

National Green Export Review – Moldova 2nd stakeholder workshop – 17.04.18





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The
honey
sector



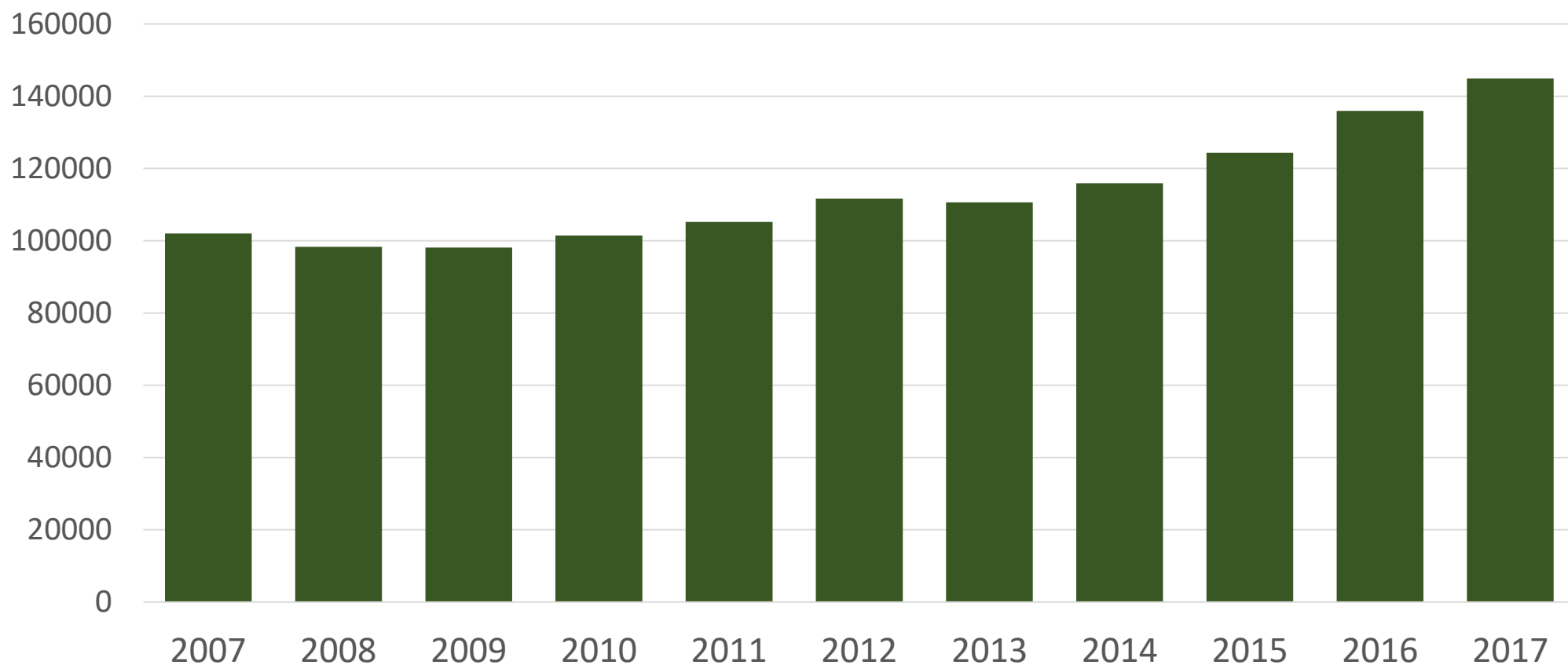
Honey – global trends

- Global consumption projected: 2,5 Mio. tonnes by 2025
- Largest consumers: EU, China, US, Turkey
- 40% of the EU honey imported. Annual growth rate 10% (2005-2015)
- Overall EU import almost 200 Th. tonnes in 2016 mainly from China (ca. 30%), Ukraine, Argentina and Mexico. Moldova – only 1,5%.
- Leading EU markets: Germany (23%), UK (12%), France (10%), Spain (8%) and Poland (7%).
- Monofloral honey varieties (acacia, clover, pine) are gaining popularity in EU. Consumption increasing at annual rates of 5-15%

