

# HONEY International



Resource for honey and other api products  
Apiary and processing design services and contracting

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Honey International, established in 2003, is one of the largest design and contracting organizations of the integrated honey marketing chain worldwide.

Honey International integrates a network of partner companies and assist each one of them in its expansion and internationalization process. Honey International provides continuous support in the fields of beekeeping, processing technology, engineering, business development and marketing. We execute studies and innovative trials to be able to constantly improve our range and techniques.

We operate with the Dutch 'Golden Triangle' approach of stimulating innovation and internationalization through cooperation between businesses and academia, supported by government agencies. Technology research is executed in so-called TopHoney projects.

Honey International is a leading company in this respect and works in close cooperation with Bijenhuis and Wageningen University (both from The Netherlands), supported by several programs on a national and international level.

International joint ventures and strategic alliances are operational with Apis Prod. Srl. (Romania), Sangdi Honeybee Ltd. (P.R. China), Apinec Ltd. (Ethiopia), Frigosa d.o.o. (Bosnia and Herzegovina), Gandaki (Nepal) and Zlatomed Ltd. (Ukraine).

Our Dutch shareholders QuaTerNes (Clootwijk Apiaries), T3 Engineering and De Traay are instrumental in the successful execution of our strategy. We are situated at the 25 acres Clootwijk Estate in the 'Land of Heusden en Altena', county in The Netherlands. Half of the estate is used for our own demo apiary and training facility.



# Design and contracting services

Honey International is a modern network organization with specific inputs from its shareholders (for a description see page 9 and 10). It supports activities in all aspects of the apiary products value chain in a market oriented sustainable manner. 'Customer Demand' is the driving force behind our activities. Hence our focus on pollination services and production of apiary products, first for the local market but also for export.

We aim to develop leading market positions in defined markets, whether it be for retail and bulk honey, health or cosmetic products, bulk wax or ingredient - products. Our range of services along the value chain includes:

- Feasibility analyses, including market studies
- Business development, including apiary development
- Technical & technological know how transfer
- Education and training
- Marketing and sales support

We offer know how exchange, design and contracting in:

(Tropical) beekeeping, pollination, honey processing (including honey wine and health products), product development, marketing and sales for consumer as well as bulk markets.

## Sourcing and trading

Honey International's partners source and trade their honey and other api products mainly from and between partners as well as strategic alliances in the Honey International network. Honey and api products are also traded by our shareholder De Traay, the leading packer and trader in The Netherlands.

Sourcing and trading is transparent between all parties, for example:

- Specialty honey (Gandaki of Nepal, Zlatomed of Romania),
- Beeswax (Apinec from Ethiopia),
- Other api products (royal jelly, pollen, etc.) from and between all partners.



## Importance of pollination & quality control

### **Pollination**

The economic importance of beekeeping usually is underestimated in statistics due to the general lack of knowledge of bee and bee-generated production. The economic value of beekeeping is often derived from honey production only. Other hive products like pollen, royal jelly, drone brood, propolis and bee venom however, are also produced at a commercial scale, but not always listed.

In addition, revenues from pollination of crops and natural vegetation, economically being a multifold of this, are usually forgotten in the statistics. For example, the yield of bee-pollinated crops like sunflower seed and buckwheat can be partly attributed to the honeybee hives set in the field by beekeepers. Honey production of these crops (for example 100 kg per hectare at US\$ 1, = / kg) may be 10% only of the seed yield, while the seed yield has increased with 20-150% by api-pollination. It is today only the crop-owner who benefits from this, and laws regulating the payment of beekeepers.

