



# Apimondia 2011 Buenos Aires

HONEY QUALITY AND ORGANIC PRODUCTION, STRATEGIC CHALLENGES OF  
SMALL BEEKEEPERS ORGANIZED



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# Apimondia 2011 Buenos Aires

- I work in a company that produce, process and distribute directly organic pasta, different cereals, biscuits, olive oil, tomato, coffee, chocolate and cocoa, sugar cane of different origins etc. And honey.
- 255 items at all. Sold in 22 different country. The 75% of the production is sold in Italy.
- All the producers and processors of the products are members of the company, shareholders. They are cooperatives and private. Conapi, the largest honey cooperative in Italy with his 270 members beekeepers, is also the largest shareholder of the company.

# Good (quality) and Organic

- Good and organic: 2 important world - wide key words;
- There is a new extended attention concerning “good”: it considers the organoleptic sense, (**our product has to be good**) but also good regarding the environment and safe; good for who produces and good for the consumers;
- “Organic” reinforces the concept of good , it means clean and observant of the environment, committed, in order to feed in a true way the consumers, it means to respect nature and animals, especially our small insects.

# Good (quality) and Organic

- Large scale multinational enterprises are changing in “commodity” natural products, food , culture and at last (least?) consumers and citizens;
- For many people food is still like oil, and the stomach like a tank: but a new awareness is spreading (circulating) in Europe like in South America , in Asia like in north America;
- Which origin has a product, who, when, where, in which way a jar of honey or a bottle of olive oil or a bottle of wine has been produced are important questions for a growing number of people

# Good (quality) and Organic

- Large scale multinational enterprises use to “externalize” environments and social costs: lands and animals farms have to be stressed in order to produce more and more following the so called “industrial farming or industrial fishing”, consuming the planet;
- to “consume” and to “waste” appears like the new commandment
- It represents the opposite of a principle of foresight, of sustainability and it represents the determination - clear to everybody – of the largest financial investment funds to profit and profit.

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- Small scale farming, if seriously committed to environment sustainability, can represent the alternative of this dominant system based on “consumption” and “waste”;
- Beekeeping and bees are so close to nature that consumers pay attention to them and to their declaration.
- Instead (?), the fact that beekeeping doesn't represent an important business, compared to cereals or coffee or rice, citizens all over the world take care of their complaints, denunciation when concerning the environment.

# Organic sustainability fairtrading

- But to be really reliable, the choice of organic and sustainable production has to be strong and clear. Pesticides and antibiotics have to stay far from our bees, if we want to convince consumers about our diversity.
- To develop sustainability means to care about the environment and territory like to consider the social effects of its works. (frag)
- Transparency and Fair - Trading are the tools we have to adopt for new relations with consumers, a real partnership. The topic of " CREDIBILITY"

# SMALL BEEKEEPERS ORGANIZED

- Fairtrade, (comercio justo), represented and represents an important alternative market for many cooperatives of beekeepers. Two the main topics: the concepts of a fair, (justo) equitable price shared by the different players (beekeepers, importers, distributors) and a sort of direct relation with the consumers.
- Fairtrade represents only few thousands tons of honey sold in the world, but the concept, the idea, the perspective of fair products is increasing world wide.



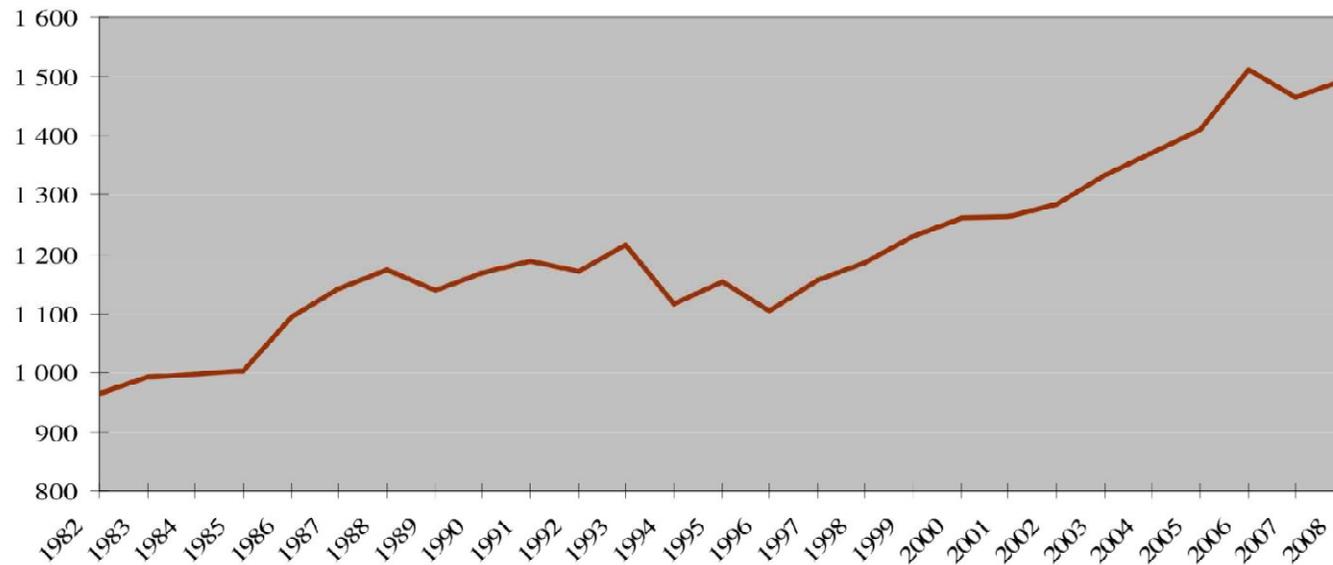
- In a world so full of injustice, of forced differences between who relies on a very poor salary and who lives in luxury, the idea of an equitable income long all the chain of food is very strong.
- Fairness, transparency, to take care of our environments and territories, to establish a fair relation with our consumers, all this represents a foresight strategy to approach in a different way the market. And means to help the awareness in people.
- At least it means to help the world to move in the right direction.



## World production (1000 t)



Commission européenne  
Agriculture et développement rural



Source: FAO

EU Commission DG AGRI C4



# Honey balance sheet



Commission européenne  
Agriculture et développement rural

		Usable Production	Imports	Exports	Consumption		Self- Sufficiency
		(1000 t)	(1000 t)	(1000 t)	(1000 t)	(kg/head)	%
1	2	3	4	5	6	7	8
EU 27	2006	201	215	81	335	0,7	59,9
	2007	210	216	84	342	0,7	61,5
	2008	201	246	102	345	0,7	58,3

EU Commission DG AGRI C4

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- These two slides just to underline two important, strategic opportunities:
- 1) to become partner of the European (American) consumer, trading products and social and environmental concepts;
- 2) to engage the domestic market, because a) it is important to become “profeta in patria” b) the markets are growing, more than the European and North American one.

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- In order to create these two opportunities, it is necessary to establish a good efficient reliable organization, probably with the support of the consumers or associations or other sectors close with these concepts ( social and environment's concepts) ;
- It is not possible to consider to compete with the largest “owners” of the “commodities” (large multinational) without a strong collaboration plan.
- It is necessary to explore new strategies, but the good news is that many consumers (**users**) are ready to know and to understand what they eat . And they want to approve it!

# To be truthful

- Good and organic;
- Promoting sustainability ideas and social progressing steps;
- Transparency and fair-trading;
- Collaborating and cooperating, among us but also with the new stakeholders involved in sustainability, inside our country and where we will export;
- To be efficient and well organized, in order to develop good enterprises.
- ...and to be truthful!