



The Uganda National Apiculture
Development Organization - (TUNADO)

THE 3RD NATIONAL HONEY WEEK REPORT

27TH AUG. – 01ST SEPT. 2012



Report
September, 2012



**The Uganda National Apiculture
Development Organization - (TUNADO)**

**THE 3RD NATIONAL HONEY
WEEK REPORT**

27TH AUG. – 01ST SEPT. 2012

**Report
September, 2012**



Table of Contents

1.0 Introduction	4
2.0 Background	4
3.0 Objectives	5
4.0 How the event was organized	5
4.1 Pre- National Honey Week activities	5
4.1.1 Kampala Workshop	5
4.1.2 Regional and National Workshops	6
4.1.3 Mass media (Radio talk-shows, TVs, newspaper, Api-news letter, website etc)	6
4.2 Major activities of the National Honey Week	7
4.2.1 Press Conference	7
4.2.2 Honey week Satellite Exhibition	7
4.2.3 Honey week Charity walk and Donations	8
4.2.4 Honey week main exhibition event	8
5.0 Analysis of the honey week	11
5.1 Level of sponsorship and participation	11
5.2 Level of participation	12
5.3 Response of consumers and the public	13
5.4 Response from the exhibitors	13
6.0 Challenges	14
7.0 Lessons learnt	14
8.0 Recommendations	15
9.0 Honey week pictorial	16
10.0 Appendices	19
10.1 Speech of the State minister Animal Industries at the press conference	19
10.2 Media Questions to Minister Animal industries and responses at the press conference	21
10.3 Newspaper caption about the Press conference	22
10.4 List of members who gave donations to Mulago	22
10.5 List of organizations who exhibited during the event	23
10.6 Speech of the FAO country Representative at opening of exhibition event	25
10.7 Newspaper report of the opening ceremony of honey week exhibition	27
10.8 Criteria Judging Exercise Honey Week Exhibition 2012	28
10.9 Speech by the Guest of Honour during the honey week exhibition closing ceremony	29
10.10 Consumer Response Cards used to collect feedback	31
10.11 Exhibitors Evaluation during the honey week exhibition event 2012	32
10.12 Promotional information poster and banner used during the honey week	33
10.13 Programme 3rd National Honey week event	34
10.14 Speech by the Chairman TUNADO during the honey week exhibition closing ceremony	36
10.15 Speech by the Chairman TUNADO during the honey week exhibition closing ceremony	38

REPORT

1.0 Introduction

This report provides a record of proceedings of the 3rd edition of the National Honey week which took place from 27th August – 01st September 2012 and involved a series of activities. There was a 3 day main exhibition event at forest mall parking in Lugogo Kampala Uganda which attracted 54 exhibitors and over 8,000 visitors who tested honey, bought honey and other hive products. The honey week event was financially supported by Bees for Development under the Uganda Honey Trade Project 2010-2014 (a Comic Relief funded project), Government-National Advisory Services (NAADS), Ministry of Agriculture Animal Industries and Fisheries, Environmental Alert, Self Help Africa, Swiss Contact Uganda, SNV and ZOA while FAO enabled beekeeping groups from South Western Uganda to attend the exhibition.

This report is structured in different sections including how the honey week concept evolved, objectives, how the event was organized, the stakeholders involved, the activities carried out, analysis event, lessons learned and recommendations for possible future actions.

2.0 Background

In 2007, SNV introduced Multi-Stakeholders Platform (MSP) in Uganda. TUNADO, MAAIF, UEPB and Apitrade Africa were brought on board to start organizing the MSP and in 2008, the MSP defined honey week as one of the key priority TUNADO is supposed to implement yearly to address pertinent issues affecting apiculture sector growth. National Honey Week provides a platform to raise awareness about the sector, help in building sustainable market and market linkages. Following the agreement by the sector players, TUNADO as the coordinating and mandated body organised the Premier in 2009 at Shoprite Parking Lugogo Kampala. In 2010 there was no honey week but with Support from Bees for Development and the Government-NAADS and MAAIF, TUNADO led a delegation to the continental Api-Expo in Zambia where Uganda emerged as overall winner. In 2011, the second National Honey Week was organized with financial support from Bees for Development Uk under Uganda Honey Trade Project 2010-2014 (a Comic Relief funded project) while SNV, MAAIF, APITRADE AFRICA played a facilitating role with Environmental Alert, and FAO enabling beekeeper groups to participate.