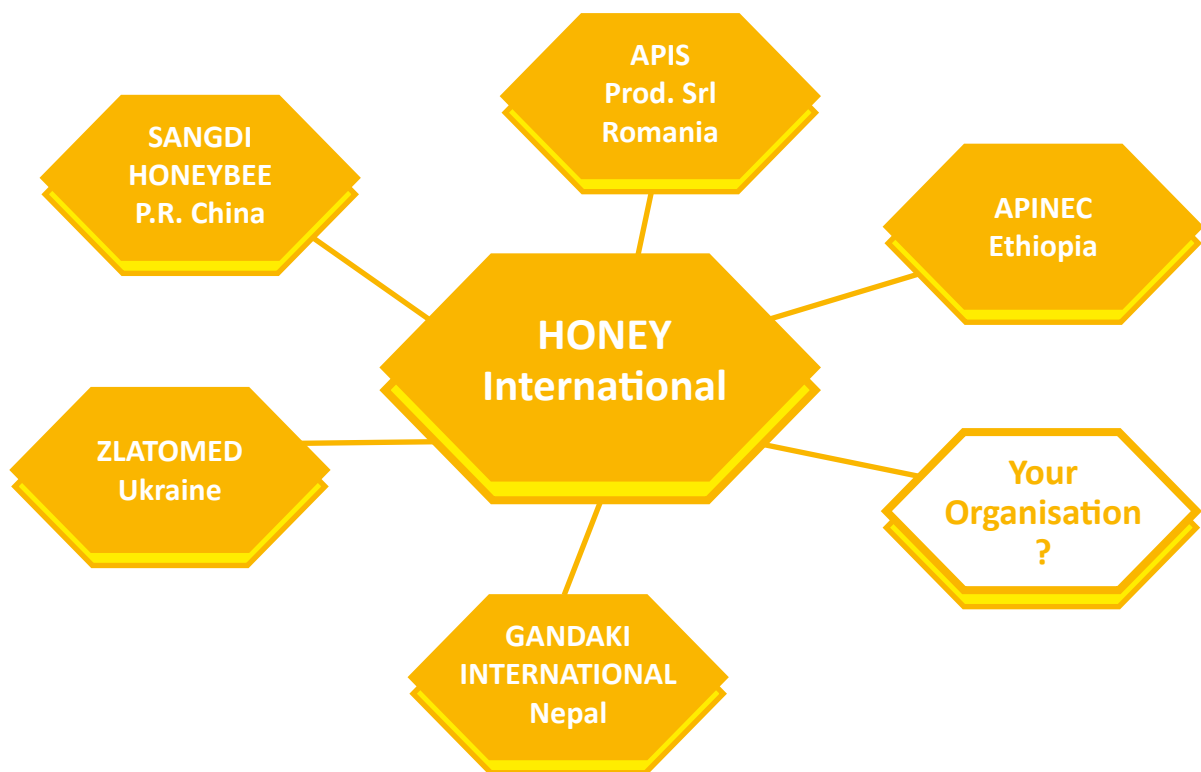
### **Quality Control**

For food safety and being able to market honey professionally both in the local market as well as for export, modern control and tracing procedures (including their analyses and checks) should be available.

Our projects aim amongst others to realise a trained and equipped organisation which fully serves regional beekeepers and their clients. A semi-independent quality control laboratory is often part of this process. It enables analysis of honey measuring standard parameters such as moisture content, colour, acidity, pollen, glucose/fructose ratio and special parameters such as testing the presence of residues of antibiotics and other non acceptable chemicals. Such analyses is useful as entrance control for the processing facility and could also be used for the production of export certificates for certain lots of finished product.

The knowledge and ability to produce a product which meets the quality requirements for export is a determining step in the (inter) nationalization process.

# Becoming part of Honey International



**Honey International represents and integrates an international group of companies. Together they supply to the world market and share knowledge through the Honey International network. Experience has been gained worldwide.**

Honey International is always on the lookout for new possibilities for cooperation with companies on the verge of expansion. We carefully evaluate the possibilities of each new project. While doing so, we amongst others investigate the geographic region, presence of sufficient talent and resources, developments in the areas of sustainable food production, food quality and safety, human nutrition and health, water management, climate change and available capital flows.

Honey Internationals' involvement can be found all over the world. The following pages present a selection of finished as well as ongoing projects.