Honey in Moldova – key facts

- Many micro- and small size bee-keepers (4000 – 6000), few large industrial companies
- Current production 4.000 tonnes per year → potential of 12.000

Evolution of the number of bee-families in Moldova 2007-2017, piece

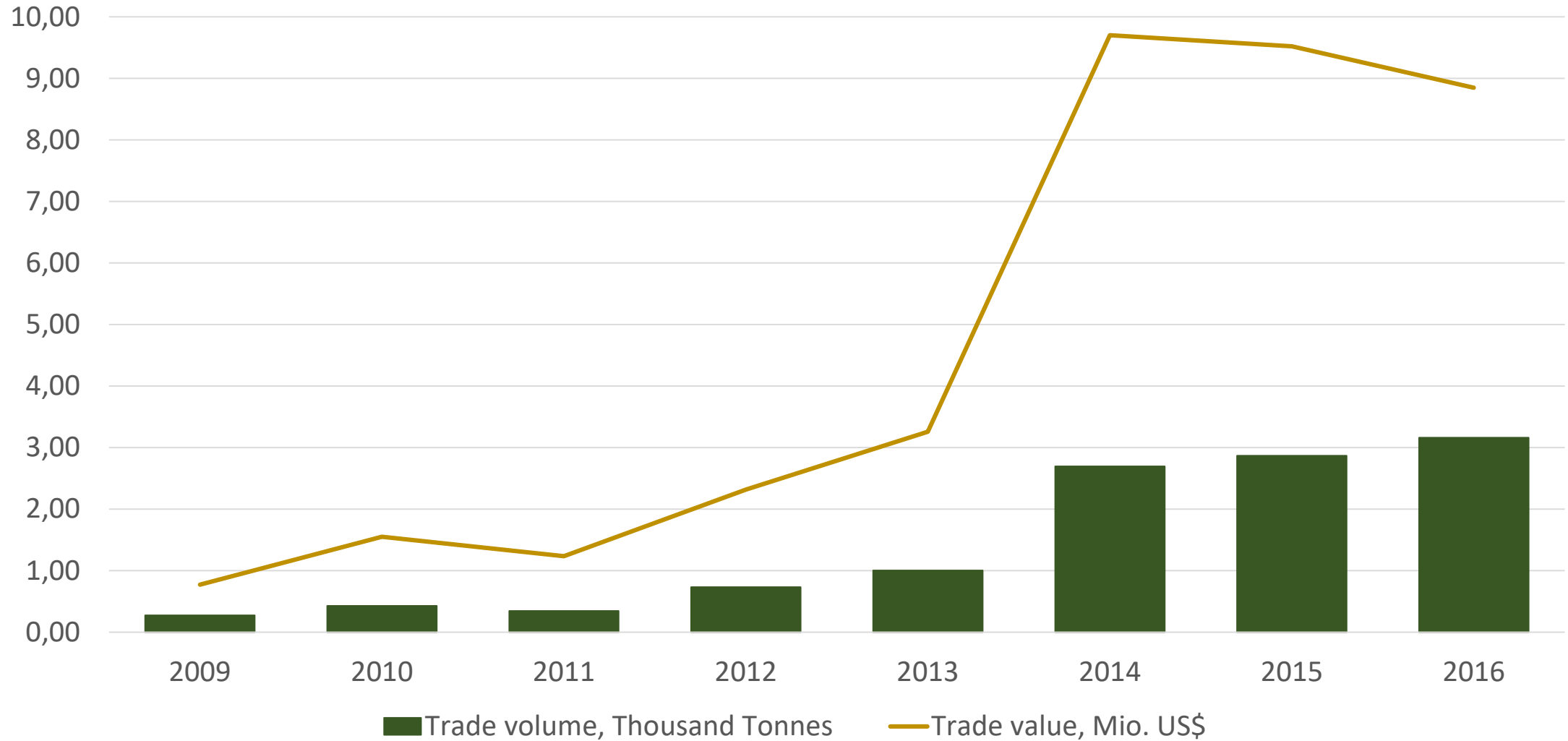


Source: National Bureau of Statistics of Moldova

Honey in Moldova – key facts

