



LIFE16-CCA IT 000011

Commercial plan: Honey & beekeeping (Spain/Italy)

Appendix to the Action C7-3



DESERT ADAPT, LIFE16-CCA IT 000011

2022



LIFE Project Number: LIFE16-CCA IT 000011

LIFE Project name: DESERT ADAPT

Data Project

Project location:	Italy, Portugal and Spain
Project start date:	01/09/2017
Project end date:	01/09/2022 Extension date: : 01/09/2023
Total budget:	€ 4.075.040
EU contribution:	€ 2.439.761
(%) of eligible costs:	60%

Data Beneficiary

Name Beneficiary:	Università degli Studi della Campania "Luigi Vanvitelli" (IT)
Contact person:	Ms Simona Castaldi
Postal address:	Via Vivaldi 43, 81100 Caserta, Italia
Telephone:	+39 823 274646
E-mail:	Simona.CASTALDI@unicampania.it
Project Website:	Still to come

Report information

Name	Commercial plan: Honey & beekeeping (Spain/Italy)
Related action	C7-3
Produced by	FSG
Original delivery time	31-12-2022
Actual delivery time	31-12-2022
Version number	1



Table of content

TABLE OF CONTENT	3
1 TYPE OF PRODUCT OR SERVICE	4
2 POTENTIAL USES OF THE PRODUCT OR SERVICE, AND PRICES.	5
3 TARGET CUSTOMERS, MARKETS AND COMPETITORS	7
4 MARKET FORECAST	9
5 YOUR OPPORTUNITIES & THREATS, AND HOW TO SELL IT.	11
6 POTENTIAL CUSTOMERS.....	13

This commercial plan is one in a range of similar documents. List of commercial plans available:

Spain	Italy	Portugal
L5/L6*: Aromatics, Jara (all uses, including oil), Honey .	L1: Aromatics	L8: Tourism .
L7: Nuts (Pistachio), Turism (Bulls & cows)	L2/11: Honey + beekeeping in general (selling/buying bee colonies & queens), Wild asperges, Pistachio	L9: Carob tree . (maybe Organic sheep meat , first check on general market outlook before full study).
	L4: Sumac (<i>Rhus Coriaria</i>), Prickly pear (all products like Fibre, (frozen) juice, fruits etc).	L10: Strawberry tree. Hunting (link with national hunting orgs, photo hunting options).

* L numbers are the landowners in Life Desert-Adapt project that sell these products.



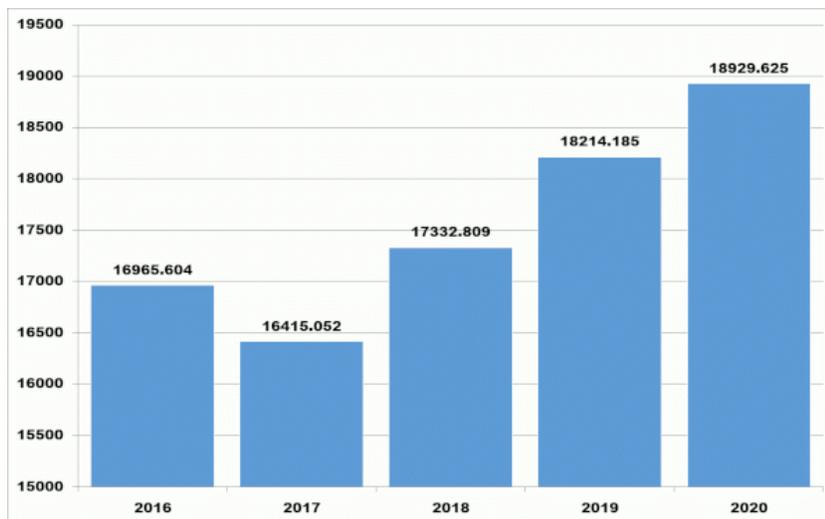
1 Type of product or service

Honey and beekeeping are two different products. Honey can be produced and sold as a ready made product. While beekeeping as a service itself can be subcontracted to a bee keeper, or even done as a full time job in some countries.

Many people often do not realize that honey production is a big business as a lot of honey is used in the food industry. It's not a nice market. EU countries with the largest honey production (Romania, Spain, Hungary, Germany, Italy, Greece, France and Poland) are mainly located in southern Europe, where climatic conditions are more favourable to beekeeping.

All honey marketed in the EU must fulfil the rules on quality (grading) and labelling laid down in the EU [Directive on honey \(2001/110\)](#).

The number of beehives is continuously growing in the EU. In 2020, there were approximately 19 million beehives in the EU. These hives are handled by 615 000 beekeepers.



