



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



AFRICA WINNER 2014

Honey Products Industries creates an agribusiness value chain out of high quality honey. The honey is sourced from independent smallholder beekeepers, packaged and processed in factory hubs and distributed across the country via a franchise model.



Honey Products Industries, Malawi

BUSINESS MODEL

The enterprise trains young people to own and operate business outlets located in specific geographical locations via a franchise model. These outlet managers provide beekeeping equipment and training to local smallholder farmers. The raw honey is collected, tested for quality and purchased by the outlets.

The honey is then transported to the factory for processing, where it is labelled with processing and expiration dates and finally distributed to community stores' shelves.

ENTERPRISE FAST FACTS

Location	Lilongwe
Year founded	2014
Sector	Agriculture
Product/Service	High quality honey

Social impacts:

- Offering entrepreneurship and business management skill training to 250 unemployed young adults.
- Setting up three organised business hubs.
- Increasing access to financial services such as loans and savings for young franchisees and smallholder beekeepers.

Environmental impacts:

- Providing natural resource management training to smallholder farmers to promote biodiversity conservation and maintain and propagate bee stocks.
- Reducing exploitation and degradation of local forests by providing an alternative livelihood strategy for communities.

Economic impacts:

- Improving access to profitable markets for 2,500 smallholder beekeepers.
- Diversifying sources of income for smallholder farmers who often cope with the challenge of food insecurity as yields of rainfed agriculture are typically low in the region.
- Increasing job opportunities for young adults.

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” Honey provides an alternative source of income, especially for forest-dependent communities, which has not been effectively exploited.

Scaling up activities:

- Increase production capacity in all current areas of operation by engaging more smallholder farmers to become beekeepers.
- Establish ten new franchise business outlets owned and operated by young adults to meet the demands of the market and to increase processing capacity. By doing so, the enterprise will increase the production volume from the current one tonne to at least five tonnes.
- Purchase an electric sieving and processing machine to ensure a high quality honey.
- Mobilise funding to be able to explore opportunities in export markets that will provide additional revenues.



” The enterprise provides a positive strategy for rural communities to sustainably benefit from the natural resources present in their communities.



Partnership

- **Honey Products Industries** operates the enterprise and supervises the management and operation of mini-franchises across the country.
- **Impact Agribusiness** provides capacity building services to the enterprise. The company assists in identifying credible young entrepreneurs to manage the franchises and provides training in business management skills to them.
- The **franchisees** who operate the business outlets are in charge of providing beekeeping training and equipment to local smallholder farmers, and of collecting the honey and testing it for quality.



The 2014 SEED Awards in Malawi, Mozambique, Namibia are supported by the Government of Flanders, which is active in Southern Africa.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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