The inaugural edition attracted only four exhibitors and about 500 visitors, and it was well and highly appreciated with a multiplier effect attracting 25 exhibitors with 3000 visitors in the second honey week. This captured the attention of government, development partners, honey processors and beekeepers and as such, it has been highly recommended to be a yearly event.

This year's edition focused on the theme "Beekeeping a Leverage to national income and food security". The theme followed the response of stakeholders from country wide grass-root consultation meetings which TUNADO conducted early this year. It was noted that the role of bees in offering pollination



services is often neglected by conservationists, natural resource developers and agriculture promoters. Reducing bee colonies at a point when there is high crop failure coupled with climate change. Research has indicated that bees provide excellent pollination services to nutritionally important food (fruits- Avocados, Mangoes, peas, watermelons, pumpkins, sesame Onions, Banana) and cash crops (coffee, sunflower, vanilla etc) grown in Uganda. In relation to aforementioned, the honey week theme directly fit into this year's African continental theme of food security and climate change. The event provided a platform that created awareness on bees and their role in food security and national income.

3.0 Objectives

The main objective of the National Honey Week was to create awareness among stakeholders; consumers, value chain actors (beekeepers, packers, input suppliers, supermarkets etc) and the general public about the role of beekeeping for leveraging national income and food security.

Specifically, awareness was raised on:-

- The symbiotic economic relationship of bees (pollination to crops) and crops (bee forage/food).
- The contribution of bee products (honey & propolis) to household food security.
- Farmers' economic returns (income from sale of bee products) from beekeeping (bee colony protection).
- The African continental Api-Expo in Addis-Ababa (26th -29th/09/2012) Ethiopia organized by Apitrade Africa under theme food security and climate change.

4.0 How the event was organized

Unlike the past where MSP members formed the organizing committee this time round, TUNADO took full responsibility of organizing the event. An internal committee was formed and was charged with volunteer responsibility of planning, promoting, resource mobilisation and documenting the event's proceedings. The committee constituted 5 individuals; Mable Charity Namala (Chairperson), Dickson Biryomumaisho (Resource mobilization and communication), Sauda Babirye (Finance management) Jurua Jackson (Protocols) and Jacqueline Ainembabazi (M&E consultant). The financial and technical support from partners set the overall framework of the week's activities including the guests that were invited and media campaigns strategies. All funds committed to the event were channeled through TUNADO or expended directly by the contributing partners to the service providers.

4.1 Pre- National Honey Week activities

4.1.1 Kampala Workshop

For ownership and technical input to the honey week concept, the committee organized stakeholders National Honey Week breakfast meeting (supported by BfD) where stakeholders technically provided input. The breakfast meeting took place on 4th May 2012 in the TUNADO Boardroom and attracted 10 development partner organisations including; Environmental Alert, KILIMO Trust, AFRISA, PSFU,



NOGAMU, PELUM, NUSAF–OPM, FAO, APITRADE AFRICA and MAAIF. The meeting was provided technical advice towards the honey week concept as well as resources commitment towards the event.

The meeting shaped the theme that incorporated both income and food security. Secondly the meeting recommended high level women and youth involvement. Generally all the participants of the breakfast meeting pledged both financial and technical support towards the honey week event preparation.

The issues raised in the breakfast meeting were addressed as follows; the theme that was originally “Beekeeping a leverage to National food security” was adjusted to “Beekeeping a leverage to national food and income security”. The issues to do with youth and women involvement were addressed by publicizing the honey week to them and this was evident with over 10 youth and women groups exhibiting during the honey week event.