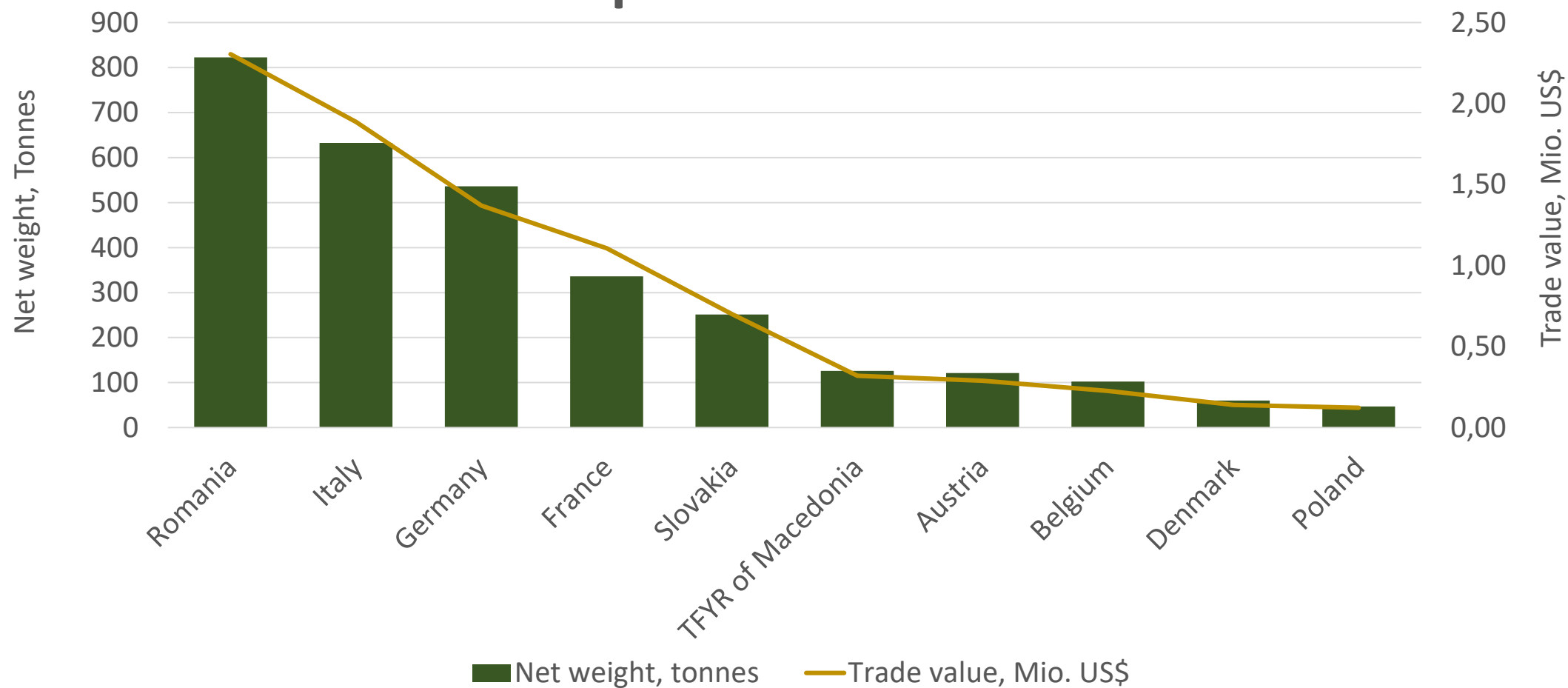
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- 15% - domestic consumption / 85% - export (ca. 8 Mio. €)
- Exporting 3440 tonnes in 2016 almost exclusively in bulk

Evolution of overall exports of Moldovan honey



Source: UN Comtrade Database

Top 10 destinations for export of natural honey from the Republic of Moldova in 2016



