

**Organising Same Beekeepers' Association for Better Market Access<sup>1</sup>**

*by Jerome Maimu*

**Helping Traditional Beekeepers to Market their Products**

The Same Beekeepers' Association "SABEA" have been supported by VECO, FaidaMali and their partners to make good progress in the production of good quality honey. In this area the acacia trees add a distinctive flavour to the honey.



*Training for the beekeepers*

Now there are 14 groups in the network with a membership of 280. We have a field beekeeping extension officer Nandi Rupia who is supporting the beekeeping network. The groups have had training which has involved showing them how to make modern beehives and how to extract and purify the honey. Six presses have been distributed, for which the groups pay 10% of the total cost. With these presses the beekeepers are able to extract their honey and sell it at a higher price than when they sell the crushed combs. The honey is bottled and labelled with the SABEA brand.



*Our honey press*

**Getting Better Organised**

Up until 2004 the beekeepers in Same were operating individually and were all using traditional beehives. Now there are 13,000 hives of which 300 are of a modern design.



*A modern hive built by the Makanya group to a design seen at the training*

Until recently it has been very difficult to find out how much honey was being produced in the region as no records were kept. Now the network has the data for the last two years. 18,000 litres of honey has been sold at the local market at a price of 4,000-5,000 Tsh per litre. When the honey is packaged it is sold for 2,000 Tsh per 500g jar. AMSDP is helping SABEA towards improving the marketing of honey in Same. We need to analyse the market chain so that each partner can develop responsive strategies. The challenge is to produce the volume needed for large deals and to ensure a quality product.



*Mr Nandi Rupia (Extension Officer) with Mr Mgonja White (Chairperson of the Makanya Beekeepers' Association)*

**Success at the Nane Nane**

SABEA are pleased with their success at the agricultural show, the Nane Nane in Arusha, where our honey was highly demanded. Honey sold on the comb was also very popular. At the exhibition we found that bees wax is in demand for polish, candles, batik making and for templates for the honey combs used in the Top Bar and other modern hive designs.

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<sup>1</sup> Interviewed by Anne Dennig in August 2007