

Attracting and empowering pastoralist communities in Agriculture & Agribusiness

***Sustainable Bee Farming
Business Model***

INTRODUCTION.

Beekeeping is one of the oldest livelihood enterprises in the history of mankind. All over the world, there are profound fears that existence of bees is increasingly being threatened with dire consequences to human life. Bees are known to contribute immensely to crop production through pollination thereby greatly enhancing the ecosystem. It is increasingly becoming apparent that bee products including honey, Propolis, wax, royal jelly are increasingly becoming scarce and when available are found contaminated. Subsequently prices of bee products are increasingly becoming expensive.

- It is with this knowledge that The Hive group has undertaken to invest in sustainable beekeeping technology in order to contribute to environment conservation in an economic model aimed at enhancing the beekeeping commercialization and improving the financial returns in the sector thereby improving the living standard of beekeeping.

THE HIVE GROUP

- Has sister companies in the following countries:
- 1. Tanzania (*The Hive Limited*)
- 2. Uganda (*The Hive Limited*)
- 3. Rwanda (*The Hive Rwanda Limited*)
- 4. Malawi (*The Hive PVT Limited*)
- 5. Botswana (*The Swarm Botswana Limited*)
- 6. Chad (*La Ruche SARL*)
- 7. Zambia (*The Swarm Zambia Limited*)
- 8. Ghana (*Beehive Ghana Limited*)
- 9. Sierra Leone (*The Hive Sierra Leone Limited*)
- 10. Burkina Faso (*La Ruche Doubakoro SARL*)
- 11. Senegal (*La Ruche Doubakoro SARL*)
- 12. Nigeria (*Beekeepers Nigeria Limited*)
- 13. Liberia (*The Hive Limited*)
- 14. South Sudan (*Honey House Limited*)

Advantages of BEEKEEPING

- *Low capital investment*
- *Beekeeping is one of the few (if not the only) enterprise that generate income without necessarily destroying the habitat.*
- *Requires less land*
- *Relatively not competitive to other agricultural enterprises*
- *Low labour requirements*
- *Encourages environmental conservation*
- *Pollination plays a major role in bio-diversity and improvement of crop yield*
- *Therapeutic properties of most hive products provide remedy to a number of ailments*
- *Proper utilization of marginalized lands*
- *Beekeeping has been used in some areas as a remedy to ingress of wild animals such as Elephants in to cultivated areas.*
- *Nectar and pollen, the major bee food, are not used by other livestock; only bees harvest them. This means that bees do not compete for food sources with livestock or people.*

Traditional Methods



YOUTH ECONOMIC EMPOWERMENT



African honey



Comb honey



Pollen



Wax



Propolis

Youth fixing wax on CAB hive frames



Setting up the brood boxes in the wild to catch bees



Apiary sites



Women harvesting – The Hive PVT - Malawi





Maasai Mara honey processing Hub





Pollen harvesting

Role of Bees in Food Production

Not just honey

Many valuable agricultural products are dependent on honeybee pollination.



Crop and value in billions, 2008		Percentage pollinated by honeybees
Soybeans	\$19.7	50%
Alfalfa	7.5	60
Cotton	5.2	80
Almonds	2.2	100
Apples	2.1	90
Oranges	1.8	90
Peaches	0.6	80
Cherries, sweet	0.5	90
Grapefruit	0.4	90
Tangerines	0.1	90

SOURCE: U.S. Dept. of Agriculture; AP
Roger A. Morse and Nicholas W.
Calderone, Cornell University

Quality & Quantity improvement, coffee and other crops



Pollen : an all round solution to severe malnutrition



HOW? - The Hive Beekeepers Kit



Production Tools



RETURN ON INVESTMENT OF THE HIVE BEEKEEPERS STARTER KIT

	Kilograms per harvest	Number of harvests per year	Total Production per year	Price per Kg (Kshs)	Total Turnover per year (Kshs)
Production	10-12 kgs	6	10 hives x 10kgs x 6 times = 600kgs	300	180,000

Payback period = $\frac{\text{Initial Investment} \times 12\text{months}}{\text{Return on Investment}}$

= $\frac{155,000 \times 12}{180,000}$

= 10.28 months

= 11 - 18 months

This indicates that from the 18th month the beekeepers will be earning the excess of Kshs. 180,000 as net annually from the 10 CAB hives.

Field Support



SNV

Connecting People's Capacities



The  Hive



Pastoralist Economic empowerment



H.E. President of Kenya, on The Hive Beekeepers kits





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