

Micro Enterprise Development Programme
(MEDEP/NEP/97/013)

A Market Study of Honey



Submitted to:
Micro-Enterprise Development Programme
And the District Entrepreneurs

Submitted by
Heidi Arnaudon
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श्री ५ को सरकार
उद्योग, बाणिज्य तथा
आपूर्ति मन्त्रालय

लघु उद्यम विकास कार्यक्रम
Micro-Enterprise Development Programme
NEP/97/013



18 April 2002

To Whom It May Concern

This is to certify that Ms. Heidi Jane Arnaudon, Australian Youth Ambassador for Development (AYAD) working for Austraining International in Adelaide, Australia worked in Micro-Enterprise Development Programme (MEDEP - HMG/UNDP - NEP/097/013) in the field of marketing for about two months with her counterpart Ms. Bidula Shrestha, Marketing and Micro-Finance Specialist and in the field of Appropriate Technology for about a month with Mr. Rakesh Munankami, Technical Officer under my overall supervision. She worked from the end of January to third week April 2002. She has completed market study for Organic Honey looking into the potentiality of marketing rural based micro-enterprise Honey produced by the MEDEP promoted micro-entrepreneurs, to the national and international market. She also worked in product development recipes for Ginger based products and profiling customer in the international arena for the Ginger which has been found to be one of the most potential products of MEDEP catering a larger number of farmers living below the poverty line. Both her studies will prove very useful for MEDEP's future references and will help in finding markets for poverty based grassroots entrepreneurs. Similarly, she has also initiated in producing Resource Directory on Appropriate Technology useful to micro-entrepreneurs which we expect to be completed by her successor AYAD working with us at present.

Ms. Arnaudon has been able to produce two reports as the outputs of her hard work. The first report deals with Organic Honey and the second with Ginger. As an AYAD we found her very co-operative, receptive, disciplined and serious in her work. She well adapted with work environment and during her tenure proved to be very helpful. We are highly satisfied by all her performances.

We expect that the work she has done will prove her rewarding and useful in her future career and wish her all the best in her future endeavors.

Lakshman Pun, Ph. D.
National Programme Manager
Micro-Enterprise Development Programme

Preface

The following report displays that in Nepal there is a great potential for growing bee keeping and apiculture enterprise. This document presents marketing and packaging advice and is appropriate for the use of micro entrepreneurs and enterprise that are thinking of expanding their business and looking for new market.

The market study proposes that the demand for honey in Kathmandu is unfulfilled and even though there are various imported products, primarily from India, there is a scope for Nepali producers to gain a higher percentage of the market. There needs to be a cooperative established that displays a standard packaging requirement, which suits the environment it is being sold in. There also needs to be a quality assurance scheme and marketing strategies as per discussed in this report.

In this study information was gathered from various restaurants, department stores and hotels in Kathmandu and international market research was drawn from the internet. I sincerely hope that this study will be advantageous to the producers and retailers of honey in Nepal.

Acknowledgements

I wish to thank MEDEP for supporting me in my research and data collection, particularly Ms. Bidula Shrestha for her advice and fine tuning. I wish the micro entrepreneurs of honey in the rural district every success in their business.

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CHAPTER I

INTRODUCTION

Nepal has a population of 23 million people, which has doubled in the last twenty years. Of the total population 45% are living below the poverty line. The poverty line is set by the National Planning Commission and is said to be at NRs 5,750 (US\$78) per annum. Not only does Nepal experience such a phenomenal level of poverty but also high levels of unemployment and under-employment particularly in rural areas. It is estimated that approximately half of the available worktime of Nepali adults is under-utilized. Subsistence farming has been the main livelihood and over 80% of the economically active populations depend on agricultural production. It is a high priority of His Majesty's government (HMG) and the Ninth Five-Year Plan to promote self-employment opportunities to decrease poverty in communities throughout rural Nepal.

The Micro Enterprise Development Program (MEDEP) is a nationally executed program of the Ministry of Industry, Commerce and Supplies (MOICS). Run under the technical assistance of the United Nations Development Program (UNDP), it is a capacity building 5-year program that aims to contribute to poverty reduction in different rural regions of Nepal. The vision is to establish a partnership between low-income families, consumers and the local service delivery mechanism to create new dynamic micro private business sectors. The micro-enterprise poverty reduction program starts at the local grassroot markets in low-income districts of Nepal. It proposes a comprehensive and sequenced demand driven approach to enterprise creation focusing on local market potential and is output oriented. Market studies, baseline surveys and entrepreneurial aptitude tests indicate which clusters are appropriate to build a local sustainable enterprise. The immediate objective of the program is to match products to clients and utilise the resource potential in the areas of Nepal that are selected.

The program has been designed to deliver an integrated package of services including entrepreneurship development, skill training, marketing support, technology and credit and it is the first of its kind in Nepal. MEDEP is targeting 6,000 micro-entrepreneurs of which 70% are female; earning a per capita income that is below the minimum subsistence level. The program is being implemented in three phases in 10 districts in Nepal namely, Nawalparasi, Nuwakot and Parbat in 1998, Dhanusha, Sunsari, Tehrathum and Baitadi in 1999 and Pyuthan, Dang and Dadeldhura in 2000. Micro-credit is obviously an important component of the establishment of each micro-enterprise. Due to the fact that the majority of people are from impoverished families unfortunately there is no collateral. However, collectively groups of entrepreneurs can take out loans and the success rate of repayment of over 90% means Micro-finance institutions see MEDEP micro-enterprises as cost effective.

The MEDEP assists selected District Development Committee's (DDC's), district-level public, private sector organisations and participates in Implementing Partner Organisation (IPO), rather than creating new organisations. The program structure takes into consideration that these institutions already exist to provide most elements

needed in the pilot implementation of market-led, integrated program of Micro-enterprise promotion. This involvement with government organisations and future policy implementation and the increasing demand for MEDEP model replication in many other parts of the country enhances the probability for future sustainability.

MEDEP's innovative approach has proven over the last 3 years that an output orientated demand driven model is effective in poverty reduction in the rural areas of Nepal. It provides a positive implication for how a wide range of government and other programs can effectively achieve the objectives of enterprise promotion for poverty reduction.

CHAPTER II

MEDEP's Bee-Keeping Programme

The collection of honey in Nepal has traditionally been from the wild. Obtaining the honey from the jungle is dangerous and many people have lost their lives in the process. *Cerana* bees are native to Nepal and many people believe that they are incarnations of Lord Vishnu. Honey has in the past been sold in raw form in the local markets for *ayurvedic* purposes and as a medicine carrier. It has only recently been that private institutions and development programs like MEDEP have started encouraging production of honey as a processed supplementary food item using modern beehives. There has been a lack of awareness on the part of local communities of the income generating prospects of such a market. That is why MEDEP started providing training to potential entrepreneurs to domesticate wild *cerana* bees in order to create honey enterprises and supplementary income to those living under the poverty line in rural districts of Nepal.

Normally entrepreneurs harvest honey 10-12 times a year depending on the abundance of different vegetations that attract *cerana* bees such as the *chyuri* flower in Pyuthan. The flowering season of the *chyuri* is from January to June and sometimes from March to September depending on altitudes. MEDEP has formed an alliance with a private business called the Gandaki Bee Concern to assist in the formulation of local enterprises. Entrepreneurs in Dang and Pyuthan make payments in installments to Gandaki Bee Concern for essential materials such as modern beehives. However, due to the formulation of a Producers Association honey producers are being trained in modern beehive construction. The Producers Association is established in Dang and Pyuthan and is promoted by MEDEP. Its objective is to unite and bring honey producers together to express concerns and address technological, financial and commercial issues facing them. Already the association is in the process certifying a branding practice for marketing purposes. Such an association decreases the reliance of entrepreneurs for MEDEP's support. This reduced dependency increases the probability of the programme's sustainability.

Pyuthan and Dang were the two districts of Nepal chosen in the year 2000 for program implementation. MEDEP has supported 135 entrepreneurs in bee keeping in these districts in the year 2000 and there is honey production potential in all 10 districts of MEDEP. Due to AusAID and ACAS funding in 2002, there is now a focused programme of honey based micro enterprise development in Baitadi and Dadeldhura districts in the far west of Nepal. Each entrepreneur earns on average NRs 1000 per month. The price of honey in the villages ranges from approximately NRs 90-150 per kg. The Producers Association has been able to produce and market ½ a ton of honey this year. Most of the honey produced is sold in the local markets, however due to the success of many newly trained entrepreneurs; production of honey will soon be large enough to saturate the local market. When the production grows the scope for distribution and sale of this honey will be a possibility in larger external markets

This market study endeavors to outline market potentiality of processed honey. It indicates which markets should be targeted and at what price. It advises producers how

best to promote their product through advertising and packaging and it also provides the district with valuable information about the current suppliers and their marketing strategies and share of the market.

