



Lebanon Industry Value Chain Development (LIVCD) Project

The Honey Value Chain Approach
Access to Markets, Aggregation, Productivity, Training Programs and
Innovation

May - 2015





Outline

- I. Market Access Constraints
- II. LIVCD Objectives and Approach
- III. Market Access
- IV. Improve Aggregation and Processing Facilities
- V. Production: Sustain and Increase Production and Sales of Honey





Market Access Major Constraints

- ❖ **Capacity of Lebanese Honey in volume and specifications to meet Market requirements**
 - a. Lack of scientific knowledge on the best beekeeping practices
 - b. Limited access to good quality queen bees
- ❖ **Competition by low quality and pricing of imported honey**
- ❖ **Difficulty to access markets for medium and large beekeepers**
- ❖ **Consumers' awareness**



LIVCD Honey Value Chain Objectives

- ❖ **Development of LIVCD Honey Training Program:** to improve productivity and quality of honey to meet international standards
- ❖ **Improvement of Breed of Local and Foreign Queen Bees:** LIVCD invests in projects with private sector and cooperative to improve breed of queen bees
- ❖ **Increase Honey Production:** Leverage investment in hives, and equipment
- ❖ **Increase Exports and Displace Imports:** Branded Lebanese honey requires support in accessing export and local market
- ❖ **Enforcement of Honey Import Regulations**
- ❖ **Raising Awareness on Local Honey through Media and Educational Campaign**



LIVCD Honey Value Chain – Market Access Approach





Axis I: Access to Markets



A-Upgrade Branding, Labeling, and Package of LIVCD supported cooperatives and firms to meet local and international standard

B- Export Markets: Develop Marketing Strategies with Honey exporters to facilitate market entry to new distribution channels

C- Local Market: Support Actors to implement promotional campaigns and raise awareness and demand for Lebanese honey

D- Breeding technology to Improve Quality of Local Honey

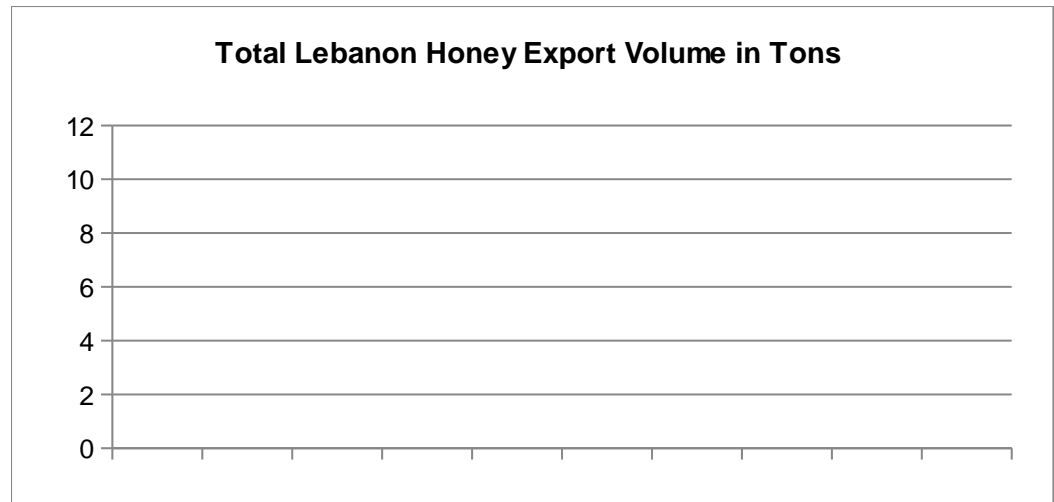
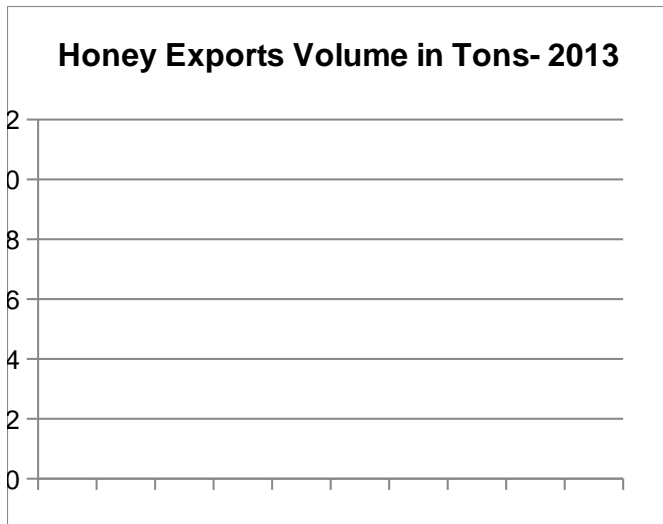