4.1.2 Regional and National Workshops

The regional workshops were intended to ensure that a variety of stakeholders (processors, packers, associations, Business Development Consultants, farmers, development partners etc.) in all regions (North, West Nile, West, Eastern and southwestern) are met with the aim of discussing and brainstorming on the salient issues affecting the sector and how these issues can be addressed.

However, despite the plans only one regional workshop took place in West-Nile Arua in the month of June and was an activity integrated in the training for beekeepers that was supported by NAADS. The other regional workshops were not possible because of resource and time constraints.

At national level, the honey week committee took advantage and presented a paper on honey week during a three day national MSP workshop that took place at national farmers’ federation from 5th -7th June, 2012.

4.1.3 Mass media (Radio talk-shows, TVs, newspaper, Api-news letter, website etc)

There were two radio talk-shows which were held as mass level awareness strategy for the honey week and the sector at large. The first radio talk show was hosted at Uganda Broadcasting Council (UBC) Radio Blue (a government radio with countrywide listenership) on 28/08/12 which was attended by the ED TUNADO Biryomumaisho Dickson and TUNADO Director Mr. Ainebyona Clives. The talk show focused on beekeeping for income, food security and biodiversity conservation which lasted for one and half hours from 10.30am to 12:00noon and during the show, over 30 phone calls from the listeners inquiring to know more about honey week and TUNADO services in the sector were received and to-date TUNADO office has received over 100 callers inquiring on the same following the radio talk show.

The second radio talk show was hosted at KFM radio (the most preferred radio by elite group in Uganda) on 29/08/12 at 10.00am for 30 minutes and was attended by the ED TUNADO it focused on giving awareness about the honey week exhibition event as well as the contribution of beekeeping to income generation and food security. Similarly KFM also conducted an expert interview with TUNADO member Hillary Basekye a Director for Tropical Beekeeping Institute – Rubirizi which was featured in business news.

TUNADO also procured the services of Cat Power Films Ltd who made video documentation and



featured the event on Wavah Broadcasting Services (WBS) and Bukedde TVs. The documentary for honey week activities is also available.

Radio advertisements in form of DJ mentions also featured on KFM (English) and Dembe FM (Luganda) which run from 26/08/12 to 30/08/12. The DJ mentions were intended to increase awareness of the honey week exhibition and draw crowds to Lugogo.

Mails and SMS campaigns were also used to send various informative messages about honey and other hive products plus the exhibition event to both TUNADO members and the general public. The messages were sent for a period 3 weeks from 08/08/12 to 29/08/12. There was a lot of response as a result of this campaign.

Use of API-News letter and Website such as TECA, Agri-profocus Network and TUNADO website was another strategy which the committee used to popularize honey week.

4.2 Major activities of the National Honey Week

The event featured four main activities, namely;

1. Press conference
2. Honey week Satellite Exhibition at the supermarket
3. Honey week charity walk and donations to Mulago
4. Honey exhibition – main event from 30 /08/12 to 01/09/12

4.2.1 Press Conference

The press conference was organized and held on the first day of the Honey Week, Monday 27th August 2012 at the National Government Media Centre in Kampala. The press conference was hosted by the Executive Director Media Center Mr. Fred Opolot and officiated by the State Minister for Animal Industry (MAAIF), Hon Bright Rwamirama accompanied by FAO Country Representative, AlHajji M Jallow and Chairman TUNADO, Jurua M. Jackson. Also in attendance were 25 representatives from apiculture sector as well as TUNADO members and 10 media houses were represented. In his communication the minister informed the public that honey week is an important activity on the ministry calendar and was grateful to TUNADO for keeping the apiculture industry vibrant in the economy. (See annex 10.1 for speech).

The FAO country representative also gave additional remarks on the importance of beekeeping not only for income but also the related medicinal and environmental importances were emphasized. After the communication and remarks the ED Media Centre (Mr. Fred Opolot) invited the present media houses to pose some questions to the minister. Questions posed were from New Vision, NTV and Sanyu FM. Details of questions and responses from the minister (See annex 10.2). The press conference was aired in the prime news on NBS, WBS, NTV and Record TV on 27/08/2012 and also featured in the print media New Vision on 29/08/12. (See annex 10.3).