*Are you a developing company active in the production and processing of honey and api products? Are you located in a developing country? Then you are invited to contact us via [info@honeyinternational.nl](mailto:info@honeyinternational.nl) or [info@clootwijk.nl](mailto:info@clootwijk.nl).*

## *Honey International and Food Security*

We strongly support the International Platform Metropolitan Food Security (MFS) initiative ([www.metropolitanfoodsecurity.nl](http://www.metropolitanfoodsecurity.nl)) which is based in The Netherlands and has representative offices in many countries. Platform MFS aims to connect its members to find innovative solutions for the future food security challenges in urban areas, while preserving the rural areas. Careful management and modernization of the honey and api (health) product chain, can contribute significantly to exactly this: increasing the production of not only honey but also other crops while preserving nature. The honey chain is of vital importance in this respect!



# Apis Prod. Srl. (Romania)



Apis Prod. Srl. (Apidava) established in 1992 by the Matis family, is presently Rumania's number one company in retail honey products. Apis has presently three facilities in Blaj, one for processing wax and production of beekeeper utensils.

Apis works hard in all aspects of the api products chain. Raw material is purchased from local beekeepers and apiaries. Beekeeping is mainly migratory, i.e. travelling to a particular honey flow, for example the acacia (*Robinia* sp.) woods. Honey and other bee products are collected from over 2.000 km<sup>2</sup> certified forest area and has organic certification.

Apis products are free of residues and preservatives. The company collects and sells about 1.500 ton of honey per year. Packed and sold in small (9 gr.) packs and also jars and buckets for food service. The company has a strong focus on the local retail market and is now market leader in Romania and Moldova. Export sales concern specialty products such as fine Acacia honey, organic honey and more.

The company initiated and supports the internationally reputed yearly 'Blaj Spring Honey Festival and Seminar' which is also famous amongst beekeepers for its trade fair activities. Since 2011 Apis has a shop for beekeeping equipment and tools.

Honey International as joint venture partner was initially supported by the Dutch Government in its assistance to develop the cooperation.



## Key impacts

### Api Chain Development

#### *Api Service Centre*

Establishment of an Api Service Centre for demonstration and training of beekeeper associations with decentralized extraction and collecting facilities, including distribution of modern beehives.

#### *Quality Control Laboratory*

Realization of a semi independent regional Quality Control laboratory for honey and other bee products.

#### *Modern production line*

Installation of a modern production lines for honey and honey products with input capacity of minimum 750 kg/hour.

### Business Development

Development of the joint company included the training of management and staff. Also assistance in feasibility studies and development of the business and marketing plans.

Market development for honey and high value api products such as honey wine and api therapeutic products.

More information on:

[www.apidava.ro](http://www.apidava.ro) and <http://apis-blaj.ro/>

<http://www.nektarking.ro/echipamente-apicole.php>



# Sangdi Honeybee (P.R. China)



Sang De Honeybee Ltd., joint venture, which was created as development company between Sangdi Me Fong and Honey International, was established in 2006 as an export oriented joint venture. The company is a leading apicultural enterprise in P.R. China. Within Sangdi Honeybee, Honey International has a good cooperation with the family Gong of Sangdi Me Fong

Products originate from specific areas in China: from Hunan in the south to the Changbai Mountains in the Northeast. Sangdi produces honey, beeswax, royal jelly, pollen, propolis and other honeybee products.

Sangdi produces according international standards with a special part of the production under organic certification. Sangdi collects and sells about 3.500 ton of honey per year. The company also produces and markets beekeeping equipment locally and for export.

Sangdi developed a specialty health product range which is presently sold in and through its own Sangdi shops (65 shops and franchising) in North East China.

Honey International as joint venture partner was initially supported by the Dutch Government in its assistance to develop the cooperation.



## Key impacts

### Api Chain Development

#### *Modernization of the honey chain*

Modernization of the honey chain in Northern China, involving over 5.000 migrating beekeepers, travelling 5.000 km between North and South China yearly, including distribution of modern beehives, introducing tracing and tracking, etc.