CHAPTER III

Objectives and Methodology of Market Studies of Organic Honey

Objectives

- To study the present market situation in order to create a business plan that informs MEDEP of how to compete in the sale of organic honey, raw and processed in local and national markets.
- To study the demand of honey in national and international markets.
- To study the existing market price of honey in Kathmandu.
- To inform regional and national buyers of the importance of apiculture and micro-enterprises in districts of Nepal and promote MEDEP in the sale of these goods.
- To inform regional producers of potential market and scope for growth.
- To gather information and opinion on how to package and price the product in the market and how to incorporate value-addition in production.
- To find the competitors in the market. Analyse which current suppliers are dominating the market and what their strategies of competition are.
- To indicate where the growth potential is and recommend how to grab a percentage of that market.

Method

- Examine the business environment for honey in Kathmandu with market surveys.
- Using four structured surveys the primary information from the Kathmandu market was gathered. These surveys were directed toward acquiring information from retail shops, restaurant owners and hotel purchasing managers on suppliers of processed honey, sources of supply, size of bottles available, cost of the product, quantity of sales, marketing strategies and brand popularity.
- Visited local restaurants, department stores and hotels to get their ideas on marketing strategies for the sale of Nepali honey.
- Researched potential clients for Nepali honey on the internet and put together a resource directory of websites and addresses that may be valuable to entrepreneurs when production of village honey increase.

Limitations

- Wide market.
- Honey is a popular good and a normal good and therefore its price elasticity is relatively inelastic.
- Not able to visit all existing retailers and wholesalers.
- May not get accurate information due to the fact that the study was based on the direct contact with the retailers and most stores did not accurately document their trade.

CHAPTER IV

Market Study

Uses of Honey in Nepal

The consumers of honey in Nepal are from ranging income backgrounds. The main consumers of honey in Kathmandu, as stated by shopkeepers, restaurant owners and Hotel Managers are tourists. However, in less popular tourist destinations local residents and ex-patriots living in Nepal also demand honey.

Among the international residents and traveling population, honey is generally used as a breakfast product. It is a spread for toast or pancakes, it is used as an ingredient in pasteries, cakes and crepe's and is a complement with cereals, fruit salad with curd, hot lemon drinks and rum and brandy cocktails.

For local Nepali's honey plays a different role. It has generally been available in its raw form as an ayurvedic medicine. It is used in religious ceremonies and as an energy giving item. Slowly as supply increases in department stores around the valley honey as a regular food item is being introduced to the local community, mainly used by younger children.

The Market Targeted

All together 50 surveys were undertaken in the Kathmandu Valley. 26 were hotels and restaurants and the other 24 were department stores. The areas covered were generally high tourist markets due to the fact that there inadequate awareness on the part of local Nepalese of honey being a supplementary food item when processed. These areas were namely; Thamel, Bouda, Naxal, Bhat Bhatini, Lazimpat, Durbar Marg, Kopundole, Pulchowk, Jawalkhel and Lagenkhel.

Brands of Honey in Nepal

Collecting data on the brands of honey on the shelves in Kathmandu indicates that there are approximately 19 competitors of honey products. Of these 9 are imported, 4 from India, 2 from China, 2 from the USA and 1 from Australia. The remaining 10 brands are produced, processed and marketed by local apiaries. The most readily available source currently being in Chitwan.

(Please see Annex 2 on page 27)

| Brand of Honey | Country | Amount of Outlets |
|-----------------------|----------------|--------------------------|
| Dabur | India | 17 |
| Pure Honey | India | 12 |
| Royal Bee Honey | India | 4 |
| N.Stone Concern | Nepal | 9 |
| N.Stone Jungle | Nepal | 7 |
| Rak Honey | Nepal | 3 |
| Himali Honey | Nepal | 1 |
| Honey Nepal | Nepal | 1 |
| Other Pure Honey | Nepal | 2 |
| 5-Star Honey | Nepal | 3 |
| Himalayan Honey | Nepal | 1 |
| Everest Honey | Nepal | 1 |
| Gandaki Honey | Nepal | 3 |
| Trekking Honey | Nepal | 1 |
| Sue Bee | USA | 5 |
| Crystal | USA | 5 |
| Capilano | Australia | 3 |
| Enrich Blood | China | 1 |
| Chinese Honey | China | 1 |

Quality honey has a good internal market in Nepal it would be fantastic to see home produced honey exercise a greater share of the market. However, it is very difficult for local producers to compete with imported goods on quality and packaging due to the fact that local honey has not been tested and certified as of yet.

Dabur Honey

By far the most popular brand of honey distributed throughout Kathmandu is Dabur Honey. 17 of the 50 outlets surveyed supplied or used Dabur honey. Dabur honey is an Indian Brand packed by Dabur and marketed in Nepal under Dabur Brand. It has a wide availability of portion size having 100g-1000g glass jars available which was created to suffice a good cross-section of the market which is important in Kathmandu due to the large income distribution of its make-up and the amount of tourists. Its marketing strategy is in diversification as the company produces many products other than just processed honey for consumption purposes. Dabur sells ayurvedic honey and other honey made products. It is guaranteed pure and has been established for over 100 years. They also have promotions and give away, such as at the moment how the company is giving away a free rose water bottle with every 500g jar purchased. It seems that Dabur has done a good job in reaching all the various buyers in Kathmandu. In order for Dabur to be sold in all the local stores employees must target retail outlets through regular on the spot sales. This may be an option to consider in the areas where tourists are absent like Jawakhel, Lagenkhel, Boudha and even Bhaktapur.

Restaurant and Hotel Market

Below is a list of all the Restaurants and Hotels surveyed in order to find a marketing technique suitable for attracting purchase.

RESTAURANTS

Mike's Breakfast
Java Coffee House
Nanglo Restaurant/Bakery
Pumpnickel
Brezel
Northfield Café
Downtown Restaurant
The Spanish Restaurant
Terrace Restaurant
La Casa Restaurant
Bamboo Club
La'Soon
Gazabur
Yin Yang
The Third Eye

HOTELS

Hyatt Hotel
Radisson
Yin Yang
Royal Singi Hotel
The Annapurna Hotel
Greenwich Village
Hotel Mandop
Hotel Tibet
The Malla Hotel
Hotel Ambassador
Hotel Sherpa

Findings

All of these Restaurant and Hotel Managers indicated that they were interested in finding a bulk manufacturer that provided cheap products of a high quality.

Recommendations

From the preferences of restaurants in the Kathmandu Valley it seems a priority to develop bulk size containers ranging from 500 grams to 3 kilograms in size. In order to cut costs without forgoing quality, it is my recommendation that containers should be made of plastic with simple and cheap labeling. This seems logical as the direct consumer of the honey will not see the container. However it is still crucial to provide the buyer with the information that we know they want, such as information about quality assurance, content details and source of the honey. Most of the Restaurants and Hotels visited indicated that they would prefer a sample of the honey product before purchase. This would be a good idea before packaging of the good commenced.

(Please see Annex 3 on page 30)

Below is a sample order sheet to enable quick and effective sales.

| Name of Hotel Restaurant | Amount Ordered (kg) | Cost of Honey (kg) | Size of jar Preferred | Delivery Date | Total Cost | Deposit |
|-----------------------------|------------------------|-----------------------|--------------------------|------------------|------------|---------|
| Hyatt Hotel | 4kg | NRs 210 | 1kg | 26.04.02 | NRs 840 | NRs 200 |
| | | | | | | |
| | | | | | | |
| | | | | | | |

Willingness to buy

Nearly every single outlet surveyed indicated that they would sample our honey (given in annex 3) and if it is a good quality honey that competes with other brands in price then they would purchase Nepali organic honey.

Department Store Market

Below is a list of the tourist area department stores visited in order to get a clear picture on consumer demand.