4.2.2 Honey week Satellite Exhibition

This was a special exhibition exercise and the first of the kind which took place from the 27/08/12 – 29/08/12 at four supermarket satellite sites of Tuskys and Shoprite. The aim was to encourage the



public to taste honey and give comments as well as give publicity for the major exhibition at Lugogo. The satellite sites were manned by the trained volunteers under the supervision of the organizing committee. The sites altogether registered over 1000 visitors for the 3 days and a total of 440 visitors managed to give feedback on the honey tested. The feedback was then given to the processors and packers to enable them improve their product quality. Below is the list of supermarkets that were used as satellite points and the number of visitors who gave comments for the 3 days.

Table 1: Showing location of satellite ad visitors who gave comments

No	Name of supermarket	Location	No. of visitors
1	Shoprite Checkers	Clock Tower	170
2	Tuskys shopping Centre	Makerere	124
3	Tuskys shopping Centre	Ntinda	76
4	Tuskys shopping Centre	Kitintale	70
	Total		440

Source: Honey week 2012

In addition, there was prominent display of banners and distribution of posters and flyers to the different people who visited the supermarkets and the surrounding areas with clear messages about the Honey Week, in line with the theme of the event informing them how beekeeping can contribute to food and income security.

4.2.3 Honey week Charity walk and Donations

There was also honey week charity walk and donations as part of TUNADO's Corporate Social Responsibility (CRS). This took place on 28/08/12 where over 60 members marched to Mulago referral hospital from TUNADO offices in Wandegeya accompanied by Kibuli Demonstration Band and the traffic police which provided excellent security and guidance. The TUNADO members were led by the Chairman of TUNADO Mr. Jurua Jackson and the Principal Entomologist MAAIF, Alice Kangave. On arrival at Mulago the delegation was received by the PRO Mulago, Ms Sarah Mulongo who gave welcome remarks. The chairman thereafter gave brief about TUNADO and introduced his team as well as highlighted the medicinal importances of honey and other hive products. The delegation was then led to the Mwana Mugimu children wards (11 and 16) where donations worth UGX 10 million including honey and propolis was donated to the patients. *(See annex 10.4 for list of members who donated)*

Health workers and patients were overwhelmed and grateful to TUNADO members for the gifts. The health workers further pledged to encourage all their patients to keep honey at home since it is an immediate relief to different health conditions. They also promised to attend the honey week exhibition event.

4.2.4 Honey week main exhibition event

The exhibition (displays and tasting of different Ugandan honey brands and other hive products)



climaxed the Honey week at Forest Mall Lugogo (30th, Aug-1st, Sept, 2012)

At the exhibition, processors, producer association, bee equipment manufacturers and trainers showcased their products and interacted directly with customers, shoppers and the public. During event there was tallying of the consumers visiting the stall on each day as well as administering of Consumer Response Cards (CRC) and also exhibitor's evaluation form administered on the final day of the exhibition. On each of the three days of the event, there were special activities that were conducted as highlighted;

Thursday 30/08/12

This was the first day of the exhibition and over 95% of the exhibitors were present at the exhibition ground and registered. (See annex 10.5 for list of exhibitors). The main activity on the day was the opening of the exhibition event which was officiated by the FAO Country Representative, Al Hajji M Jallow. On his arrival at the event, he was given a tour of the stalls that under the guidance of TUNADO ED, Dickson Biryomumaisho and was accompanied by TUNADO Chairman and the development partners present. During the ceremony, TUNADO chairman gave welcome remarks and also invited the different development partners (SNV and Environmental Alert) who gave remarks on how they have supported the sector and pledged continued support towards sector development. Consequently, the ED Environmental Alert invited the FAO Country Representative to give his speech and also officially open the exhibition event.

