

EUROPEAN  
FEDERATION  
OF HONEY  
PACKERS AND  
DISTRIBUTORS



FÉDÉRATION  
EUROPÉENNE DES  
EMBALLEURS ET  
DISTRIBUTEURS DE  
MIEL

# **“Honey and hive products: European state of play - Fair price and fair market for beekeeping products”**

28 June 2017  
European Parliament, Brussels  
Room PHS 5B001

## Products from the hive

- ✓ **Bee pollen**
- ✓ **Beeswax**
- ✓ Royal Jelly
- ✓ Propolis
- ✓ Bee venom
- ✓ **Honey**
- ✓ Bees
- ✓ Bee queens

## Why do beekeepers keep bees ?

- ✓ Beekeeping as a passion
- ✓ Beekeeping as part-time activity
- ✓ Beekeeping as part of their income
- ✓ Beekeeping as professional activity

## Beekeeping in the EU

- ✓ around 16 million beehives
- ✓ around 600,000 beekeepers
- ✓ Average number of hives: 26 per beekeeper
- ✓ 96% of beekeepers have less than 150 hives

## When is beekeeping commercial?

- ✓ When costs of production are covered by the sales and profit margin is earned

## Income from selling honey, a short calculation:

- Average number of hives in the EU: 26 per beekeeper
- Average yield of honey per hive: 30 kg / 780 kg totally
- Price per kg: 10.00 € / kg
- Possible sales volume per year: € 7800,--



## Professional beekeeper in the EU: more than 150 hives

- Possible income with 150 hives: € 45,000,--
- Beekeepers with more than 150 hives:  
4 % of total EU Beekeepers
- Other business fields:
  - Sales of other bee products (e.g. Pollen, Propolis, Royal Jelly, Beeswax...)
  - Breeding of queen bees and bees
  - Pollination Services

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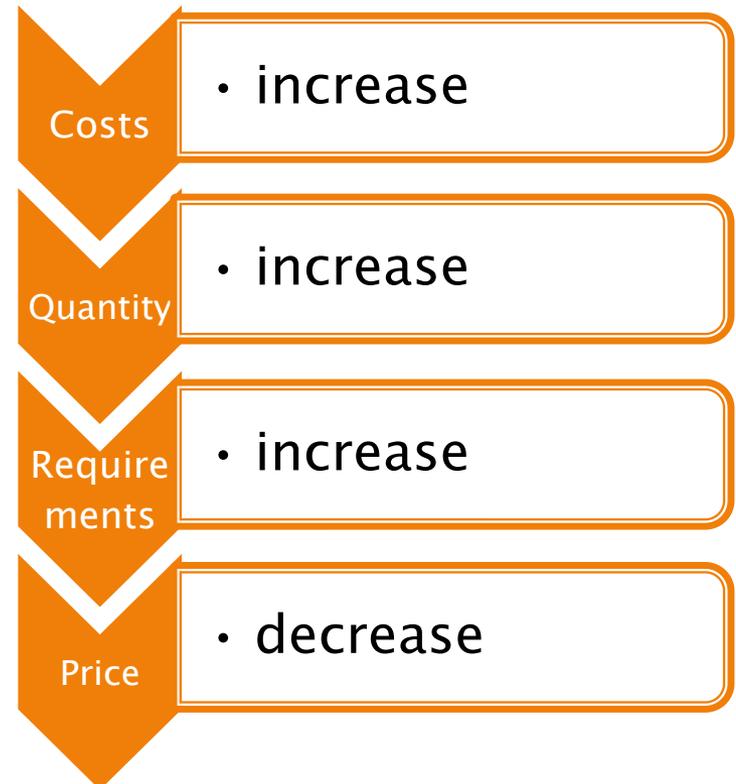
**For the majority of beekeepers in the EU  
honey is not a business activity!**

## Who determines the sales price for honey ?

- supply and demand
- consumer expectations regarding honey (image)
- competition
  - other sellers
  - comparable products
- cost structure
  - production costs and costs for living vary from country to country