DEPARTMENT STORES

Bhat Bhatini

Namaste

Best Shopping Centre

Himalayan Honey Supplier

Lazimpat Cold Store

Reiki Store

Masala Pasal

Variety Store

Anil Cold Store

Man Bhawan

Godavari Bakery

Bluebird

Centre Mart

Gemini Grocer

Grihini's

Sales Mart

Swajan

Blue Moon

Grocers Store

Jawalkhel Corner

Café de Corner

Other small outlets

Tourist Market Packaging

As discussed above, it is important to remember the variety of the consumer market present in Kathmandu. Remembering that Nepal is a popular trekking destination it seems necessary to target an active and generally younger population. It is logical that we should package to their needs and taste. Firstly, the majority of tourists are not in Kathmandu for extended periods of time so smaller size jars, ranging from 200 grams to 500 grams, would be more attractive. This type of customer prefers smaller portions of honey that are easy to carry but cheaper due to constrained budgets.

Secondly, foreigners often judge quality through appearances. Customers see the grade of honey, use by date, sealing condition and packaging before purchasing the product. Therefore it would be my recommendation that these jars be made of glass with better quality labels that are bright and capture the consumers eye. Perhaps a seal around the cap made of plastic or paper would be appropriate to ensure that the product is quality assured. It is also a method that most international competitors are using in order to gain a larger share of the market.

The promotion of MEDEP and the involvement of the UNDP are also priorities. Advertisements should be made and posters displaying project objectives and achievements. Tourists are genuinely interested in helping Nepal, therefore knowing that their purchase is providing employment and income to families that are living under the poverty line is an incentive to buy.

Many of the restaurants visited were extremely interested in providing an area for display cases of the honey to be situated. I think this is an extremely good idea as it brings a public awareness to MEDEP programme and products.

Local Community Market Packaging

Generally the stores that cater to the local community are much smaller and located in areas further away from the central business district where the tourist market is absent. In this instance it is definitely the cheaper the product the more the sales. Plastic should be used for packaging and costs should be low in labeling. Labels should be simple explaining the areas that the honey comes from and the purity of the product. I think that using Nepali script on the label is crucial for these areas and additionally English headings in order not to limit our market.

We also must take into account the possibilities available for medicinal marketing, ayurvedic and health purposes. Honey is a valued product to the Nepalese and has multifarious uses. There are many Reiki and Yoga shops in Kathmandu that already market honey as a healing product. It is renowned for being a medicine for bronchitis and tuberculosis. Many Nepali people use honey as an ointment for cuts and sores. Uses of honey for table consumption could be increased as well with further awareness campaigns and advertising.

Market Price

The price of each 500g bottle of honey varies enormously from NRs 100 to NRs 308. This is probably due to many of the brands being imported from overseas. The average market price of 500g bottles from these competitors minus the highest and lowest price is NRs 160 and the median price of the market surveyed is NRs 150. These figures are calculated below.

| Brand Name | 500g price | Nepal Brand |
|----------------------|------------|-------------|
| Dabur | 145.00 | |
| Pure Honey-Plastic | 110.00 | 110.00 |
| Pure Honey- Glass | 135.00 | 135.00 |
| Pure Honey- N.Stone | 168.00 | 168.00 |
| Jungle Honey | 203.00 | 203.00 |
| 5-Star Honey | 132.00 | 132.00 |
| Himalayan Honey | 140.00 | 140.00 |
| Royal Bee Honey | 160.00 | |
| Crystal | 204.00 | |
| Capilano | 276.00 | |
| Enrich Blood | 150.00 | |
| Rak Honey | 110.00 | 110.00 |
| Honey Nepal | 150.00 | 150.00 |
| Sue Bee | 308.00 | |
| Everest Honey | 100.00 | 100.00 |
| Average Price | 160.23 | 138.67 |
| Median Price | 150.00 | 135.00 |

From the survey it is evident that prices rise the further the distance from the source of supply. Therefore as MEDEP is encouraging the production of honey in village areas

of Nepal the bottled product will need to be competitive in price with other brands of honey that are produced in the same areas.

Village honey suppliers in Nepal include: Pure Honey, N.Stone Bee Concern, Jungle Honey, Honey Nepal, Rak Honey, Everest Honey, Gandaki Honey, 5-Star Honey and Himalayan Honey. The average price of 500g bottles of these Nepali supplied brand is NRs 138 and the median price is NRs 135. In order to be competitive the selling price to consumers needs to be approximately NRs 135.

Having spoken to many shopkeepers throughout Kathmandu it seems evident that the mark up price on honey in supermarkets is from 18%-20%. This means that other suppliers must sell 500g bottles of honey to the retailer for about NRs 105. MEDEP in order to be competitive must match this price.

CHAPTER V

Export Market for Nepali Honey

Nepalese Market

The 9th Edition of the Nepal yellow pages showed that there are not many Export or Import centres in Nepal. One of the advertised Business' was Gandaki Bee Concern based in Kathmandu that collects honey from remote districts in Nepal and exports to Korea. Himalayan Organic Farm, Namaste Nepal, Freedom Export, Monarch Trade Link Nepal and Honey Oversea's Service Ltd. are the other business' that buy and sell honey in international markets.

The way to access the export market would be to consolidate a business agreement with these trade organisations in Nepal. Contact details are available in annex 5.

(Please see Annex 5 on page 33)

US Market

There are more than 300 unique varieties of honey in the United States to choose from. Northern America and much of the western world not only use honey as a regular food item but also in their cooking, hot drinks, milkshakes, sauces, facial moisturisers and conditioner. Honey is a very versatile product.

The statistics of honey trade in the USA are as follows:

In 1999, 346,122,200 pounds of honey were consumed and only 198,414,000 pounds were produced. This left 147,708,200 pounds excess demand and implies a potential market for Nepali Honey in the USA.

| | | |
|------------------------|--------------------|---------------|
| Amount Produced | 198,414,000 | |
| Amount Consumed | 346,122,200 | = 0.57 |

These figures indicate that half of the honey consumed in the United States is imported and this is assuming that no American produced honey is exported.

(Please refer to graphs in annex on page 35 and 36)

There are thousands of producers and suppliers of honey in the USA on the internet at website www.honeylocator.com. It would be a good idea to communicate with these producers if the micro-enterprises want to find out how to cost-effectively process and value-add their product. To check season production and availability of honey in various states, The National Honey Report is available at www.ams.usda.gov/marketnews and is released by the United States Department of Agriculture monthly.

When thinking about exporting to a country such as the United States of America it is important to take into consideration the import regulations that exist for that country. There is a full documented description for each particular product on the internet at address www.fas.usda.gov/import. This must be read before packaging because there are specific requests.

Mandatory Standard for Honey in Nepal (Food Law 2023 B.S)

1. Moisture- not less than 23%
2. Ash- not less than 0.5%
3. Sucrose - not less than 5% in honey from pure nectar
- not lighter than 10% in other honey.
4. Reducing sugar - not less than 65% in honey from pure nectar
- not less than 60% in other honey
5. Fructose/ Glucose ratio- not less than 0.95%
6. Acidity as formic acid- not higher than 0.2%
7. Water insoluble solid- not higher than 0.5%
8. Hydroxymethylpurpusal- not higher than 40mg/kg of honey

Basic Regulations

The United States is a founding member of the World Trade Organisation (WTO) and subscribes to its underlying principle of most-favored-nation (MFN) or equal market access for virtually all countries. Imports are generally subject only to relatively low and transparent import duties, quality and grade standards. Several departments of the United States government share jurisdiction over ensuring the safety of the American food supply and they have instituted several laws and procedures to ensure food safety. The food safety standards that apply to domestically produced goods also apply to imported foods. Pre-market clearances, mandatory production practices, inspections and random sampling are all safeguarding techniques.

The Food and Drug Administration (FDA) is part of the Department of Health and Human Services (DHHS) and it is the scientific regulatory agency responsible for the safety of all foods. It is one of the oldest federal agencies whose primary function is consumer protection. The National Council on Food Safety in the US also recently released its Food Safety Strategic Plan which can be viewed at www.foodsafety.gov.

The Agricultural Marketing Service (AMS) assures consumers of a quality product ensuring fair trading practices. AMS offers voluntary grading service to provide third-party certification of quality and condition of any fresh or processed product. In cooperation with industry, AMS develops and maintains quality standards for hundreds of products including organic products. It also provides a grading and certification service that is based on the standards developed for each product.

Labeling Requirements

1. According to the Federal Food, Drug and Cosmetic Act (FD&C), a food label must contain specified information, displayed conspicuously and in terms that the ordinary consumer is likely to read and understand the conditions of purchase and use.