Number of beehives in the EU (in thousand)

The EU produces approximately 275 000 tonnes of honey, making the EU the second largest honey producer after China (500 000 tonnes). EU production has increased by 15% during the last 5 years, but the EU still does not produce enough honey to cover its own consumption. The rate of self-sufficiency is around 60%. A more detailed overview is [available here](#).

Words of caution.

Because of the scale some doubts are arising over the last 10 years about the biodiversity sustainability. The bee colonies used in production are special varieties that produce a lot of honey and are sturdy insects in general (better resistance against diseases and the parasitic mite *Varroa destructor*). They also compete directly with wild bees. This often results in a decline in wild bees and wild bee species in the surroundings. These wild bees are often pollinators to specific plants. Bringing in too many honey bees reduced the connectedness of the plant-pollinator networks.

Traditionally there are the following purposes.

- Honey. As this is no longer a niche market and thus you should carve yourself a part of the market. That will take some effort. The focus should be on the story behind the product, and of course the product should be good enough in quality.

- Beekeeping. For most beekeepers this is a second job, or hobby. But in southern countries it is sometimes a full time job. It all depends on how many honey you produce, and how many colonies (of beehives) you could manage year-round. You will also have annual costs in replacement colonies (some fly away or not survive the winter).
- Trading bee colonies or breeding queens etc. This is specialised work and there are not many of these specialised companies.
- Selling material like wooden beehives. This market is not to be underestimated.

2 Potential uses of the product or service, and prices.

The following are the most interesting uses.

International market

Type of use	Explain what it means
Honey	<p>Selling honey can be done in two ways:</p> <ol style="list-style-type: none"> 1) In larger bulk/volumes for the local market. See below. 2) With a special story behind the product, to create your own small nice market. <p>In the EU there are <i>EU Average Unit Values for Imported and exported Honey</i>. (€/Kg). See Honey market overview.</p> <p>The average import price (buying as a trader from Asia for example) is 4 Euro/Kg. The average export price (selling as a trader to the UK for example) is 6 Euro/Kg.</p> <p>Nevertheless it all depends on your own product, and moreover about the story behind your product. The more 'special' your honey is, the better the price. Check this link, this link or this link for companies that push this marketing-idea till the limit. This is all about a strong message and marketing campaign.</p>

Local, national or regional market SPAIN

Type of use	Explain what it means
Honey	<p>There are two types of honey sales in Spain:</p> <ol style="list-style-type: none"> 1) in bulk. (Multifloral honey, honeydew honey). 2) Packaged (mainly in containers of 1 or 2 kg). (Multifloral honey, honeydew honey). <p>In Spain the unit value of the sale of honey is (€/Kg). The price varies according to the type of honey, but the price is usually between 3 or 7 euros / kg.</p> <p>Spain has 36,475 farms (REGA data, July 2022). It is one of the main honey producing countries.</p> <p>There are different types of honey: multiflowers, holm oak or oak, eucalyptus...</p>

Pollen	<p>There are two types of pollen sales:</p> <ol style="list-style-type: none"> 1) In bulk. 2) Packaging. <p>In Spain the unit value of the sale of pollen is (€/Kg). The price will vary, but it is usually between 4 0 12 euros/kg depending on the type of pollen.</p> <p>It is a product that its sale is linked to the production that bees generate each year in our hives.</p> <p>Spanish pollen is collected mainly from wild blooms. Rockrose and steppes are one of the main flowers</p>

Local, national or regional market ITALY

Type of use	Explain what it means
honey	Local, regional and national market

Used literature:

[EU Agriculture and rural development, honey production market summary.](#)

[Restructuring of the honey bee chain and varroa resistance breeding & selection programme.](#)

[Detailed information on honey production in the European Union.](#)

3 Target customers, markets and competitors

International market

Market types			
Name of solution, product or service	Best target customers for each product: Explain your preferred target groups; consumers, retailers (shops), distributors, other landowners, wholesales, catering industry	Best target market for each product: Local, regional, national, international	Include basic information about the competitors. How big are they? Where are they located?
Honey	Consumers, & retailers , through online sales platforms, ready-made products.	International <u>when there is a very good story behind the product.</u> If it is just bulk/volume best to sell locally.	Many competitors. There are many competitors in bulk/volume markets, but not so much in the 'speciality' or 'exclusive' honey.

