

Possible functions of the proposed African honey trade association

Some of the views expressed during brainstorming sessions at the African Honey Trade Workshop in October 2006, concerning aspects of the association include:

Relevance of the issue

- There is need to create a better understanding of trade aspects of honey and other bee products and move to more realistic producer and market prices
- Export of products outside Africa is not the only way forward for the sector - regional trade is very important and investment in product diversification are important issues as well.
- Most African honey is organic with both multi- and mono-floral sources and a wide range of tastes.
- Africa can rapidly increase its production - this is key to trade
- Research on the medical qualities/properties of different types of African Honey will need attention.
- There is need to identify work best carried out by local/in-country institutions, and those that are best carried out at a more regional cooperation level.

Role of the Forum

- Information on market opportunities
- Training to attain market requirements
- Promotion of African honey's USP?
- Market/buyer linkages-visits
- Research to identify support providers
- Link producers and processors to the services providers
- Network of member countries
- Research of the niche markets
- Market information
- Representation and lobbying (who to be lobbied and on what specific issues - which/whose interests)
- Promotions
- Mainstreaming niche-marketing issues - organic and other certifications in the context of African situation.

Other questions/on the forums

- What is the legal status
- Political will is there
- Harmonised legal framework
- Institutional framework harmonized
- Budgetary support

These ideas will be put on the table as the forum goes forward.