## Where can beekeepers sell their products?

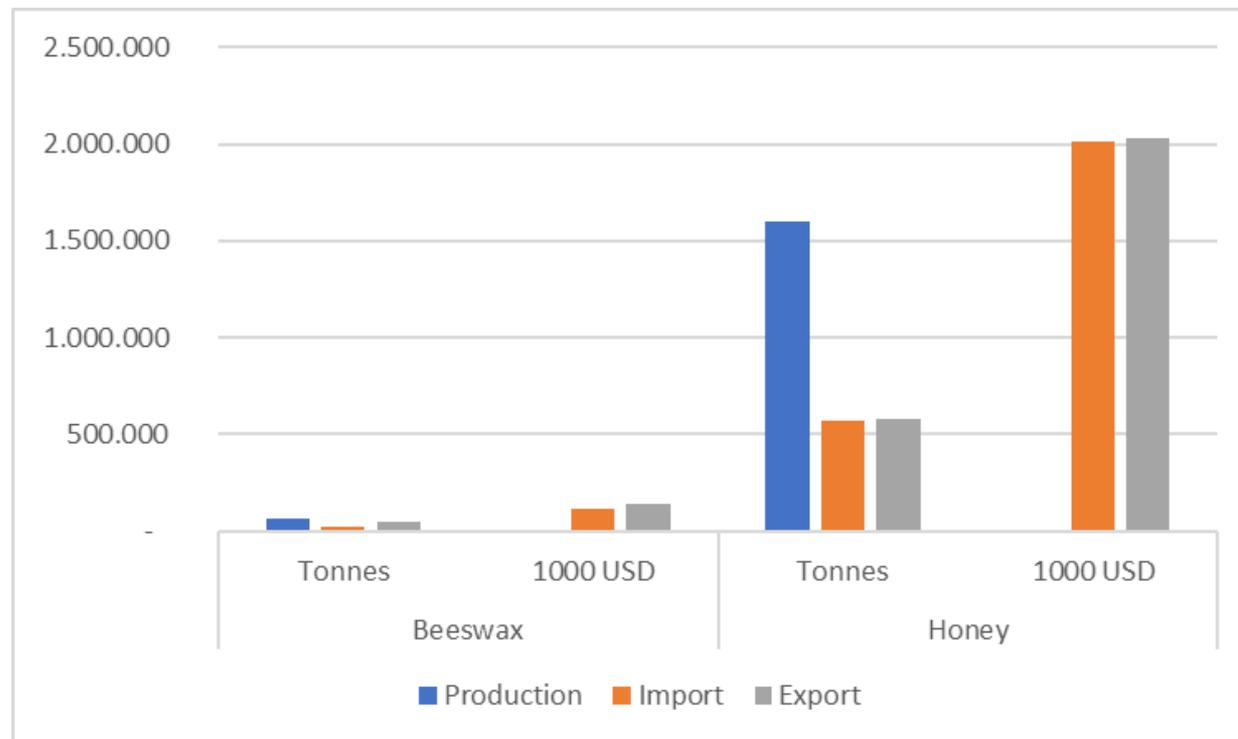
- ✓ At home, directly to consumers
- ✓ To other beekeepers
- ✓ Through web pages
- ✓ Local markets
- ✓ Traders
- ✓ Packers
- ✓ Supermarkets



## What needs to be considered when selling honey?

- ✓ Costs of sales and marketing
  - ✓ Packaging, transportation, financing, VAT, returns
- ✓ Costs for quality control
  - ✓ Analyses, documentation, audits (inspections)
- ✓ Legal requirements
- ✓ Customers' requirements
- ✓ Niche markets: Organic production, Fair Trade, special labels

## World Production and Trade of Beeswax and Honey



Source:  
FAO Stat 2010-2014

## Honey trade

- Trade has access to about 30% of the world honey production
- The EU and the US are the biggest honey importing markets
- EU honey production only covers 60% of internal demand
- Some countries do not have domestic consumption
- Honey trade is vital for beekeepers in many countries

## Supply and demand

- Honey harvest strongly depends on weather, condition of bees and environment for bees
- Beekeeping is part of the natural environment and influenced by environmental contamination (pesticides, GMO, PA ... )
- Hence: No stability concerning the production
- Other factors influencing demand
  - Tariff barriers
  - Non-tariff barriers
  - No international harmonised standard for honey (defining the product and the quality)
  - Purchasing power

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## What about honey prices?

- ✓ Honey prices fluctuate
  - ✓ due to variations in supply and demand
  - ✓ due to changing quality requirements
  - ✓ due to speculations
  - ✓ due to legal or political actions (closed markets)

## How can beekeeping be sustainable?

(Commercial) beekeeping can only be sustainable,

- if bees find good conditions (landscape policy)
- if there are clear legal rules for honey in the market
- if there is fair competition
- if there is stability in the market
- if actors have the possibility to work on medium to long-term business plans

## How can stability be reached?

- ✓ Stable and adequate legal framework for beekeeping and trade (e.g. GAP policy)
- ✓ Low production costs (e.g. by tax incentives)
- ✓ Promotion for honey consumption
- ✓ Honour the value of biodiversity through beekeeping (model for subsidies to be developed)
- ✓ **Offer bees what they need:**
  - ✓ Diversity instead of monocultures

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# Thank you

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