2. If the label of a food bears representations in a foreign language, the label must bear all the information in the foreign language as well as in English and all imported articles are to be marked with the English name of the country of origin.
3. The name of the food must be displayed in bold type and in lines generally parallel to the base of the package. The form of the product must also be included—“Organic, Pure Honey”.
4. The net quantity of the contents must also accurately be displayed. The required units are the avoirdupois pound and the US gallon but metric system measurements may also be included.
5. The name, street address, city and state of either the manufacturer, packer or distributor must be placed on either the principal display panel or information panel.
6. A statement of the ingredients must also be listed in their common names.
7. Nutrition labeling must appear on the food label or in accompanying labeling. There is a specified uniform format that includes the serving size, number of servings per container and the nutritional content of the food per serving, including the amount of each of the 11 nutrients specified in the statute, such as calories, sugars and sodium. The FDA has published a “Food Labeling Guide” and copies may be obtained from www.cfsan.fda.gov.

It is the responsibility of the owner of the food in interstate commerce to ensure that the article complies with the FD&C act, the Fair Packaging and Labeling act and their implementing regulations. In general these acts require that the food product is safe, clean and wholesome and that its labeling is honest and informative.

UK Market

Yearly in London at the Kensington Town Hall on Horton Street there is a National Honey Show that is the largest in the world. This year it is to be held on the 14th, 15th and 16th of November 2002. The website for this event is www.honeyshow.co.uk.

I have posted an article on Nepali Organic Honey. MEDEP, or the local entrepreneurs should follow this up when the processed product is available. Mo Davies is involved in the National Honey Show and is incorporating International Classes into the competition. He is very interested in our program and the promotion of rural Nepali honey. He has provided MEDEP with information and contacts that may be helpful for penetration into the International Market. Please find a list of these contacts below.

| Name | Email/ Website | Role in Honey Production |
|----------------------------------|--|--|
| Mo Davies | mojane4@onetel.net.uk | Supplier of Contacts |
| Nicola Bradbear Helen Jackson | troytrust@planbee.org.uk | Managers at Troy Trust and Bees for development |
| National Honey Assoc. | www.honeyassociation.com | |
| National Honey Packers | nhpda@afius.org | |
| Rev. Francis Capener | francis@honeyshow.freeserve.co.uk | Will issue MEDEP with entry forms |
| Jeremy | jeremy@recordermail.demon.co.uk www.beedata.com | Educational Publications and Northern Bee Books, exchange scheme |
| John Phipps | jdphipps@otenet.gr | Editor of Beekeeper's Quarterly wants an article |

Mr. Davies indicated that it might be possible to obtain funding for the National Honey Show from particular airlines in the UK. Bill Jones, from the Honey Show committee, has contacts within these airlines that donate money for transporting entries and exhibits from abroad in return for adverts in the schedule.

(Please see Annex 5 on page 33 for more international contacts)

Australian Market

Capilano Honey Ltd. is the third top packer in the world with the capacity to pack 250,000 tonnes of honey per year. This is a phenomenal amount and therefore the assumption is that not all the honey is produced in Australia. The website address of Capilano is www.capilano.com.au. Capilano shelves 500g jars of honey in Kathmandu and excersises a large share of the world honey market. It is definitely a business' that Nepal should become affiliated with.

CHAPTER VI

Conclusion

After conducting a market survey for the demand of organic honey in the Kathmandu Valley and analysing the market price and packaging techniques of various competitors in the market, it can be concluded that there is most certainly scope for MEDEP's micro-enterprise honey producers to penetrate and experience a share of the improving honey market of Kathmandu.

From the results, it seems evident that the usual consumers of honey are foreigners. However, as product awareness grows in the local community, so will local demand. Currently the local Nepalese consume honey for its medicinal purpose and this should be considered when marketing in ayurvedic and reiki shops in the valley. As soon as honey becomes a food item in Nepali households demand will sky rocket.

The majority of honey for sale is predominately imported and is well packaged and distributed. Nepal made honey tends to not be as well distributed and so this provides an advantage to MEDEP's micro-enterprises to target a wider range of consumers. In order to do this it is crucial that packaging suits the market it is being sold in. As per the advice in the market analysis, targeting tourists means packaging small as trekkers do not want to carry large jars around the Himalaya's.

Searching the Internet for various international markets proved very rewarding. Both the US and the UK were very interested in sampling Nepali Organic Honey and wanted more information about MEDEP's background. There is a huge international market for honey and when the micro-enterprises have processed their product and followed the regulations for importation to these countries the potential for growth in sales will be exponential.

I hope the information acquired will give MEDEP ample scope for distribution in the Kathmandu Valley and over time a head start in finding appropriate international markets. I wish to thank MEDEP for supporting me in my research and data collection, particularly Bidula Shrestha for advice and fine-tuning along the way. I wish the micro-enterprises of honey in the rural districts every success in their business.

Annex – 1

Customer Profile

| RESTAURANTS | COMMENTS/ NOTES |
|---|--|
| Name of Restaurant: Mike's Breakfast Name of Manager: Bobbi Raza Adhikari Contact Person: Location: Naxal Phone: 424 303 Fax: 977-1-413788 Email: mbf@wlink.com.np | Will purchase MEDEP honey as long as it is quality assured under Rs100 for 1 mano Will market a display case with little or no profit. recommends bees wax candles |
| Name of Restaurant: Java Coffee House Name of Shop owner: Gagan Pradhan Contact Person: Balmukunda Tapa Location: Thamel Phone: 416 692 | Not sure if they would buy MEDEP honey. They would provide room for a display case would like a sample of the product when ready |
| Name of Restaurant: NANGLO Name of Manager: Gopal and Shyam Kochayapati Contact Person: Nirmal Shah Location: Thamel Phone: 421 762 Fax: 977-1-421177 Email: nanglo@vishnu.ccsl.com.np | Need to speak to marketing department but it is a good idea |
| Name of Restaurant: NANGLO pty ltd. Name of Manager: Irosh Bajracharya Contact Person: Anil Kakshapati Location: Kings Way, Durbar Marg Phone: 222 636 Bakeries: 560 586 (Thaibu) Email: nanglo@vishnu.ccsl.com.np | will purchase MEDEP honey. Advice: remember that the winter season demand is higher Would also like a sample before purchase |
| Name of Restaurant: Pumpernickel Bakery Name of Manager: Norbu Shrestha Contact Person: Location: Thamel Phone: 259 185 Email: | Not happy with supplier customers do not like product would like a sample of the honey wants pure honey as they serve tourists only |
| Name of Restaurant: Brezel Bakery Name of Manager: Nuche Narayan Contact Person: Ram Bhatlia Location: Thamel Phone: 417 295 Email: brezel@wlink.com.np | Must speak to manager about purchase but are willing to try a sample |

| RESTAURANTS | | COMMENTS/ NOTES |
|---|--|---|
| Name of Restaurant: Northfield Café Name of Manager: Barga Donda Bista Contact Person: Argun Paudel Location: Thamel Phone: 424 884 | | Will purchase MEDEP honey bring a sample first and make it a cheap price |
| Name of Restaurant: Downtown Restaurant Name of Manager: Surendra Dhakhwa Contact Person: Location: Pulchowk, Lalitpur Phone: 522 451 | | Potential Market only if price of MEDEP honey competes with Dabur prices |
| Name of Restaurant: La' Soon Name of Manager: Maria Contact Person: Location: Pulchowk, Lalitpur Phone: 525 290 | | Already have a supplier ICIMOD but sometimes not enough supplied by them. Interested only if the product is 100% pure |
| Name of Restaurant: The Spanish Restaurant Name of Manager: K.B Limbu Subba/ Amar Shrestha Contact Person: Keder Dahal Location: Kopundole Phone: 545 310 Fax: 977-1-223573 Email: newts@mos.com.np | | Will purchase MEDEP honey as long as it is cheaper than Dabur and would prefer 1kg containers |
| Name of Restaurant: Gazabko Name of Manager: Sunil Shrestha Website: www.ga-zabko.com Location: PO Box 2769 Kamal Pokhari Phone: 435171/415432 Email: we@hotelmarcopolo.com.np | | Will purchase MEDEP honey Take a sample in 2 months |
| Name of Restaurant: La Casa Restaurant Name of Manager: Ram Kayi Contact Person: Location: Kopundole Phone: 540 508 Email: la_casa@yahoo.com | | A Brand new restaurant and have just purchased Dabur from supermarket. Good market. Take a sample in 2 months |