Source: UN Comtrade Database

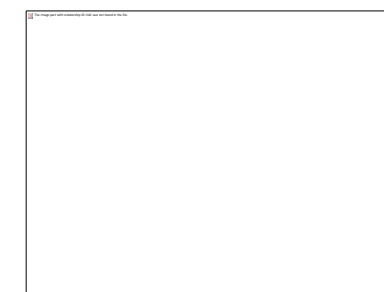
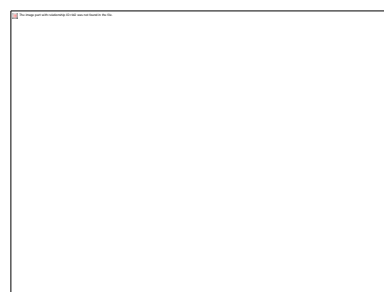
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- Exporting 3440 tonnes in 2016 almost exclusively in bulk
- **Organic certification almost non existing**
 - “The Beeproject” – in conversion – an exception
- **In 2017 only 60 bee-keepers applied for subsidies (ca. 6 Mio. MDL)**

Adding value and diversification

- EU's average bulk import price 2,06 €/kg
 - Moldovan honey is imported with 2,36€ on average.
- EU member states have strong processing industries and export bottled honey with an average price of 5,87€ /kg
- Organic honey consumption is growing. Brazil world's largest supplier. Germany - the largest importer.
- Geographic diversification: more EU member states, US, Canada, Japan, Turkey – re-negotiation of the agreement)

SWOT Analysis for the Honey Sector



Honey sector - strengths

- Abundance of melliferous base, and especially varieties for the monofloral honeys (Acacia)
- Very positive effect on agriculture in general due to pollination
- Considerable capacities of the processing industry
- Growing global consumption due to health and consciousness trends
- Nearness to EU, one of the world's biggest importers of honey
- Established trade relations in several EU countries since 2012
- Benefits from FTAs with many importing countries
- Existing contracts for non-organic produce with foreign distributors
- Existence of the National Bee-keepers's Association and associations promoting organic agriculture, including the recently established National Organic Value Chain Association

Honey sector - weaknesses

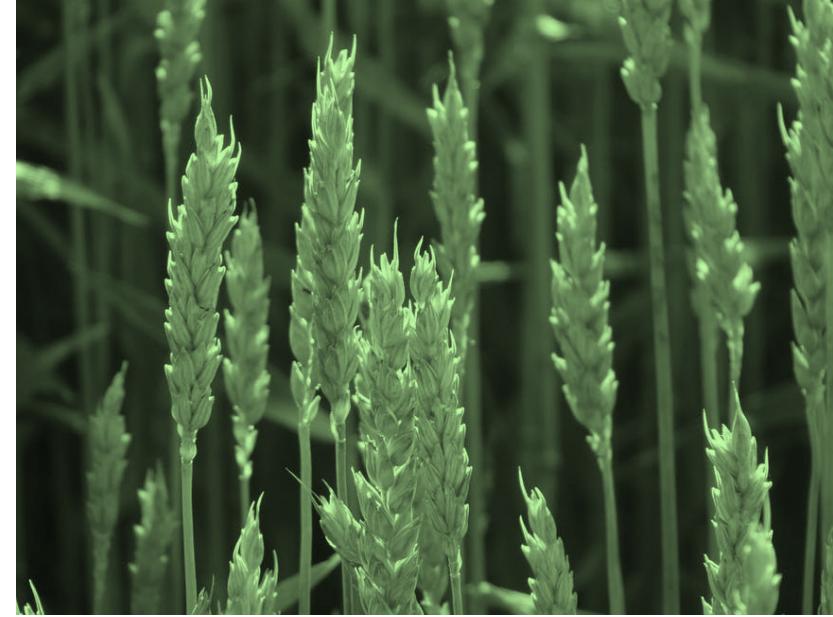
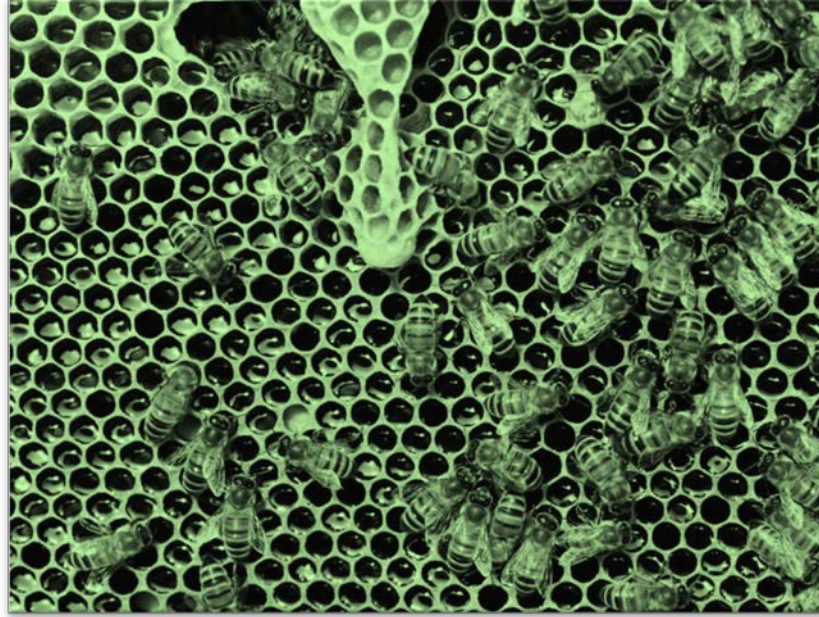
- Limited value-added production, reliance on bulk exports to foreign markets for processing
- Very challenging conditions for organic certification
- Lack of territories, where bee-keepers could place their bees with at least 3 km radius from pollution sources
- Lack of connections to organic farmers with suitable territories
- Lower yields for non-stationery bee-keeping
- Lack of finance availability for smallholders (or Limited availability of micro-financing for small farmers)
- Rural youth leaving farms and farming for cities and abroad
- Non-existence of export standards for other value-added products besides bulk and bottled honey
- Non-existence of Moldovan honey brands and little recognition for the origin.

