

Developing Honey Value Chain for Socio-Economic Development and Biodiversity Conservation in Viet Nam

Contact:

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Honey Value Chain: Biodiversity-Based Products (BBP) Value Chains Approach to Improve Livelihood and Protect Biodiversity

Honey is one of the biodiversity value chains promoted in Viet Nam which resulted in better income and conservation of biodiversity for local communities. The BBP value chains approach aims to add value by improving linkages between actors along the chain and by improving product quality and processing. It involves a range of steps to include stakeholders in developing agreements on business models that can benefit local communities and give them an incentive to apply sustainable use mechanisms and protect biodiversity resources.



Developing the Honey Value Chain

1. Established Ba Be AHP beekeeping clubs and association
 - Supported 44 households to be organized in 4 beekeeping clubs
2. Providing training courses and study tours
 - Training on beekeeping techniques, business planning and marketing skills were provided to beekeeping club members.
3. Provided breed beehives and beekeeping equipment
 - A total of 262 beehives were provided (128 by the project, 8 by TUAf and 134 from beekeepers own funds)
 - Provided 4 modern honey extractors for 4 clubs (beekeepers bought 9 more pieces from their own investments)
 - Provided support in the beekeeping development in households through monitoring and supervision
 - Bee experts and club leaders checked activities weekly and monthly
4. Commercialize Ba Be honey products to markets
 - Provided glass jars for honey (400 by the project; 100 by TUAf) for better honey packaging
 - Assisted in creating a brand and a logo, and a promotional marketing campaign
 - Resulted in signed honey purchasing contracts with 15 honey shops and distributors in Ba Be AHP region

5.

Organized a final project workshop

- The workshop was attended by 70 participants from ACB, GFA, Bac Kan Agriculture and Rural Development department, Ba Be and Cho Don Agriculture and Rural Development departments, Ba Be AHP, communes including Nam Mau, Nam Cuong, Quang Khe and Khang Ninh, beekeepers, TUAF

Success Factors

1. Strong market demand for honey
2. Beekeeping is a good secondary career for local people. It helped them generate additional 5-10% annual income.
3. Beekeepers were committed to their beekeeping business.
4. Beekeeping raises awareness in protecting biodiversity resources.

Challenges

1. Beekeeping depends on the following factors:
 - Interest of the beekeepers
 - Beekeeping knowledge and experience
 - Weather, seasons – loss of beehives in winter if not fed
 - Food sources (flowers and nectars)
2. Challenges in building and developing the Ba Be honey brand:
 - More support from the local government is needed as the registration process of the Ba Be brand was time-consuming
 - Supply was not able to meet yet the demand for honey but has the potential to increase annually due to the splitting of bee colonies
 - Quality control must be prioritized. Fake and low-quality honey has been sold on Ba Be AHP tourism site.



Good Practices in Implementing the BBP Value Chain

1. Local communities showed interest in managing biodiversity resources once they perceived a direct economic benefit from it.
2. Conservation benefits depend on good technical training on sustainable use systems.
3. Linking producers to the private sector was a key factor in making value chains successful.
4. Involving all relevant local government agencies helped to clarify the rights and responsibilities of communities to manage biodiversity resources in a sustainable manner.
5. Facilitating learning and exchange processes helped stakeholders overcome initial hurdles in production, processing, conservation and institutional growth.



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About the Honey Value Chain

Seven value chains were promoted during the BBP Project. Honey is one among the four value chains in Viet Nam, others including gia co lam medicinal tea, bo khai vegetables and medicinal bath herbs.

The Biodiversity-based Products as an Economic Source for the Improvement of

Livelihoods and Biodiversity Protection (BBP) Project was implemented from March 2015 to June 2019 by GFA Consulting Group GmbH in cooperation with the ACB. The BBP Project was one of three modules of the German-ACB Cooperation Program Protection of Biological Diversity in the ASEAN Member States.