| | | |
|----------------------------|--|---------------------------------|
| Name of Restaurant: | Terrace Restaurant | Will purchase MEDEP honey |
| Name of Manager: | Kedar Panday | sample in 2 months |
| Contact Person: | SP Sherma | |
| Location: | Thamel | |
| Phone: | 425 986 | |
| Name of Restaurant: | Yin Yang | Spoke to the manager, he was |
| Name of Manager: | Norbu Tshering Sherpa | very encouraging. He will take |
| Contact Person: | | a look at the sample when it is |
| Location: | Thamel | ready. He prefers bigger |
| Phone: | 425 510 | packaging and 100% pure |
| Fax: | 977-1-260240 | |
| Email: | yinyang@mos.com.np | |
| Name of Restaurant: | Third Eye Restaurant/ Bakery | As above |
| Name of Manager: | Norbu Tshering Sherpa | |
| Contact Person: | | |
| Location: | Thamel | |
| Phone: | 260 160 | |
| Fax: | 977-1-260478 | |
| Email: | yinyang@mos.com.np | |
| Name of Restaurant: | Bamboo Club | Bamboo Club has a lot of |
| Name of Manager: | Rajendra KC | breakfast products so would be |
| Contact Person: | Robin Tamarang | interested in trying the honey. |
| Location: | Thamel | |
| Phone: | 440 547 | |

| HOTELS | | COMMENTS/ NOTES |
|-----------------------------|--|-----------------------------------|
| Name of Hotel: | Royal Singi Hotel | More than happy to try a sample |
| F&B Manager: | Govinda Chitrakar | Had many ideas for marketing |
| Executive Chef: | Krishna Hari Ghirmire | Would like to discuss with |
| Location: | Kamaladi, Lal Dubar | distributor |
| Phone: 424 190/91 | Fax: 997-1-424189 | |
| Email: | hotel@rsingi.wlink.com.np | |
| Name of Hotel: | Café Della Paix (Hotel Sherpa) | Call purchase officer to organise |
| Purchase Officer: | Puspa Lal Mandhaera | sample and discuss sale |
| Contact Person: | Purna Maharjan | |
| Location: | Durbar Marg | |
| Phone: 227 000 | Fax: 977-1-222026 | |
| Email: | info@hotel-sherpa.com | |
| Name of Hotel: | Annapurna Coffee Shop | Hotel De L'Annapurna wants |
| Name of Manager: | Mr A Chaturvedi | to sample MEDEP honey. |
| Purchase Manager: | Mr Rajindra Babu Shrestha | Should call Purchase Manager |
| Location: | Durbar Marg | to set up appointment time. |
| Phone: 221 711 | Fax: 977-1-225236 | |
| Email: | annapurna.kathmandu@tajhotels.com | |
| Name of Hotel: | Greenwich Village | Will purchase MEDEP honey |
| Name of Manager: | Praveen Acharya | if the quality is good and |
| website: | www.leisureplanet.com | competitive |
| Location: | Kopundole Heights | |
| Phone: 521780ext.413 | Fax: 977-1-526683 | |
| Email: | hotel@greenwich.wlink.com.np | |
| Name of Hotel: | Mandop Hotel | Will purchase MEDEP honey |
| Name of Manager: | Kumud Adhikari | sample requested |
| Contact Person: | | |
| Location: | Thamel | |
| Phone: 413 321 | | |
| Name of Hotel: | The Malla Hotel | Will purchase MEDEP honey |
| Name of Manager: | Mr Raj Pandari | Need to speak to Purchase |
| Purchasing Manager: | Mr Gopal Pandai | Manager before visiting Hotel |
| Location: | Lainchour | |
| Phone: 410620ex.568 | other: 410320 | |

| | | |
|-----------------------------|--|--|
| Name of Hotel: | Hotel Ambassador | Definite possibility but must speak to the manager first |
| Name of Manager: | Mr Sagar Tuladhar | |
| Purchasing Manager: | Mr Sagar Tuladhar | |
| Location: | Lazimpat | |
| Phone: 410 432 | | |
| Email: | ambassador@ambassador.com.np | |
| Name of Hotel: | Radisson (The Fun Café) | Organise a time to meet with Mr Jossi Ghanshyam |
| Purchasing Manager: | Mr Jossi Ghanshyam | |
| Contact Person: | Rajendra Luitel | |
| Location: | Lazimpat | |
| Phone: 411818/423888 | | |
| Email: | radisson@radkat.com.np | |
| Name of Store Hotel: | Hotel Tibet | Interested. Please take sample when ready |
| Name of Manager: | Tsering Lama | |
| Contact Person: | | |
| Location: | Lazimpat | |
| Phone: 429085/6/7/8 | Fax: 977-1-410957 | |
| Email: | hotel@tibet.mos.com.np | |
| Name of Store Hotel: | Hyatt Hotel | Currently using In 2 months take sample |
| Name of Manager: | Tsering Lama | |
| Contact Person: | | |
| Location: | Boudha | |
| Phone: 429085/6/7/8 | Fax: 977-1-410957 | |
| Email: | hotel@tibet.mos.com.np | |

| DEPARTMENT STORE | | COMMENTS/ NOTES |
|-------------------------|--|--|
| Name of Store: | Himalayan Honey Supplier | I visited this store to get information about our competitors no scope for sale of our products |
| Name of Manager: | Shyam Haripoudel | |
| Contact Person: | | |
| Location: | Jawakhel | |
| Phone: | 527 800 | |
| Name of Store: | Best Shopping Centre | Will set aside a shelf for sale. Please take in sample. |
| Name of Manager: | Rakesh Manandha | |
| Contact Person: | | |
| Location: | Thamel | |
| Phone: | 410 986 | |
| Email: | best@best.wlink.com | |
| Name of Store: | Jawalkhel Corner | Interested please show sample. |
| Name of Manager: | Jay Shrestha | |
| Contact Person: | | |
| Location: | Jawalkhel Corner | |
| Phone: | 547 681 | |
| Name of Store: | Manbawan Cold Store | Will purchase MEDEP honey. |
| Name of Manager: | Suman Dongal | |
| Contact Person: | | |
| Location: | Manbhawan | |
| Phone: | 533 613 | |
| Email: | sumandongal@hotmail.com | |
| Name of Store: | Swajan | Swajan has a very big supply of honey on the shelf but there is always room for more. Take sample in 2 months or so. |
| Name of Manager: | | |
| Contact Person: | Sunita Garanjit | |
| Location: | Lagenkhel | |
| Phone: | 525 963 | |
| Name of Store: | Anil Cold Store | Will purchase MEDEP honey. |
| Name of Manager: | Yryu Garatan | |
| Contact Person: | | |
| Location: | Lalitpur | |
| Phone: | 547 346 | |
| Name of Store: | Namaste | Have shelf room if the quality is good at a competitive price |
| Name of Manager: | Purna Maharjan | |
| Contact Person: | | |
| Location: | Jawalkhel | |
| | | Maharajgunj |

| DEPARTMENT STORE | | COMMENTS/ NOTES |
|--------------------------|--|-----------------------------------|
| Phone: | 520 026 | 427 289 |
| Name of Store: | Gemini Grocers (2 shops) | Need quality assurance. |
| Name of Manager: | Bishow Maskey | Main office is in Boudha, needs |
| Contact Person: | | to be cleared by them. |
| Location: | Jawalkhel | |
| Phone: | 524177/ 471370 | |
| Name of Store: | Pilgrims Bookstore | Take a sample of product to the |
| Name of Manager: | Mr Kiran Ghimiri | main office in Thamel 2 months |
| Contact Person: | Mrs Puspa Tiwari | from now. |
| Location: | Kupondole/ Thamel | |
| Phone: | 424942/ 436569 | |
| Email: | info@pilgrims.wlink.com.np | |
| Name of Store: | Bhat Bhatini | Will purchase MEDEP honey. |
| Name of Manager: | Min Bahadur | Appropriate packaging sizes are |
| Contact Person: | Indra Gurung | 500g and 300g plastic containers. |
| Location: | Bhat Bhatini | Rs 135-140 per 500g |
| Phone: | 419 181/ 413 376 | |
| Name of Store: | Bluebird | Tripureswor Branch: 228833 |
| Name of Manager: | Puskar Shrestha | Call to discuss samples and |
| Chief Controller: | Maitri Tuladhar | packaging. |
| Location: | Lazimpat | Thapathali |
| Phone: | 228 833 | 415 181 |
| Email: | bluebirdds@mos.com.np | |
| Name of Store: | Grocer's Store | Will purchase MEDEP honey. |
| Name of Manager: | Madhav Shrestha | 250g containers are better. |
| Contact Person: | | |
| Location: | Gairidhara | |
| Phone: | 422 514 | |
| Name of Store: | Café De Corner | Small shop not currently selling |
| Name of Manager: | Sabin man Bagracharya | honey but said they would put |
| Contact Person: | Satya man Bagracharya | some on their shelf. |
| Location: | Rani Pokhari | |
| Phone: | 253 059 | |
| Email: | | |
| Name of Store: | Godavari Bakery | Linked with the Greenwich Village |
| Name of Manager: | Praveen Acharya | The store offered to show a |

