

Elements of franchising for development of beekeeping in Russia

R.G. Khismatullin, E.V. Zhenikhova, V.L.Makarov
The Tentorium Apicompany

During the centuries export of honey was one of the most profitable income items for the country.

A number of apiaries of farm businesses all over Russia were closed during the last decade. The quantity of honey-bee colonies became reduced as well.

The Tentorium Apicompany started the project of agrarian franchise “Beekeeping development in Russia” in 2008. The purpose of the project is to increase in number the amateur and large-scale industrial apiaries therefore to increase the quantity of honey-bee colonies and to preserve bees.

The business model with the elements of franchising was chosen by the experts of the Company for effective introduction of beekeeping technologies. Beekeeping against poverty is the social mission the Company presents in the framework of the project.

Organizer of apiary who gets the farmer franchise business model “Beekeeping development in Russia” is fully supported by the Company during the first year.

The farmer franchise started in 2009 is designed for small-scale amateur beekeeping. However amateurs become experts those develop industrial beekeeping.

The farmer franchise model for industrial beekeeping designed by Tentorium is the next step for developing beekeeping in Russia.

This year the farmer franchise was launched in the Urals and in the South of the country. Under the conditions of increasing unemployment and poverty the farmer franchise can be successfully applied as a social program.

People with low income have a chance to start up small apiaries thanks to government support and farmer franchise. Experienced beekeepers could reorganize their apiaries for more effective production.

The farmer franchise business model designed by the Tentorium Apicompany is a kind of contribution to the matter of bees preservation.