Local, national or regional market SPAIN

Market types			
Name of solution, product or service	Best target customers for each product: Explain your preferred target groups; consumers, retailers (shops), distributors, other landowners, wholesales, catering industry	Best target market for each product: Local, regional, national, international	Include basic information about the competitors. How big are they? Where are they located?
Honey	Bulk honey. -Sale to industry or wholesalers. Packaged honey. Sale to retailers. -Sale also through online platforms. -Sale in small shops. -Sales in markets.	International Although it is more often a local or regional market, due to the production of honey from small farmers.	Many competitors. Spain is one of the main Honey production in Spain is concentrated at the regional level in: Andalucía (25.1%), Comunidad Valenciana (19.9), Extremadura (14.6).
Pollen	Bulk pollen. Industries or wholesalers.	Local	Few competitors. Most Spanish pollen is exported, mainly to Asia. The main pollen-

	<p>Packaged pollen. Direct consumers, retailers.</p> <p>-Sale also through online platforms. -Sale in small shops. -Sales in markets.</p>	<p>Since much of the production is exported, although also much of the sale is locally.</p>	<p>producing area is Southwestern Spain.</p>
--	--	---	--

Local, national or regional market ITALY

Market types			
Name of solution, product or service	Best target customers for each product: Explain your preferred target groups; consumers, retailers (shops), distributors, other landowners, wholesales, catering industry	Best target market for each product: Local, regional, national, international	Include basic information about the competitors. How big are they? Where are they located?
Product 1: Honey	Direct selling to consumers	Local, regional, national	There are mostly small and medium competitors at regional and national level. Less at local level.

Used literature:

[Royal Honey marketplace.](#)

[Langnese honey.](#)

[Mad Honey Nepal.](#)

[True Honey Co.](#)

[Weyn's Honey.](#) One of the largest (60 types of which 15 organic) assortments worldwide. Take a look!



4 Market forecast

International market

Market forecast			
Name of solution, product or service	Describe the current market conditions. For example the forecasted growth or for example a regulation with direct influence on the market. Small/medium/big markets.	Demand. What do you expect? What information is it based on?	Price development. What do you expect? What information is it based on?
Honey	This is a large size and growing market. Trade figures can be found above. More honey is consumed every year.	We expect a growing market for the years to come. These products are linked to a growing population but also a trend where people convert from normal sugar to special honey products. This is in line with the general trend towards more natural (and healthier?) and locally produced ingredients.	Current prices are good, and will remain so. This is an increasing market. Larger demand means steady and better prices.

Local, national or regional market SPAIN

Market forecast			
Name of solution, product or service	Describe the current market conditions. For example the forecasted growth or for example a regulation with direct influence on the market. Small/medium/big markets.	Demand. What do you expect? What information is it based on?	Price development. What do you expect? What information is it based on?
Honey	This is a large size and growing market. Every year more honey is consumed. It depends on the needs of the customer (retailers,	The honey market is varied and is affected by the amount and type of honey consumed in Spain. The average	Honey prices vary depending on the type. -Honey in bulk. .Honeydew Honey. It remains constant. Prices between 4,62€/Kg and 4,33€/Kg.



	industries, wholesalers, or small consumers).	consumption is 0.8 kg per person.	.Multifloral honey. It has been increasing. Prices between 3,62 €/Kg and 3,26 €/Kg. -Packaged honey. .Honeydew Honey. It remains constant. Prices of 7€/Kg. .Multifloral Honey. Price increases are recorded at the beginning of the campaigns and a fall at the end. Prices between 5,87 €/Kg and 5,35 €/Kg.
Polen	This is a small size and slowly growing market. It can be marketed through one channel or direct consumers without going through many intermediaries. Or it can also be marketed to industries.	We expect an average growth of the pollen market in Spain. Since its consumption does not increase greatly.	Honey prices vary depending on the type. Significant rise in pollen prices in campaign. -Pollen in bulk. Prices between 4,70 €/Kg and 8,37€/Kg. -Pollen packaged. Prices between 10,37 €/Kg and 12,18 €/Kg.

Local, national or regional market ITALY

Market forecast			
Name of solution, product or service	Describe the current market conditions.	Demand.	Price development.
	For example the forecasted growth or for example a regulation with direct influence on the market. Small/medium/big markets.	What do you expect? What information is it based on?	What do you expect? What information is it based on?
Product 1: Honey	The same trend as international markets as above	The same trend as international markets as above	The same trend as international markets as above. Prices around 8 – 10 euro/kg would be a good target

Used literature:

Honey in the market.

[Amazon](#) (search for honey).

[Etsy](#)(search for honey).

