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 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

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
Maasai Mara honey processing Hub
Pollen harvesting
Role of Bees in Food Production

<table>
<thead>
<tr>
<th>Fruit/Other</th>
<th>Crop and value in billions, 2006</th>
<th>Percentage pollinated by honeybees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soybeans</td>
<td>$19.7</td>
<td>50%</td>
</tr>
<tr>
<td>Alfalfa</td>
<td>7.5</td>
<td>60%</td>
</tr>
<tr>
<td>Cotton</td>
<td>5.2</td>
<td>80%</td>
</tr>
<tr>
<td>Almonds</td>
<td>2.2</td>
<td>100%</td>
</tr>
<tr>
<td>Apples</td>
<td>2.1</td>
<td>90%</td>
</tr>
<tr>
<td>Oranges</td>
<td>1.8</td>
<td>90%</td>
</tr>
<tr>
<td>Peaches</td>
<td>0.5</td>
<td>80%</td>
</tr>
<tr>
<td>Cherries, sweet</td>
<td>0.5</td>
<td>90%</td>
</tr>
<tr>
<td>Grapefruit</td>
<td>0.4</td>
<td>90%</td>
</tr>
<tr>
<td>Tangerines</td>
<td>0.1</td>
<td>90%</td>
</tr>
</tbody>
</table>

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

X 10 CAB hives

X 2 protective suits
# Return on Investment of the Hive Beekeepers Starter Kit

<table>
<thead>
<tr>
<th>Kilograms per harvest</th>
<th>Number of harvests per year</th>
<th>Total Production per year</th>
<th>Price per Kg (Kshs)</th>
<th>Total Turnover per year (Kshs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>10-12 kgs</td>
<td>10 hives x 10kgs x 6 times = 600kgs</td>
<td>300</td>
<td>180,000</td>
</tr>
</tbody>
</table>

Payback period = \( \frac{\text{Initial Investment} \times 12\text{months}}{180,000} \)

Return on Investment = \( \frac{155,000 \times 12}{180,000} \)

= 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
Pastoralist Economic empowerment
H.E. President of Kenya, on The Hive Beekeepers kits
THE HIVE GROUP

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