During his speech, AlHajji M Jallow, was happy to bring greetings from the FAO country office in Uganda, the Africa office in Accra, Ghana and from the International Office in Rome, Italy. He highlighted that FAO is working with honey value chain associations in South Western Uganda and will continue supporting the sector in the country. He further commended TUNADO and exhibitors for organizing the 3rd National Honey week and officially declared the exhibition event open. (See annex 10.6 for the statement). On this day, TUNADO further demonstrated Corporate Social Responsibility (CRS) through mobilizing the exhibitors and the public to donate blood in collaboration with Nakasero Blood Bank. The ceremony attracted different media houses and made part of the national news on 04/09/12. (See annex 10.7 for news paper clip)

Friday 31/08/12

This was the second day of the exhibition event and all the exhibitors were present at the exhibition. The day was mainly for the business to business platforms for the exhibitors and other service providers. Among the business service providers were AFRISA who communicated the different training activities available for beekeepers in Makerere and AFROPLAST who informed the processors and packers of their packaging material needs and information there was a desk at the exhibition ground for them to discuss. In addition, different honey buyers notably those from Sauda Arabia were able to interact with the processors and established business contacts. The event was graced by a delegation from Swiss Contact (included Mr. Samuel Bon, CEO Swisscontact, Ms. Veronique Su, Regional Director EA, Mr. John Meyers- MD North America) who were received by the ED TUNADO and also had a guided tour of the exhibitor stalls. They were very grateful and thanked TUNADO for the arrangements.

Later in the day, the judging exercise for all the exhibitors took place by a panel of four competent judges in the leadership of Mr. Ssekitoleko Patrick – UNBS, assisted by Ms. Alice Kangave – MAAIF, Ms. Stephanie Dreifuss – Swiss Contact Uganda and Mr. Bosco Okello – APITRADE Africa. Before the judging exercise, the panel of judges were convened by the M&E consultant Ms. Jacqueline Ainembabazi and harmonised on the judging criteria. (See annex 10.8 for criteria) They all resolved that there be



3 categories under which the exhibitors will be judged these included; Processors and packers, Bee equipment manufacturers and supplies and Training and Extension. The further resolved that there be winners per regions; North, East, West and Central. The judges also agreed that exercise be done as a group and each judge would score each exhibitor and later have the totals for exhibitors from the scores given by each judge. The judges were guided through the all stalls by the M&E consultant and at the end of the exercise the tallying was done and the following emerged as the winners.

Box 1: Showing the best exhibitors per category

Category: Processors and packers

1. JLLIMA Holdings
2. GATES Honey
3. SULMA Farms
4. Aine've Investments
5. KABECOS

Category: Bee equipment manufacturers and supplies

1. Bee House Products

Category: Training and extension

1. Tropical beekeeping Institute

Category: Best exhibitor per region

- Central : Effective Skills Development
- East : Eastern Uganda Iganga & Budaka
- North : Blessed Bee for Life Trade Post
- West : KABECOS

Saturday 01//09/2012

This was the last day of the Honey Week, and the closing ceremony of the event. It was presided over by the representative of Rt. Hon Prime minister, the Minister of Luweero Triangle, Hon Rose Namayanja. The Guest of Honour had a guided tour of the stalls by the TUNADO ED and was also the Chief Honey Taster. She was accompanied by the TUNADO chairman plus the development partners present. After the tour of stalls, the TUNADO chairman welcomed all the guests present and thanked the organizing committee in the leadership of Ms Mable Charity Namala, the sponsors and all the exhibitors. He there after invited the different development partners to deliver speeches and among these were; AFRISA (Principal Veterinary Medicine Makerere University), ZOA (Project Officer Mr. Ochola Simon), Swiss



Contact (Chief Executive Officer- Mr. Samuel Bon), Self Help Africa and ApiTrade Africa on how they are supporting the apiculture sector. Also present at the closing ceremony was the Hon Minister of State Animal Industry, Bright Rwamirama and the Principal Entomologist MAAIF, Alice Kangave.

