





IMPROVING HONEY PRODUCTION AND MARKETING IN GHANA: AN APPLICATION OF OUTGROWER BEEKEEPING MODEL IN RURAL FARMING COMMUNITIES

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Introduction

Global honey consumption is projected to exceed \$2.8billion by 2024 (Strategyr, 2019). Despite the increasing demand for honey and its related products, Africa contributes only 7.8% of global honey market. Over 70% of Ghana's vegetation is favorable for all year beekeeping and honey production (MoFA, Ghana)

Problem statement

Results











Source: Online

- Honey production in Ghana is challenged by the lack of appropriate inputs and equipment, bush fires, lack of financial support, lack of training for beekeepers, adulteration, fear of bees, among others
- Despite the numerous challenges faced by the sector FGBA has estimated Ghana's honey potential to be at 500,000 tons per annum and worth about \$1.5 billion

Objective(s)

- To create sustainable employment and alternative income for over \bullet 100 youth in the selected rural communities through sustainable beekeeping by 2022
- To promote biodiversity by discouraging wild-honey hunting whilst promoting the use of modern beehives and beekeeping techniques in rural communities.
- To establish and profitably manage a sustainable outgrower honey

Implementation Steps

Stage	Activity
Phase I	 Meetings with implementing partners
	Project planning and strategy
	Community selection and appraisal
Phase II	Community selection and engagement
	 Selection of beekeepers in communities
	 Training of prospective beekeepers
	Apiary site selection and clearing
Phase III	 Hive and clothing provision
	Equipment supply and baiting
Phase IV	Hive management / M&E
	 Harvesting
	 Processing, packaging and storage
Phase V	 Marketing and sales
	Final evaluation
Phase VI	Expansion to other areas

production and processing enterprise that also offers training services by 2021



SWOT / Problem tree

Strengths

- Over 70% green vegetation in Ghana
- All year-round production
- High quality natural honey production
- Availability of hive construction materials Use of local hives and beekeeping tools Availability of natural feed source for bees • Lack of proper training of beekeepers
- Existing local demand for honey and wax
- Little diseases and pests

• Stable economy in Ghana

• Available and cheap labour

Increasing cashew production

• Improved beehives and tools

• Great export potential

Opportunities

youth

• Destruction of colonies • Poor harvesting and processing systems

• Hunting for wild honey

- Quality and adulteration issues
- Traceability of honey

• Theft

Weaknesses

Threats

- Importation of honey and its related products
- Some pest and diseases attacks
- Bad road network in most rural areas
- Adulteration of honey affecting the market
- Growing interest in beekeeping among Climate change
 - Bush fires

Expected outcome(s)

- Production of high quality honey and related products Ο
- Women empowerment through income generation Ο
- Improved livelihoods for rural folks \bigcirc
- Sustainable employment for youth Ο
- Reduction in rural-urban migration Ο
- Increased trust for local honey Ο
- Community development Ο

Conclusion

Seekeeping appears to be a profitable and sustainable

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Expected costs Year 1 Year 2 Year 3 Revenue Revenue Revenue € 6,125.00 €10503.35 €8,079.50 Variable cost Variable cost Variable cost €1,668.19 €1,378.67 €1,516.52 **Gross Margin Gross Margin Gross Margin** €8,835.16 €4,836.33 €6,562.90

- business enterprise which has great protentional.
- The outgrower beekeeping model suggests to be the best way through which Ghana can increase it's honey production whilst improving the livelihoods of farmers and youth in rural communities
- This project does not only come with great financial rewards to stakeholders but also social and environmental benefits.







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