

## From the Bee Hive to the Breakfast Table: Marketing Forest Honey in Indonesia, the JMHI experience

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The Jaringan Madu Hutan Indonesia (JMHI) or the Indonesian Network on Forest Honey is a network of forest gathering communities and their NGO partners. The network spans 9 provinces in 4 islands of the archipelago. JMHI was established in 2005 as a way to improve the sustainable production and marketing efforts of forest honey gatherers (primarily Apis Dorsata honey). Since then the network has grown from a membership of several hundred honey gatherers, to over 700 members. The secretariat is managed by the NGO Riak Bumi based in West Kalimantan. With the strong emphasis on quality control, JMHI, along with the Indonesian certification agency, Biocert, are assisting members to install internal control systems (ICS) with its members to guarantee quality at different stages of harvest, processing, delivery and marketing. Organic Certification was already granted to Asosiasi Periau di Danau Sentarum (APDS) or the Honey Gatherers Association of Danau Sentarum. JMHI Marketing division, Dian Niaga, with a cutting edge marketing scheme has been able to penetrate various market segments through a diversified marketing mix. The multi-level marketing giant, Amway, is also marketing honey produced by JMHI. They have purchased over 20 tons of honey in the last 2 years and in 2008 alone were able to register sales for Apis Dorsata honey of over USD 68,000. The paper will reflect on the process to organize gatherers into more effective forest stewards as well as reliable market players. It will also present the market strategies employed to increase incomes to producers as well as to provide products demanded by the market.