

Export product idea: Beehives

Mark Topp

The Exportation of Canadian Produced Beehives to Nepal

December 1, 2015

Mark Topp

Introduction

This report views the potential of shipping Canadian beehives to Nepal for the production of honey.

Product Description/ Information

Beehives allow for the controlled production of honey, Canada will annually produce around 75 million tons of honey (Canadian honey council, 2015). The price of honey per pound in Canada is approximately \$2.10 (The Western Producer, 2014) while in Nepal the price has also been on the rise from anywhere between 500-900 Rupees depending on the type and quality (Kathmandu Post, 2014).

The beehive kit, which will be exported to Nepal from Urban Bee Supplies and Education, contains:

- 2 deep unassembled supers
 - 1 inner cover
 - 1 standard waxed bottom board
 - 1 hive cover
 - 4 metal frame rests
 - 1 entrance reducer
 - 1 frame feeder
 - 20 deep wood frames (unassembled)
 - 20 deep plastic waxed foundation (black or white)
 - 1 standard hive tool
 - 1 bee brush
- 1 smoker without shield

All of these frames and production utensils are used to get a beekeeper started and going with their first hives. The kit costs \$215.00 Canadian dollars which is the equivalent to 17,165.60 Nepali rupees. The alternative to getting the kit would simply just get a

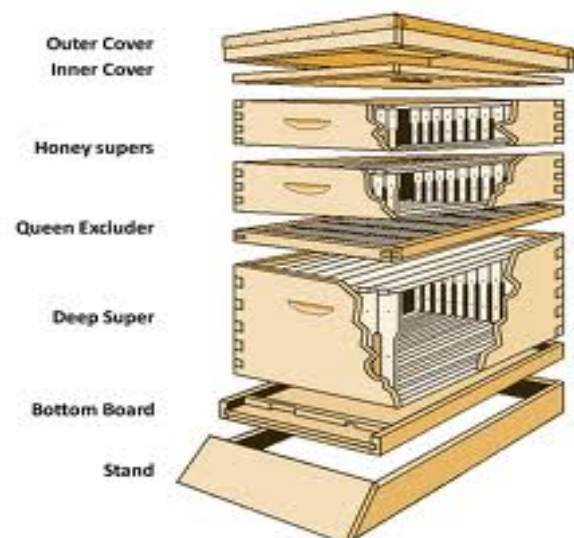


Figure 1: above shows a common beehive and its parts.

Export product idea: Beehives Mark Topp

beehive which are priced at \$39.50 Canadian dollars or 3,153.68 Nepali rupees.

Beehives are composed of five main sections the outer/inner covers, the honey supers, queen excluder, deep super and the bottom board, the stand is optional but recommended to minimize ground contact. All of those sections are included in the kit from Urban Bee Supplies and they only build with Canadian wood products.

Labor/Cost/ and Issues

There will be difficulties with education, a challenge will be getting Nepal farmers to understand they have to winterize the beehives to help bee survival rates through the winter. Winterizing a hive would mean move it to a location where it will receive as much sunlight throughout the winter as possible, with this being said it is better if the hive is out of the wind or a wind block is provided (Christine, 2012). The hive entrance must be made smaller for winter and the hive must be wrapped in a type of cloth to keep it insulated. A second education issue is the Nepal farmers have to know when to harvest the honey in the hives, this is done when the combs are at least 80 percent full but the person harvesting has to make sure the honey has cured or they will end up with watery syrup instead of honey. Another issue is Canada has no international exporter of beehives so the company picked in this report Urban Bee Supplies has a great location just outside of Vancouver, British Columbia making shipping off the West coast easily accessible. Lastly the cost is an issue for many Nepal people who don't have the 17,000 rupees. Anybody who can afford it would be putting it towards a good investment because honey prices are on

the rise all over the world but bees also pollenate many field crops, which increases the yield potential.

Market Opportunity

The idea would be to sell the beehives mainly in Kathmandu at first and see how well the products sell and its popularity. The market for honey in Nepal is very large, but the honey market worldwide is on the rise and does not seem to be slowing at all. Depending on the harvesting method of the farmer if they keep a sanitary clean and sealed honey product it can be sold at top end price or even used in medicinal purposes (ICIMOD, 2015). Since sugar is difficult to get in many regions of Nepal honey acts as a replacement increasing the demand.