Honey sector - opportunities

- By creating jobs, development of the organic agriculture sector could significantly reduce rural unemployment
- Penetrating of alternative market niches for honey export (small retailers, online-marketing)
- Training program for farmers can bring new bee-keepers into production
- Higher margins can attract youth to entrepreneurship opportunities in the sector
- A national organic label can enhance visibility and demand for organic produce
- Target higher value buyers with more value and convenient products
- Improve linkages to tourism sector to tap local market for artisanal walnut honey products
- Adding value through more bottling and other value-added products
- Introducing organic certification

Honey sector - risks

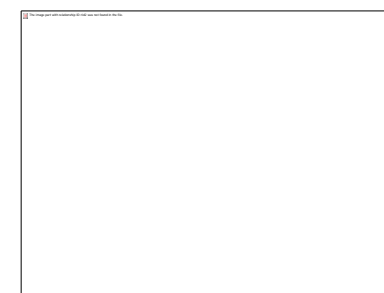
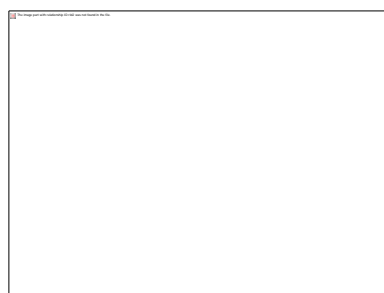
- Climate change consequences which affect quantity and quality of honey and health of bees
- Risk of survival of bee-families due to increased use of agrochemicals.
- Poor bee-hive management promoting disease
- Intense use of antibiotics can endanger export chances for Moldovan honey
- Rising quality standards of markets and competing countries



Thank you for attention! – valeria@ecovisio.org



National Action Plan for the Honey sector



National Action Plan – Honey Sector

- Creation of a National Honey Brand (incl. organic edition)
- Creation of effective small producers cooperatives to make better use of the honey processing capacities
- Instituting subsidies for organic honey production
- Creation of a program that links large organic farmers with beekeepers 3km (nectar collection radius)
- Support in market research and creation of effective trade partnerships for the added-value products (e.g. bottled honey)
- Creation of standards for export of other bee-keeping products