#### *Api Service Centre*

A modern facility for honey and wax extraction, which introduces Dutch know-how and demonstrations facilities to local beekeepers.

#### *Quality Control Laboratory*

Establishment of a modern laboratory, focused on know-how transfer to provide certificates for export.

#### *Demonstration processing model with capacity of 5.000 ton*

Demonstration model for processing and packing various types of honey and honey products (technical and hardware assistance, installation of processing lines and systems for value adding.

### Business Development

Company establishment including training of staff and development of the business plan.

Development from export orientation to national specialist with more than 65 api health product shops through a franchising model, including label development, promotion and licensing. Development into one of the larger Chinese exporters (3.500 ton)

Development of utensil manufacturing for full range of hives, smokers, separators, clothes etc.



More information on: [www.sangdi.com](http://www.sangdi.com)

# Honey Security (Ukraine)



Zlatomed Prod Srl. of the Koshlati family and Honey International established the joint venture Honey Security, in 2007.

Honey Security is Ukraine's market leader in retail products and the number one producer of bulk honey products, and exports to Russia and Western Europe. The company is also the first professional pollination service supplier in Ukraine serving over 2.500 ha of commodity crops and finish and active in apiary development with private beekeepers involving leasing of 4.500 hives.

Raw material is purchased from own hives and apiaries. Beekeeping is mainly migratory. Honey and other bee products are also collected from certified forest area and has organic certification.

Since 2009, Honey Security has its own wax processing and honeypacking equipment for small jars. It collects and sells about 900 ton of honey per year. All products are free of residues and preservatives.

Honey International as joint venture partner was initially supported by the Dutch Government in its assistance to develop the cooperation.



## Key impacts

### Api Chain development

#### *Pollination base development*

Introduction of professional beekeeping facilities with Dutch know-how for pollination services and honey and wax extraction. Assistance in contracting and system development for pollination services and procurement of raw products from private beekeepers.

#### *Quality Control laboratory*

Realization of a semi independent regional Quality Control laboratory for honey and other bee products, serving over 1.000 ton of honey from 50 large scale beekeepers and many small ones.

#### *Processing and packing facility*

Activities concentrate on the supply of technical assistance and hardware in storage, preparation and distribution of various types of honey and api products. A line for honey processing and packing has been installed. All supplies used environmental friendly and low-cost modern technology.



### Business development

Establishment of the company, training of staff, drafting feasibility analyses and development of the business plan.

Market development: stimulation of the local market by licensing know-how and supply of apiary items by Honey International. Assistance in marketing, label development, promotional material and opening up markets in Western Europe via Honey International.



More information on: [www.zlatomed.com.ua/en](http://www.zlatomed.com.ua/en)



# Gandaki International (Nepal)



Gandaki International Pvt. Ltd, established in 2010, is a joint venture company promoted by the Nepalese company Gandaki Bee Concern and Honey international.

Gandaki International develops and promotes beekeeping in Nepal and sources Nepalese specialty honey for the export market. The company controls the complete honey value chain from flora to table and implements processes conform the European standards.

The main strategy is to develop a worldwide marketing network for Nepalese specialty honey including organic and rock honey. To ensure the honey quality, Gandaki International is involved in all stages of the beekeeping process like improved queen breeding, training of commercial beekeepers, specialty honey collection, processing, packaging and marketing. In addition, the company distributes beehives and other beekeeping accessories based on forward backward linkages with the beekeepers.

R&D activities focus on quality queen breeding, beekeeping technology and production of quality honey to meet European standards. At the same time the company works for the conservation of wild bees (*Apis Laboriosa*). The company develops human resources in the apiculture sub-sector by organizing various training programs and other activities. Gandaki works jointly with its stakeholders and provides technical support services wherever necessary.

Honey International as joint venture partner was at start supported by the Dutch Government in its assistance to develop the cooperation.



