



Why Honey? : South Africa

Promoting sustainable beekeeping for community development

Project description

Why Honey?, established in 2008, identifies and trains local community members as beekeepers, supplies them with the necessary equipment and secures suitable land for their work. A potential market for fair trade honey has been identified; the initiative helps to ensure a sustainable and reliable supply of the product.



Business model

Why Honey? aims to make use of the abundant Fynbos (natural shrubland or heathland) vegetation in the Southern Cape area of South Africa for the production of natural honey. The initiative is the first project to market fair trade honey from the local vegetation on a commercial scale and is thereby contributing to community engagement and empowerment.

In March 2012 a small cooperative of emergent and semi-commercial beekeepers was founded. The cooperative will set up a central processing plant and train additional beekeepers. Each member of the cooperative will produce honey individually; Why Honey? will be responsible for marketing and sales.



Scaling up activities in 2012

- Train 10 beekeepers to manage at least 50 hives each by the end of September 2012
- Establish a hive factory to produce high-quality hive components for the project
- Establish a central honey and propolis processing unit
- Sell 15,000 kg of Fynbos honey by the end of March 2013

Immediate needs

- Financial support for the purchase of a suitable vehicle so that the training team can visit beekeepers, as well as transporting hives to beekeepers and the honey to the central processing unit
- Financial support for the purchase of machinery to produce components for hives
- Working capital to cover the first year of operations, until honey starts being sold
- Technical assistance with potential value-added honey products



SEED Awards 2011

for entrepreneurship in sustainable development

WINNER

Partnership

- ❶ **Why Honey?** manages the initiative, identifies suitable candidates for training as beekeepers, carries out this training and is responsible for sales and marketing for Fynbos honey and honey products
- ❷ **The Mossel Bay Environmental Partnership** makes the Oyster Bay Reserve available for practical bee education and training
- ❸ **SEDA** (the **Small Enterprise Development Agency** of the South African Department of Trade and Industry) provides beekeepers with training in business skills
- ❹ **Andre De Jager** is technical advisor and a specialist in propolis



Social, environmental and economic impacts

Social impact: The local community benefits from capacity building by Why Honey? Community members are empowered to become beekeepers or assistants and are able to generate additional income. The initiative is currently training its first female entrepreneurs.

Environmental impact: Why Honey? helps to protect local biodiversity as the bee colonies ensure thorough pollination of the natural flora. Moreover, the survival of local bee swarms is ensured and beekeepers have an incentive to protect the bees' habitat.

Economic impact: Why Honey? supports local economic development by establishing honey farms in rural areas where no industries are located. The initiative plans to scale up by expanding the project to other regions or by selling quality swarms to individuals who are not members of cooperatives, thus creating further impact.

Contact

Riaan Bosch, Founder

Email: info@whyhoney.co.za, www.whyhoney.co.za

SEED Partners

SEED's founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.



About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

SEED Secretariat

info@seedinit.org