| DEPARTMENT STORE | | COMMENTS/ NOTES |
|-------------------------|--|-----------------------------------|
| Contact Person: | Rajat Khanal | display case of the honey. |
| Location: | Kopundole Heights | However a sample is needed. |
| Phone: | 547 265 | |
| Name of Store: | Sales-Mart | Will purchase MEDEP honey. |
| Name of Manager: | Bharat Bikram Saha | Also look for the Delicatessen |
| Contact Person: | Chandra Acharya | opposite as it is just opening in |
| Location: | Thamel | main street Thamel. Big potentia; |
| Phone: | 430 283 | buyer. |
| Email: | durgamarg@mos.com.np | |
| Name of Store: | Centre Mart | Interested in purchasing 200g |
| Name of Manager: | Shyam Sharma | plastic bottled containers of |
| Contact Person: | | honey for travellers. |
| Location: | Thamel | |
| Phone: | 425 985 | |
| Name of Store: | Reiki Store | Already marketing a lot of honey |
| Name of Manager: | Deepakananda | for aryvedic purposes but will |
| Contact Person: | | sample and discuss. |
| Location: | Thamel | |
| Phone: | 426 731 | |
| Email: | Deepra_Shrestha@hotmail.com | |
| Name of Store: | Lazimpat Cold Store | Small store- will shelve MEDEP |
| Name of Manager: | Rajesh Pardhaneag | honey products. |
| Contact Person: | | |
| Location: | Lazimpat | |
| Phone: | 428 731 | |
| Name of Store: | Full Moon Cold Store | Small store- will shelve MEDEP |
| Name of Manager: | Sunil Shahi | honey products. |
| Contact Person: | | |
| Location: | Lazimpat | |
| Phone: | 428 812 | |

| | | |
|-------------------------|-------------------|--------------------------------|
| Name of Store: | Variety Store | Small store- will shelve MEDEP |
| Name of Manager: | Siddhartha Shakya | honey products. |
| Contact Person: | | Seems to have only expensive |
| Location: | Ekantakuna | honey in its store- could use |
| Phone: | 530 408 | Nepali products. |
| Name of Store: | Anand | Large Department Store |
| Name of Manager: | | Take a sample |
| Contact Person: | | |
| Location: | Lazimpat | |
| Phone: | 411 870 | |
| Name of Store: | Supermarket | Department Store |
| Name of Manager: | | Take a sample |
| Contact Person: | | Imported consumer merchandise |
| Location: | BishalBazar | New Road |
| Phone: | 221 899 | 221 909 |

Annex - 2

Various Brands of Honey

| Competitor Brand | Size of jar available | Price NRs | Stores/Hotel/Restaurant available | Supplier Details | Source of Supply | Marketing Strategy |
|------------------|-----------------------|-----------|---|------------------|------------------|-----------------------------|
| Dabur | 100g | 50 | Namaste, Masala Pasal, Swajan, Nanglo | Rampur | 22, Site IV | Product diversity |
| | 200g | 69 | Radisson, Spanish Restaurant, Bamboo | Tokani | Sahibabad | guaranteed pure |
| | 300g | | Downtown, Man Bhawan, Grihini | Bara Distt. | Asat Ali Rd | Free Rose water w/ purchase |
| | 500g | 145 | Gemini, Full Moon, Greenwich, | Nepal | New Delhi | 100 yrs of caring |
| | 1kg | 265 | La Casa, Bluebird, Grocers, Sales Mart | | 201 010 | Butterfly label |
| Pure Honey | 300g | 68 | Best shopping centre, Namaste, Swajan | The garden | India | medicinal approach |
| | 500g | 110 | Bhat Bhatini, Masala Pasal, Royal Singi | Apiary | | Export Quality |
| | 500g | 135 | Hotel, Café Della Paix, Nanglo, Terrace, | Bansbari | | Cheap plastic containers |
| | 1kg | 265 | Malla Hotel, Centre-Mart, Yin Yang, | Kathmandu | | Seals for protection |
| | | | | Budhanikantha | | From Indian butter flowers |
| Pure Honey | 200g | 78 | Grihini, Bhat Bhatini, Sales Mart, Bluebird | Packaged in | India | ishimitsu- Japanese mkt. |
| | 380g | | Centre Mart, Full Moon, Man Bhawan, | Lalitpur, Nepal | | Produced with Japanese |
| N.Stone | 500g | 168 | Best Shopping Centre, Reiki Shop | | | and Thai technology. |
| Bee Concern | 1kg | 330 | Variety Store | | | |
| N.Stone | 390g | 130 | Best Shopping Centre, Grihini, Namaste | Nepal | | 100% Pure |

| Competitor Brand | Size of jar available | Price NRs | Stores/Hotel/Restaurant available | Supplier Details | Source of Supply | Marketing Strategy |
|------------------|-----------------------|-----------|---|------------------|------------------|-----------------------------|
| Bee | 500g | 203 | Bhat Bhatini, Sales-Mart, Centre Mart | ph: 523853 | | Tree with a bee hive as its |
| Concern | 700g | 275 | Full Moon Cold Store | | | labelling attraction |
| Jungle | | | | | | |
| Honey | | | | | | |
| Other | 400g | 130 | Reiki Shop, Yin Yang | The Bee- | Kumaripati | Quality Control |
| Pure | 500g | | | Keeping Shop | Patan | Mellifera Bees |
| Honey | | | | ph: 547 278 | Nepal | Energy source |
| | | | | | | Substitute for sugar |
| 5-Star | 500g | 132 | Java Coffee House, Best Shopping Centre | Chitwan | Product of | 100% Pure Honey |
| Honey | | | Namaste | | Nepal | Cheap and made in Nepal |
| | | | | | | |
| Himalayan | 400g | 125 | Cost Prices in order from 400g-5kg= | Processed in | Product of | Packed and marketed by |
| Honey | 500g | 140 | 65,75,150,750 | Jawalkhel | Nepal | Himalayan Pure Honey |
| | 1kg | 280 | These costs were gathered from the | Lalitpur by | Dhading/Dolka | Suppliers Pvt. Ltd. 532725 |
| | 5kg | 1200 | Himalayan Honey Supplier | filter | Chitwan/Rolpa | Gift from Himalayan Bees |
| Everest | 500g | 100 | Bhat Bhatini | Everest Bee | Product of | Good for health approach |
| Honey | 1kg | 200 | | Concern | Chitwan, Nepal | Always use Everest Honey |
| | | | | | | |
| Gandaki | 200g | 75 | Gazabko Cocktail Café, Annapurna | Gandaki Bee | Gongabu | Strict quality control |

| Competitor Brand | Size of jar available | Price NRs | Stores/Hotel/Restaurant available | Supplier Details | Source of Supply | Marketing Strategy |
|------------------|-----------------------|-----------|---|------------------|------------------|--|
| Honey | | | coffee shop, The Malla Hotel | Concern | Ganeshthan | |
| | | | Gandaki email: business@mos.com.np | ph: 351093 | Nepal | |
| Trekking Honey | 500g | | Hotel Mandop Restaurant | Chettrepatti | Product of Nepal | Very simple packaging |
| Royal Bee Honey | 200g | 75 | Best Shopping Centre, Gemini, | Himani | | Export Quality |
| | 500g | 160 | Bhat Bhatini, Grihini | | | Awarded gold medal for 1st Class Quality |
| Sue Bee | 227g | 198 | Best Shopping Centre, Namaste, Gemini | | Iowa, USA | Clover Honey USA grade |
| | 340g | | Centre Mart, Bluebird | | | Label in script and English |
| | 454g | 308 | | | | Beehive on front of label |
| | 680g | 426 | | | | |
| Crystal | 312g | 190 | Namaste, Gemini, Bhat Bhatini, | | New Orleans | 100% Pure Honey |
| | 454g | 204 | Centre Mart, Bluebird, Variety Store | | USA | |
| Capilano | 250g | 168 | Namste, Gemini, Full Moon Cold Store | 391 Archerfield | Product of | Script and English |
| | 500g | 276 | | Rd Richlands | Australia | 100% Pure Honey |
| | 750g | 392 | | Australia 4077 | | Sealed for Protection |
| Enrich Blood | 500g | 150 | Man Bhawan | | Product of | Natural Herb |
| | | | | | China | |

