE OWNERSHIP

- Formation of Beekeepers Association:
  - Creation of a platform to build partnerships amongst beekeepers and stakeholders.





# Formation of Beekeepers Association

- **Technical Management Committee:**  
(Representatives of Government stakeholders)
  - Liaise with community groups for technical backstopping;
  - Link between the community and Government especially in matters related to Policy.
- **Marketplace Committee:**  
(Elected community members)
  - Responsible for the management of the association.





# Formation of Beekeepers Association



Annual General Meeting (AGM) to elect Marketplace Committee in Mwingi





# MARKETPLACE OWNERSHIP

- Drafting of the group constitution
  - By laws that define and guide the group
  - Facilitate registration
  
- Registration of Beekeepers' Association
  - Group members list
  - Group Constitution
  - Registration fee





# MARKETPLACE OWNERSHIP

- Communities are empowered to maintain their honey marketplace
  - Reducing the role of middlemen and allowing beekeepers to improve their livelihood.



Training and capacity building of Marketplace Committee Members in **Group Dynamics and Marketplace Management**





# THANK YOU



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# MARKETPLACE STRATEGIES: Focus



A range of honey selling in a supermarket in Nairobi Kenya