A-Upgrade Branding, Labeling, and Package of LIVCD supported cooperatives and firms to meet local and international standard





LIVCD supported the Increase of total Lebanese honey exports in 2013 by 57% versus previous year and by 14% in 2014



Custom.gov.lb HS 0409 Natural Honey	2011	2012	2013	2014
Volume in Tons	26	28	44	50
Value in \$	\$335,000	\$323,000	\$598,000	\$629,000
Growth		108%	157%	114%



C. Local Market: Support Actors to Implement Promotional Campaigns and Raise Awareness and Demand for Lebanese Honey

- ❖ **Marketing Plan with Private Sectors and Cooperative:**
 - 📄 Consumer promotion, and introduction to new distribution channels.
 - 📄 Improve visibility and displace imports



Promotional Campaign in Bou Khalil



Promotional Campaign in Spinneys Dbayeh



D- Improve Quality and Competitiveness of Local Honey

- ❖ LIVCD works with **private sector laboratories** to upgrade their capabilities for their tests to meet international and local standards, and are accessible to small and medium farmers.
- ❖ LIVCD is a **member of the Honey LIBNOR** committee and collaborating with the private sector to upgrade Honey Quality and Regulation
- ❖ **Thirty samples** were tested based on a set methodology developed by an expert and in collaboration with the Ministry of Agriculture to ensure that Lebanese honey meets international food safety requirements.



**Axis 2: Aggregation
and Processing:**



- **A-Improve Honey Processing Services through leveraged investments in extraction, storage, packaging and wax equipment**





- Equipment Installation in APIS



- Equipment Distribution in Jezzine





**Axis 3.
Productivity:**



A-Investment in Hives: LIVCD

invests with cooperatives in hive distribution to improve production of beekeepers in rural areas and increase income of families.

B-Training: 2,500 beekeepers will be trained on hive management and honey production, and facilitate investment in hives and equipment

C- Science, Technology, and Innovation Projects



A-Leveraging Investment with Beekeepers in Hives

600 beekeepers will invest with LIVCD in hives by end of June, 2015

Should generates :

- Value of \$1.2 Millions by year 1
- Value of \$ 2.8 M by year 2
- Value of \$ 3.1 M by year 3
- A total Value of \$ 7.1 M





B-Technical Assistance/ Training

- ❖ **Target for the Project:** 2,500 beekeepers
- ❖ **Beekeepers trained till Date:** 1323 beekeepers
- ❖ **LIVCD Honey Training Material:** LIVCD in collaboration with beekeeping experts developed a new Curriculum on Beekeeping covering 5 topics:
 - 📖 *Hive management*
 - 📖 *Diseases*
 - 📖 *Queen Breeding*
 - 📖 *New technologies in beekeeping (Manual -Video)*
- ❖ **Sustainability:** Collaboration with Ministry of Agriculture to adopt the training program





C. Science, Technology, and Innovation Projects

- ❖ Develop a **breeding center** that will produce high quality queen bees
- ❖ Two potential beekeeping entities were selected for breeding queen bees according to traditional and modernized practices





Communication -Promote Lebanese honey

- ❖ **Media:TV**
 - a. **Arab Woman Channel:**
 - b. **Alam el Sabah- Future TV**
- ❖ **Trade Shows**
- ❖ **Exhibitions**
- ❖ **Magazines**





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