

ECONOMIC IMPORTANCE OF HONEY

Variety of uses in diets, medicines etc.

In India 80% of honey is used directly as medicine and 10% in ayurvedic and pharmaceutical preparations

Honeybees increase the productivity of agricultural crops about 30-80% through cross-pollination.

Production of by-products such as:

- Beeswax for use in the pharmaceutical and dental industries as well as for cosmetics, ointments, candles and household waxes
- Pollen, rich in protein, which is used as a diet supplement
- Propolis which is becoming widely used as an ingredient in cosmetics and lip balms, as well as a tonic
- Ready-to serve honey-based beverages



WORLD HONEY MARKET

China is currently by far the largest honey-producing nation in the world, with around a 40 per cent slice of the market. The next biggest producers are the US, Argentina and Ukraine.

The key exporters in the world honey market are China supplying 30 to 35 per cent, Mexico supplying 20 per cent and Argentina supplying 15 to 20 per cent.

The three biggest honey importers are Germany, Japan and the United States.

Germany is the world's largest consumer, importing 90,000 tonnes of honey products annually. The per capita consumption of honey in Germany is 1.5 kg compared to a dismal 3 g in India.

INDIAN SCENARIO

India produces a total of 70,000 tonnes of honey every year, of which 25,000-27,000 tonnes are being exported to more than 42 countries including the EU, the Middle East and the US.

Punjab, Haryana, Uttar Pradesh, Bihar and West Bengal are the major honey producing states.

The honey exports from India fetched around Rs 200 crore in foreign currency in the fiscal 2002-03.

The sale price of honey by beekeepers in India varies from Rs 25 to Rs 45 per kg whereas in countries like the USA, Argentina and Brazil, the price varies from Rs 55 to Rs 80 a kg.

PROBLEMS IN MARKETING OF HONEY

Price, supply, purity and service are the major determinants in the honey industry.

Complacency in the honey market can be seen in:

- Poor packaging
- Lack of branding
- Inadequate advertising
- Unimaginative promotion
- Insufficient knowledge of domestic and international market situations.

MAJOR ISSUES WHICH NEED ATTENTION

There is market potential to keep more than 10 million bee colonies in India. Need of comprehensive project having backward and forward integration for honey market at reasonable price.



MAJOR AREAS OF INTERVENTION

- Honey production technology
- Honey processing technology
- Total quality management
- Honey marketing

SPEAKERS

National and International level speakers would be invited from spectrum of fields like trading community, producers associations, progressive farmers, Government agencies, private sector/ corporates, NGOs and other stakeholders.

PROSPECTIVE PARTICIPANTS

- APEDA
- Cooperatives
- Corporate
- DRDA
- IFFCO Foundation
- Exporters
- Importers
- KVIC
- Min. of Agriculture
- Min. of Rural Development
- NGOs
- Pharmaceutical industry representatives
- Research Institutions
- State Agro-Industries Development Corporation
- TRIFED
- UNDP

Honey marketing cum processing plant is required urgently and the quality of the honey is to be improved to get more export orders.

Pasteurization/processing is also essential to avoid granulation of honey, not preferred in the domestic market.

Need to meet international honey quality standards.

PROGRAM

The conference will focus on the theme **“Promoting Indian Honey as means of nutritional security and employment and income generation through national and international trade”**.

OBJECTIVES

Development of sustainable production, processing, storage and quality control systems for honey

Identify growth opportunities within the honey and honey based products market

Linking markets for development of sustainable livelihood options and identify ways to make these opportunities work for the poor.



WHO WILL BENEFIT?

- Honey producers
- Trading community
- Importers
- Exporters
- Corporate groups
- Industrial Users
- Processing Industry
- Research Institutions



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HONEY SECRETARIAT

R- 289 A, Second Floor, Greater Kailash, Part 1, New Delhi- 110048

Tel.: 011- 41630967, 41730573/74 Telefax: 41731674

E-mail: marketlinkage@isapindia.org

Website: www.isapindia.org

HONEY BUYER SELLER MEET & CONFERENCE

June 26-27, 2006
**Venue: Jamia Convention Centre,
New Delhi**

SUPPORTED BY



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Phone: 41730573/ 74, Fax: 41731674 www.isapindia.org

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