## Key impacts

### Api Chain Development

#### *Improvement of field operation*

Supply of 3.000 hives and installation of 60 apiary sites with sheds.

#### *Service and Training Centre*

Training centre including materials established, for transfer of knowledge by training to 600 beekeepers and 50 rock honey hunters.

#### *Quality Laboratory and modern processing Line*

Quality Control laboratory installed including all modern equipment and training of staff on operations. Installation of a processing line including 'on the job' training to learn operations.

### Business Development

Aim (project is ongoing): Realization of production of 500 kg api health products and toll processing of 250 mton honey for Gandaki Bee Concern in the last year of the project.

More information on: [www.gandakibee.com.np](http://www.gandakibee.com.np)



# Apinec Plc. (Ethiopia)



Apinec Plc. started in 2005 as joint venture of three Ethiopian private entrepreneurs with Cloutwijn Apiaries (QuaTerNes) and Trichilia ABC of The Netherlands.

Apinec is Ethiopia's number one company in production and trade of beeswax, packed honey products and honey beer. The local market is targeted by its own 'Sheba' honey brand. The export of wax is an unique opportunity for Ethiopia.

Apinec products are free of residues and preservatives. Raw material is collected in certified forest areas and has "stands" in selected 10 ha plots, 1 to 3 kilometres apart of each 50 up to 100 hives. Special tropical honey and wild coffee are obtained. Apinec also developed fair-trade wild coffee production besides api products. The extraction process developed by pressing provides not only pure honey but also wax and residual honey transformed to honey beer. Honey is mainly sold in the local retail market under labels: Sheba and AMAR. Pure wax is exported in blocks or used for fountains and artisanal candle making (religious use and tourists).

Since 2006 Apinec has its own honey packing equipment for small jars and export containers.

Trichilia as joint venture partner was initially supported by the Dutch Government in its assistance to develop the cooperation.



## Key impacts

### Api Chain development

Realization of a production, processing and marketing capacity of 150 tons of honey per year at start increasing to 300 tons/year by year 5.

#### *Quality Control Laboratory*

Realization of a semi-independent regional Q.C. Laboratory for honey and other bee products. Certification for the total chain from start till finished products.

#### *Api Service Centre*

Introducing modern beehives (> 2.000), beekeeping facilities with know how for pollination services and increased production. Establishment of an Api Service Centre (including construction of the building) for beekeeper associations with decentralized extraction and collecting facilities.

#### *Processing Facility for honey and other api products*

Supply of technical and hardware assistance in raw material, preparation, processing, packaging and distribution. Low cost and environmental friendly equipment for honey and api - products was installed. Also a textile workshop for protective beekeeper clothes was created and a carpentry for manufacturing hives and stands.

### Business development

Assistance in local and export market development including modern consumer packaging under own label, improved taste and structure, appearance, modern retail concepts and logistics.

## QuaTerNes / Clootwijck Apiaries, The Netherlands

[www.quaternes.nl](http://www.quaternes.nl) and [www.clootwijck.nl](http://www.clootwijck.nl)



Clootwijck Apiaries of the QuaTerNes Group is active in business development assistance for the partners of Honey International. Clootwijck Apiaries also provides overall project management and financing support.

Jan Hak, founder of QuaTerNes, gained his experience in the agri-food chain already in his childhood. After graduating from the agricultural university of Wageningen he started his professional career in the pickling and dairy sectors in the Middle East. He restructured the food machinery program at Komen+Kuin and at HAK, the food preserves company of his family, he was responsible for manufacturing and logistics. With all this experience, he started his own company.

Today, QuaTerNes integrates a group of companies. Together they manage and advise development and investment projects worldwide in the api-, aqua- and agriculture, horticulture and food sectors. Experience has been gained in Europe, Asia, Africa and the America's.

### History

Our roots are located in the centre of the Netherlands, in the Land of Heusden and Altena. This has been a longtime isolated region where Christian communities made their living with fishing, osier working, cattle and arable farming. This is the 'Land' where our history begins and our roots are still visible today. In the 1920's, the great grandparents of Jan Hak were active in fruit and potato growing and food trade. They had many children, which all contributed to supporting the family.

