

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 dare 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 ingression 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













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









Role of Bees in Food Production



Not just honey

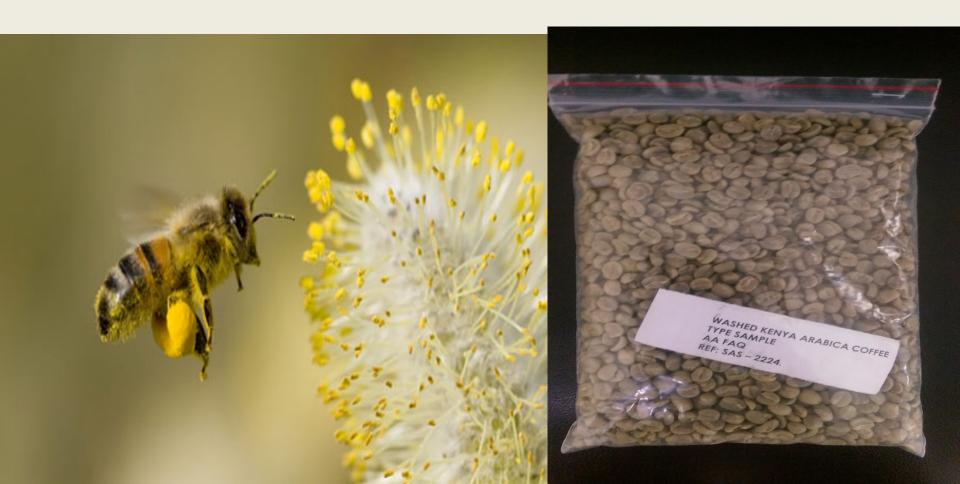
Many valuable agricultural products are dependent on honeybee pollination.

Crop and valu in billions, 20	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	0.5	80	
Cherries, swe	et 0.5	90	
Grapefruit	0.4	90	
Tangerines	0.1	90	
<u> </u>			

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 BEEKEPERS 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 = <u>Initial Investment x 12months</u>

Return on Investment

= <u>155,000 x 12</u> 180,00

= 11 - 18months

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



Field Support





















Egerton University

A world class University for the advancement of humanity









Great Taste, Richer Aroma



















THE HIVE GROUP

Website: www.thehivegp.com

Email: Joseph@thehive.co.ke

Joseph Karuga

Twitter: @TheHiveAfrica

Facebook: The Hive Group

LinkedIn: The Hive Group of Companies