5 Your opportunities & threats, and how to sell it.

International market

Your potential advantages and threats by selling this			
Name of solution, product or service	Explain opportunities by targeting this product or service.	Advise what the best ways are to sell this product or service (the marketing mix). Think about added-values, packaging, web-shops or not etc	What are the current threats to the market?
Honey	Stable prices and slow growing market. Good time to enter it.	Direct linking to producers of medicinally, soaps, perfumery or fumigation purpose. Directly to consumers or retailers throughout online sales platforms.	Competition is in place. If you like to enter the market you have to make a difference: offer a unique product with a good story. In this the story is more important than the product.

Local, national or regional market SPAIN

Your potential advantages and threats by selling this			
Name of solution, product or service	Explain opportunities by targeting this product or service.	Advise what the best ways are to sell this product or service (the marketing mix). Think about added-values, packaging, web-shops or not etc	What are the current threats to the market?
Honey	Due to the increase in prices and high consumption of honey in Spain, it is a good time to enter the honey market.	Direct sale to companies , which use honey for cosmetic, medicinal purposes. Direct sales to consumers and retailers , con fines alimenticios. Sale on online platform.	Competition between products. Obtain a product of good quality and unique in the market, differentiating it from others with a seal.

Pollen	Due to the smaller number of pollen producers in Spain and the high selling prices, it is a good time to obtain good profitability and enter the market of this product.	Venta directa a empresas, con fines alimenticios. Direct sales to consumers and retailers. Sale on online platform.	Competition between products. As there is little pollen production, it is necessary to create a high quality product and differentiate them from others with a seal.
---------------	--	--	--

Local, national or regional market ITALY

Your potential advantages and threats by selling this			
Name of solution, product or service	Explain opportunities by targeting this product or service.	Advise what the best ways are to sell this product or service (the marketing mix). Think about added-values, packaging, web-shops or not etc	What are the current threats to the market?
Product 1: honey	Stable prices and slow growing market. Good time to enter it.	Directly to consumers	Same as international level above

Used literature:

[Amazon](#) (search per specie to see what's on the market)

[Bolognami](#) (with many types of honey mixes with herbs, tree flavours etc).

[Maison Sauveterre](#) (producer with an inspiring assortment).

[Romanian Honey](#). Traditionally Romania is a larger exporter. This is a good example of bulk/volume producer.

6 Potential customers.

List the potential customers for each products. List at least 5 potential customers for each product or service.

International market

Customers			
Name of solution, product or service	Name and location	website	Why?
Honey Assuming direct sales platforms, search on the product and check yourself. You can also approach some of the other companies in the 'literature' sections in this document. Some are traders, like Weyn's Honey .			
a)	Amazon	https://www.amazon.com	Online sales platform
b)	Etsy	https://www.etsy.com	Online sales platform
c)	Tofillo	https://tofilllo.com/herbs/	Herbs and tea trader.
d)	Ebay	https://www.ebay.com	Search the specie and see what is online now.
e)	Eko Plaza (in Dutch)	https://www.ekoplaza.nl/	Specially for bio and similar products, direct selling.

Local, national or regional market SPAIN

Customers			
Name of solution, product or service	Name and location	website	Why?
Honey Assuming direct sales platforms, search on the product and check yourself.			
a)	La Danza del Ocho	https://ladanzadelocho.es/	Online sales platform and Direct sale with the beekeeper.
b)	Val de Xálima	https://valdexalima.es/	Point of Sale in store, in Valverde del Fresno
c)	El Tío Picho	https://www.eltiopicho.com/	Online sales platform and point of sale in store in Las Mestas (Hurdes).
d)	Miel Los Ángeles	https://www.miellosangeles	Online sales platform.
e)	Reina de la Sierra de Francia	https://reinasierradefrancia.es/	Online sales platform and point of sale in store in La Alberca.
Pollen Assuming direct sales platforms, search on the product and check yourself.			
a)	Val de Xálima	https://valdexalima.es/	Point of Sale in store, in Valverde del Fresno
b)	Reina de la Sierra de Francia	https://reinasierradefrancia.es/	Online sales platform and point of sale in store in La Alberca.

c)	El Tío Picho	https://www.eltiopicho.com/	Online sales platform and point of sale in store in Las Mestas (Hurdes).
d)	Queen Honey	https://apicolaqueenhoney.com	Online sales platform and point of sale in store in Ceclavín.
e)	Miel Muria	https://www.mielmuria.com	Online sales platform.

Local, national or regional market ITALY

Customers			
Name of solution, product or service	Name and location	website	Why?
Product 1: Honey			
a)	Direct sell at the farm	Website of the farm	Direct selling
b)	Some local and regional bio stores	various	Wide the option of selling