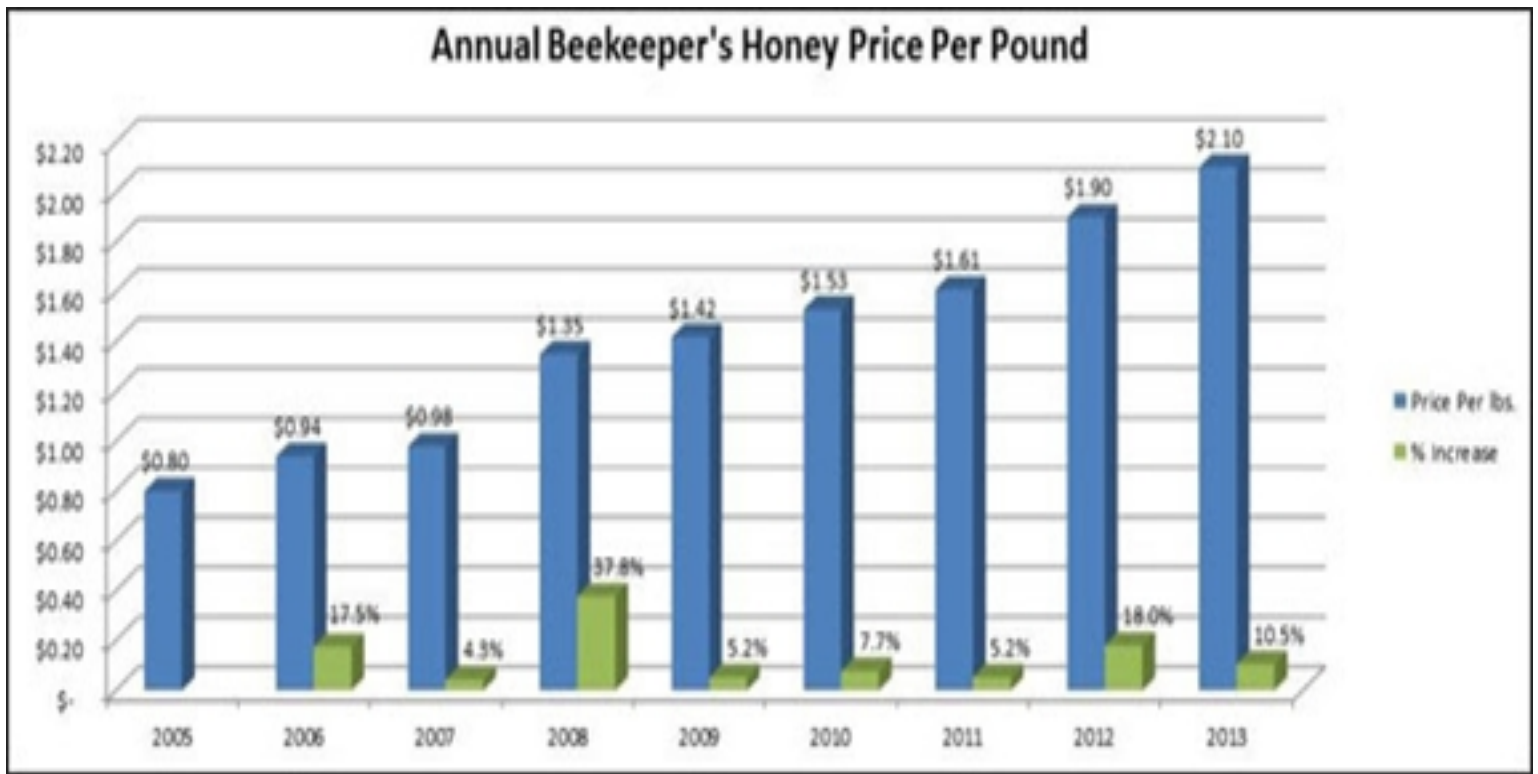


Figure 2: above shows the price of honey (US dollar) per pound increase over the last nine years. <https://ahpanet.site-ym.com/resource/resmgr/news/hrchart1-2014.jpg>

Benefits to Canada

Beehives offer many benefits to not only Nepal but Canada as well. The company Urban Bee Supply is a Canadian owned company that uses Canadian wood products to build their products. A Canadian trucking company will also be used to get the product to Port Metro, Vancouver for shipping across the ocean. Beehives could potentially create many new jobs in Canada and income from exports.

PART 2

Transportation/ Storage

The beehives are built and the kits are assembled at Urban Bee Supplies main location in Delta, British Columbia. Then will be trucked to Port Metro, Vancouver by a Canadian trucking company where it will be loaded and shipped via boat to Haldia Port, India. After arriving to India it will then be loaded on trucks and sold at supermarkets in Kathmandu. These beehives are composed of wood and aluminum parts so as long as they are held out of moisture they should be fine to store wherever making them easy to ship.