| Competitor Brand | Size of jar available | Price NRs | Stores/Hotel/Restaurant available | Supplier Details | Source of Supply | Marketing Strategy |
|------------------|-----------------------|-----------|--|------------------|------------------|-------------------------------|
| Rak | 500g | 110 | Reiki shop, Lazimpat Cold Store, Grihini | Aparies of | Product of | 100% Pure |
| Honey | | | | Chitwan. | Nepal | Substitute for sugar |
| | | | | Khairahani-4 | | |
| | | | | 056-82031 | | |
| Himali | 250g | 25 | Lazimpat Cold Store | Himali Spice | Product of | Very Plain, very runny |
| Honey | | | | Service | Nepal | Label only says 'Honey' |
| | | | | | | |
| Honey | 500g | 150 | Lazimpat Cold Store | Koteshor | Product of | Pure Honey |
| Nepal | | | | Kathmandu | Nepal | Export Quality |
| | | | | | | |
| Chinese | 283g | 100 | Lazimpat Cold Store, Variety Store | | Product of | Pure Honey |
| Honey | | | | | China | Glass Bottle w/ Chinese Kanji |

Annex - 3

Department Store Survey

* if the store is interested in purchasing Nepal made honey from MEDEP

| * | Name of Store | Sales per month | Price per 500g | No. of Suppliers | Amount of jars on shelf | Usual customers | Marketing Preference of store owner |
|---|--------------------------|-----------------|----------------|------------------|-------------------------|----------------------|---|
| * | Bhat Bhatini | 60 | 140 | 9 | 400 | Nepali and foreigner | Prefers 500, 300, 200g bottles. Price must be <NRs 135 |
| * | Bluebird | 20 | 170 | 4 | 150 | Foreigner | Prefers glass bottles 250 and 500g. |
| * | Namaste | 50 | 150 | 10 | 150 | Foreigner | Quality is the most important thing. Price must be <NRs 125 |
| * | Centre Mart | | | 5 | 150 | Foreigner | 200g is the most popular size sold because of trekkers. |
| * | Best Shopping Centre | 40 | | 6 | 120 | Nepali and foreigner | Prefers 250g bottles |
| * | Gemini Grocer | 100 | 145 | 6 | 100 | Nepali and foreigner | Prefers better quality goods in larger jars. |
| | Himalayan Honey Supplier | 200 | 140 | 1 | 100 | Nepali and foreigner | Mainly sells 500g and 1kg bottles. |
| * | Grihini's | 15 | 120 | 5 | 100 | Nepali and foreigner | Prefers glass bottles 500g and 1kg. |
| * | Lazimpat Cold Store | 15 | 150 | 7 | 70 | Nepali and foreigner | |
| * | Sales Mart | 30 | | 2 | 60 | Foreigner | 250g jars more popular because of trekkers. |
| * | Reiki Store | 10 | 155 | 3 | 60 | Nepali | 500g size preferable. |
| * | Swajan | 30 | | 3 | 50 | Foreigner | Smaller size bottles. |

| * | Name of Store | Sales per month | Price per 500g | No. of Suppliers | Amount of jars on shelf | Usual customers | Marketing Preference of store owner |
|---|------------------|-----------------|----------------|------------------|-------------------------|----------------------|--|
| * | Masala Pasal | 24 | | 3 | 30 | Foreigner | Wants to pay with cash. |
| * | Blue Moon | 2 | 120 | 3 | 20 | Nepali and foreigner | |
| * | Variety Store | 3 | | 3 | 15 | Nepali and foreigner | |
| * | Grocers Store | 5 | 140 | 1 | 10 | Nepali | Prefers 250g bottles |
| * | Anil Cold Store | 3 | | 1 | 10 | Nepali | Will buy from us when asked. |
| | Jawalkhel Corner | 4 | | 1 | 6 | Nepali | Prefers cheaper brands |
| * | Man Bhawan | 4 | | 2 | 5 | Nepali | |
| * | Café de Corner | 0 | 0 | 0 | 0 | Nepali | 500g size jar that is cheap. |
| * | Godavari Bakery | 0 | 0 | 0 | 0 | Foreigner | Wants a sample first. Display case available |
| | | | | | | | |
| | | | | | | | |

Annex - 4

Hotel and Restaurant Survey

* Interested in buying MEDEP honey

| * Name of Hotel/ Restaurant | Amount per month | Supplier | Cost Price | Items with honey | Marketing Feedback | Buying Conditions |
|--------------------------------|------------------------|-------------------|----------------|----------------------------|------------------------------------|-------------------------------|
| * Mikes B'fast | 10kg | | | Toast, pancakes, hot lemon | Will set up a display case | good quality <NRs 100 |
| * Java Coffee House | 10kg | 5-Star | Rs150/500 g | Latte, tea, Muffin | Supplier needs to keep checking up | |
| * Greenwich Village | 6kg | Dabur | Rs245/1kg | Lemon,toast,pancakes | Seasonal mkt so changing sales | 100% Pure |
| * La Casa Restaurant | 3kg | Dabur | Rs160/500 g | Hot Lemon, toast, pancakes | | 500g for cheaper price |
| * Spanish Restaurant | 1kg | Dabur | Rs150/500 g | Hot Lemon,desserts | | 2-3kg jars |
| * Downtown Restaurant | 3kg | Dabur | Rs260/1kg | Hot Lemon, Fruit Salad | | cheaper |
| * The Radisson | 10kg | Dabur | | Toast, breakfast products | currently 500g containers | |
| * Bamboo Club | 3kg | Dabur | | Tea, Hot lemon, crepe | should have free samples | |
| * Nanglo | 10kg | Dabur/ PGH | Rs140/300 g | Hot Lemon, Brandy | Seasonal mkt so changing sales | Requests sample and 500g size |
| * Café Della Paix | 6kg | Pure Garden Honey | 300g | Hot Lemon, pancake, toast | Happy with current supply | Will sample, 1kg size best |
| * Terrace Restaurant | 3kg | Pure Honey | Rs99/500g | Hot Lemon, Fruit Curd | | 500g size better |
| * Yin Yang | 1kg | Pure Honey | Rs100/500 g | Hot Lemon | | 1kg jar more economical |
| * Royal Singi Hotel | 7kg | Pure Garden Honey | Rs95/300g | Hot Lemon, pancake, toast | Plastic Bottle better | bigger & cheaper |
| * Hotel Tibet | 3kg | Pure Garden Honey | | Hot Lemon | | Sample requested |

| * Name of Hotel/ Restaurant | Amount per month | Supplier | Cost Price | Items with honey | Marketing Feedback | Buying Conditions |
|--|---------------------------------|-----------------|-----------------------|-------------------------------|-------------------------------|------------------------------|
| * Pumpernickel | 5kg | Nepali Village | Rs160/500 g | cakes, pasteries | Tourists currently not happy | Sample requested |
| * Brezel | 1kg | Nepali Village | | | | Sample requested |
| Northfield Cafe | 2kg | Nepali Village | | | | Sample requested |
| * Gazabur | 2kg | Gandaki | Rs140/500 g | Hot Lemon, Pancakes | | Good quality |
| * Annapurna Coffee Shop | 6kg | Gandaki | | Hot Lemon, pancakes | Need to speak to Purchasing | 1kg container |
| * The Malla Hotel | 6kg | Gandaki | Rs70/500g | Hot lemon, Curd, Cocktails | currently using 500g | Need to speak to purchasing |
| La'Soon | | ICIMOD | | | Sometimes not enough supply | 100% pure no sugar |
| * Hotel Mandop | 3kg | Trekking Honey | | Pancake, hot lemon | | |