The children started a door-to-door sales service with dog and later horse drawn wagons. After a while, they opened stores in nearby villages.

Already before the Second World War, some of the products were home-made, such as liqueurs, wax and applesauce. In 1952, the own HAK family production expanded and the first factory opened in Giessen. The company continued to grow as more shops with fresh produce, green groceries and butchers sold the HAK vegetable preserves." Today, HAK is one of the largest preserved fruit and vegetables producers in the world. It processes amongst others 20 to 30.000 ton per year of high quality fruit products such as apple and fruit sauces, compotes of peaches, apricots, cherries and wild berries.

Jan Hak became a beekeeper in 2003 and started Clootwijck Apiaries as a hobby. He has his own beekeeping facilities and is active in regional sale of honey products under his own 'Clootwijck' label.

### Management Approach

QuaTerNes uses a management approach which focuses on people's ambitions and their quest to realize them.

We believe that one of the most important assets of a company are its people and that, under the right conditions, they follow a continuous individual self-improving process. When you help them with personal or situational improvement in their efforts to achieve their goals, it motivates them to adapt their goals to a higher level along the way. This gives self-confidence and results in personal growth.

Our management approach has been successfully applied in our economic development projects until today.





# HONEY INTERNATIONAL Shareholders

## De Traay, The Netherlands

[www.detraay.com](http://www.detraay.com)

Mr. Wouter Vuyk, owner of De Traay, started his business in 1975 as a beekeeper and farmer. He established his honey processing, packing facilities in Leersum in 1987 and moved during his growth via Woudenberg to Lelystad.

Activities of De Traay first focused on the Dutch market, but the company had to change tactics over the years as beekeeping and honey production in the Netherlands is not profitable anymore. Dutch beekeepers can serve the market demand for only 5%. With the necessity of international trade De Traay focused on the international market to source raw honey and other bee products.

Currently, De Traay buys honey worldwide from Argentina, Chile, Cuba, Romania, P.R. of China, etc. to standardize its range of selected honey products to the quality demanded.

De Traay is active in the Dutch market (with a one third overall market share) and export markets (amongst others to Mellona, Stutte and Schwartouw). Fair trade aspects of De Traay focus on niche honey products and organic honey.

Procuring honey and other api-products through Honey International's daughter companies in Romania, Ukraine, P.R. of China and Nepal is based on long term supply arrangements. Such also to provide a basis for organizing organic as well as fair trade certification and securing control of the supply chain.

To spread the supply risk due to climatic influences and for organic and niche types of honey, De Traay is interested in Africa, South America and the Caribbean as regions with most potential for organic and specialty products.

## T3 Engineering, The Netherlands

[www.honeyprocessing.com](http://www.honeyprocessing.com)



T3 Engineering is specialized in engineering and project execution in food processing and packaging, with a strong focus on honey processing.

T3 Engineering as independent organization which works with a team of specialized consultants and engineers dedicated to the food processing and packaging industry. The company has many years of experience in the realization of projects world-wide for the agri-chain sectors dairy, bakery, fruit (juice), potatoes and vegetables. Through our activities in European TopHoney projects we investigate amongst others the causes which lead to honey crystallization and to develop a process and equipment to solve this. T3 Engineering has executed several honey projects in

countries like The Netherlands, Romania, Bosnia, Uganda, Senegal, Nepal and China. Through this, T3 Engineering has gained a lot of information and experience in the processing and packaging of honey in different climates.

We offer professional support before and during establishing new facilities as well as during expansion of existing production facilities. T3 offers independent coordination and supervision. In such projects T3 Engineering often cooperates with Agriplan and Hak&Partners to offer a project as complete as possible. Not only engineering know how can be offered in this way, but also project management, transfer of processing experience, know how and hardware.



# **HONEY** International

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