Profitability/ Benefits to Nepal

If a Nepal farmer has enough income to purchase a beehive they can make it very profitable for themselves if they take care and maintain it. A beehive not only produces honey for a sale to make income, it indirectly makes a profit by the bees pollinating crops to help yields. Also if there are already existing bee farmers in Nepal they can get just the hive for about 3100 Nepal rupees (Urban Bee Supply,

2015). Where a beehive that is maintained can potentially produce up to 45 kilograms of excess honey for market per year (Canadian Honey Council, 2015). Nepal people benefit from this by producing their own honey instead of importing from India also Nepal's people use honey as a medicinal purpose. Honey in much of Asia is used as medicine or an ingredient in it, it has been proven that honey is great at helping infections heal (ICIMOD, 2015)

Competition

There will be competition in the honey market but a lot of it is imported honey mainly from India (ApiNews, 2011). Kashmir Apiaries Limited accounted for over 70 percent of India's honey exports valuing at over 60 million in turnover so there is a huge market that Nepal can get there foot into (ApiNews, 2011).

Marketing

When the beehives are in Nepal they can use multiple sales pitches to sell to the farmers. The first that would catch a lot of attention is the opportunity to make up to 900 rupees per kilogram of honey produced each season. They could also say how the bees will help pollenate crops, and how they can produce honey to sell for medicine. Due to the fact that Nepal farmers generally do not have a high income I would use the sales pitch on making a lot of income from selling the honey.

Conclusion

In conclusion the opportunity to send beehives to Nepal could be very successful as long as the people of Nepal are educated in maintenance and care of hives. There are many opportunities to export the honey product to not only neighboring countries but worldwide because of demand.

Export product idea: Beehives Mark Topp

Bibliography

BCTA. (2015). *Trucking Company Locator*. (Accessed on December1, 2015). Retrieved from <http://www.bctrucking.com/services/find-a-transporter/trucking>

Blackiston, H. (2015) *Beekeeping for Dummies*, 2nd edition. *How to know when to harvest honey from your beehive*. (Accessed on December 1,2015). Retrieved from <http://www.dummies.com/how-to/content/how-to-know-when-to-harvest-honey-from-your-beehiv.html>

Canadian Honey Council, [internet], 2015 Available at <http://www.honeycouncil.ca/about.php>

ICIMOD. (2015). *Honey; a source of Nutrition, Medicine and cash for Himalayan Farmers*. (Accessed on December 1,2015). Retrieved from <http://www.icimod.org/?q=1519>

Kathmandu Post. (2014). *Honey Prices Double on Rising Demand*. (Accessed on December1, 2015). Retrieved from <http://kathmandupost.ekantipur.com/printedition/news/2014-06-18/honey-prices-double-on-rising-demand.html>

Lonely Planet. (2015). *Bhat Bhateni Supermarket*. (Accessed on December1, 2015) Retrieved from <http://www.lonelyplanet.com/nepal/kathmandu/shopping/food-drink/bhat-bhateni-supermarket>

Export product idea: Beehives Mark Topp

The National Honey Board [internet], 2015, Available at <http://www.honey.com/contact/>

Online World Flower Indigenous Resource Directory, [internet], 2015 Available at
http://www.webreleaf.com/indigenous_flowers_Nepal.htm

Quality Beekeeping Supplies, [internet], 2015, Available at
<http://www.qualitybeekeepingsupplies.com.au/index.php/starting-a-bee-hive>

Rising Nepal. (2015). *Marketing Nepali Honey*. (Accessed on December 1, 2015).
Retrieved from <http://trn.gorkhapatraonline.com/index.php/op-ed/679-marketing-nepali-honey.html>

Urban Bee Supplies and Education [internet], 2015 Available at
<http://www.urbanbeesupplies.ca/contactus.html>

Walk Through India. (2015). *The 12 major sea ports of India*. (Accessed on December 1, 2015). Retrieved from <http://www.walkthroughindia.com/walkthroughs/the-12-major-sea-ports-of-india/>

Export product idea: Beehives Mark Topp

WRENmedia. (2012). *Improving Livelihoods through community-based beekeeping in Nepal*. (Accessed on December 1, 2015). Retrieved from <http://www.new-ag.info/en/research/innovationItem.php?a=2761>