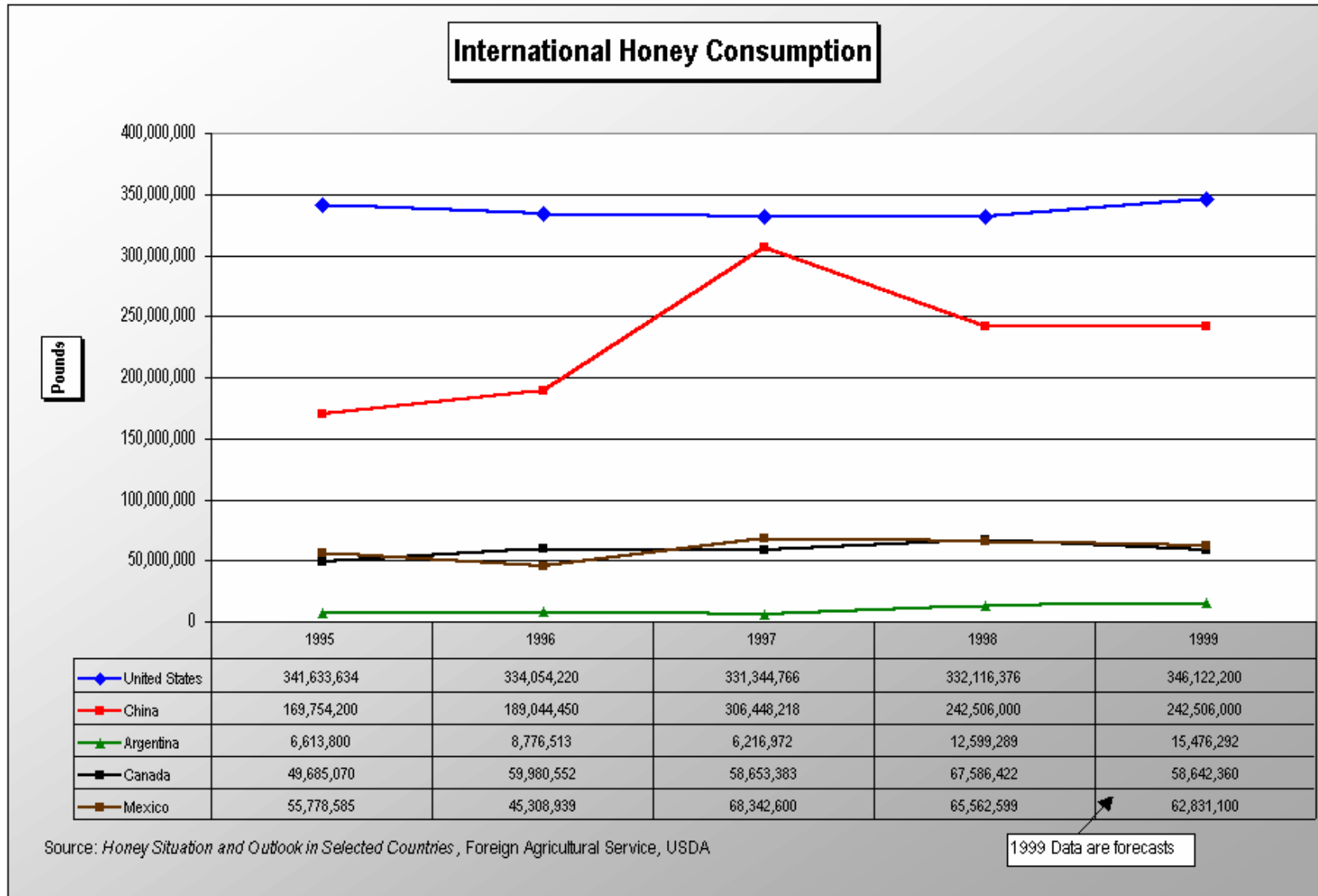
Annex 5 International Market

| Name of Business | Website | Email Address | Current Source | Exporter Importer | Country Address | Phone Number | Notes |
|------------------------------|--|--|----------------|-------------------|--|--------------------|--|
| Gandaki Bee Concern | | business@mos.com.np | Dang, Nepal | Exporter to Korea | Gongabu GPO Box 5714 Kathmandu, Nepal | 351 093 353 258 | |
| Himalaya | | admin@continental.com.np | Nepal | | Kamaladi GPO Box 4016 Kathmandu, Nepal | 226 083 222 182 | |
| Organic Farm | | jhambala@wlink.com.np | | Importer | Ghabahal, Lalitpur GPO Box 3139 KTM | 534 381 521 043 | |
| Monarch Trade Link Nepal | | monarch@wlink.com.np | | Both | Maitidevi PO Box 9445 Kathmandu, Nepal | 430 868 | |
| Honey Oversea's Service Ltd. | | | Nepal | Exporter | PO Box 8975 EPC 5330 Bansbari, Kathmandu | 371 888 | |
| Georgia Honey | | johnpluta@alltel.net | Georgia, USA | Exporter | 165 Sparta Hwy 22 NE Milledgeville, GA 31061 | (478) 452 2337 | Short on supply due to a long dry summer |
| Dancing Bee Acres | www.dancingb.com | dancingb@uci.net | USA | Exporter | PO Box 98, 810 N.Dunnett Stanfield OR 97875 | (541) 449 3952 | |
| Sue Bee | suebeehoney.com | webmaster@suebee.com | Sioux, IOWA | Exporter | 301 Lewis Blvd. PO Box 388 Sioux IA 51101 USA | (712) 258 0638 | |
| Really Raw Honey | www.reallyrawhoney.com | info@ReallyRawHoney.com | New York, | Exporter | 3500 Boston Street, Suite | (410) 675 7233 | Blue ribbon for honey |

| Name of Business | Website | Email Address | Current Source | Exporter Importer | Country Address | Phone Number | Notes |
|--------------------------------|--|--|----------------|--------------------------|---|----------------|--|
| | com | com.np | USA | | 32 Baltimore, MD 21224 | | strict standards |
| Wax Purchase and Sale | | kbs@btinternet.com | | | Mr. Peter Kemple | | |
| Beekeeping attire | | sherriff.int@btinternet.com | | | Ms. Anji Sherriff | | |
| Troy Trust and Bees | www.honeyassociation.com | troytrust@planbee.org | | | Name: Nicola Bradbear Helen Jackson | | |
| National Honey Packers/dealers | | nhpda@afius.org | | | | | |
| Northern Bee Books/ Editors | www.beedata.com | jeremy@recordermail.demon.co.uk | | | | | Educational Publications |
| Silverbow Honey Company Inc | www.silverbowhoney.com | customerservice@silverbowhoney.com | USA | | 1120 East Wheeler Rd Moses Lake, WA 98837 | 1-866-44 HONEY | Since 1945 |
| Barry Farm | www.barryfarm.com | info@barryfarm.com | USA | Name: Bill & Linda Barry | 2008 Mudsock Rd Wapakoneta Ohio 45895 | (419) 228 4640 | buy in bulk and then sell in small quantities |
| Bee Biz | | jdphipps@otenet.gr | | | Name: John Phipps | | Editor of The Beekeeper's Quarterly- wants article |
| The National Honey Show | francis@honeyshow.co.uk | mojane4@onetel.net.uk | UK | | Name: Mo Davies | | Wants us to enter show. |
| The National Honey Show | www.freeserve.co.uk | | Manufacturers | For entry forms | Rev. Francis Capener | Bill Jones | Has scholarship cash |
| The National Honey Show | www.honeyshow.co.uk | | International | | Biggest Honey Show in the world | 01872-273693 | Show is on the 14th, 15th 16th Nov 2002. |
| Honey Hill Farm | www.honeyhillfarm.com | sweetsoaps@honeyhillfarm.com | Ohio, USA | | 4714 S Dayton Brandt New Carlisle OH 45344 | 1-800-875-2381 | Use their own honey may want to expand |
| Labonte Honey | www.labontehoney.com | info@labontehoney.com | Canada | | 530 rang Nault Victoria | (819) 758-3877 | |

| Name of Business | Website | Email Address | Current Source | Exporter Importer | Country Address | Phone Number | Notes |
|---------------------|--|--|-------------------|-------------------|--------------------------|---------------|---|
| Inc. | | | | | ville Canada G6P7R5 | | |
| David Bates | www.honeyshop.co.uk | enquire@honeyshop. | UK | Both | King Willian lane, Curry | TA 100HB UK | |
| The Honey Shop | | co.uk | | | Rivel Langport Somerset | 441458-251387 | |
| Capilano Honey Inc. | www.capilano.com.au | | Sydney, Australia | Both Exporter | | | 3rd top packer in world. \$59 million capacity |
| Beekeeping Supplies | sales@thorne.co.uk | Rjones@ibrn.org.uk | UK | Both | | | |

Annex 6 International Honey Consumption



Annex 7 International Honey Production