The honorable minister awarded accolades to the best exhibitors and delivered a message to the exhibitors and general public. The message delivered by the Guest of Honour (Hon Rose Namayanja) commended TUNADO and was delighted for this success reached as an initiative from the Office of the Prime Minister. She further urged TUNADO to continue playing her function of coordinating the sector the reason government created it. Finally the Guest of Honor assured the beekeeping community that the Office of the Prime minister is open and the government shall continue extending needed support to TUNADO since we have an MOU through MAAIF and it is good for people to know that government works with organised groups. She thereafter declared the exhibition event officially closed and wished those travelling back journey mercies (See annex 10.9 full speech)

It is worth noting that on the same day, the Guest of Honour Hon. Rose Namayanja presented an award to Bees for Development UK for outstanding and excellent support to the apiculture sector in Uganda, Finally all the honey week participants were given certificates of attendance. Development partners and other sponsors of the event were also given certificates of recognition. The exhibition continued with exhibitors selling their products to the general public until 6.00pm when they closed off and departed.

5.0 Analysis of the honey week

This section provides an analysis of the 3rd National Honey week compared to the 2nd National week held in 2011 looking at different parameters as explained below;

5.1 Level of sponsorship and participation

This event attracted a total of 10 development partners who sponsored and participated. This year's (2012) number is 50% higher than last year's where only five development partners (MAAIF, BfD, Environmental Alert, SNV and FAO) participated and sponsored the event. Although LWF and Oxfam GB did not directly sponsor any of the honey week activities, they also equally participated by bringing most remote communities particularly the returnee community Beekeepers Association and beekeepers from Karamoja region respectively to participate in the honey week activities. The table provides the different sponsorship categories for honey week event 2012

**Table 2: Showing the 3rd Honey week event sponsorship**

No	Name of Organisation	Category
1	MAAIF	Platinum
2	NAADS	Platinum
3	Bees for Development	Gold
4	PSFU	Gold
5	Environmental Alert	Gold
6	SNV	Silver
7	Swiss Contact Uganda	Silver
8	Self Help Africa	Silver
9	FAO	Bronze
10	ZOA	Bronze

TUNADO and her members were very grateful to the government of Uganda through MAAIF-NAADS programme for the keen interest and support of apiculture sector in Uganda. In the same way, TUNADO extended appreciation to apiculture development partners for support and sponsorship during the honey week event. In order to show their appreciation, the best sponsor among the development partners was awarded an accolade and this award went to Bees for Development, UK which was received by their representative working with The Uganda Honey Trade Project.

5.2 Level of participation

This year's honey week event attracted enormous participation from the different members and exhibitors in all the week long planned activities compared to the previous honey 2011 honey week as highlighted below;

**Table 3: Showing the honey week participation in 2011 and 2012**

No	Honey week activity	Number of participants	
		2011	2012
1	Press conference	14	25
2	Honey donations	05	22
3	Satellite exhibition	00	30
4	Exhibitors	23	54
4	Live band charity walk	0	60
5	Donations	1.3m (Ugx)	10m (Ugx)
6	Guests & patrons	2000	8000
7	Dignitaries	5	15

5.3 Response of consumers and the public

According to the survey made from the 8000 guests who came to the event 460 filled in the consumer response cards. From the analysis of the responses, many (22%) had learnt about the event from a TUNADO member followed by Radio/ TV (13.5%), Promotional materials (13%), Newspapers (5%) and others including website, friends and passing by. (See annex 10.10 consumer response card)

When asked if they would consume more hive products, over 95% of the consumers who visited the exhibition said they were going to consume more bee products (honey). The consumers expressed interest in consumption of bee products in preference to other substitutes, like sugar. The consumers were very aware of the health benefits of bee products.

5.4 Response from the exhibitors

The exhibitors were requested to respond to different aspects of the honey week event and the analysis of the evaluation gave the following results;

- 95% of the exhibitors said that the honey week event met the expectations they had on coming to the event.
- Over 85% of the exhibitors said they were able to get business as well as contacts to help them in their future businesses. Other benefits included: business linkages, knowledge sharing, customer awareness on different bee products or honey variety, knowledge on branding/ labeling and recognition.
- Majority of the exhibitors said the organization and the arrangement of the event was very



- good and they were able to sell a good number of the products they had brought. There were also specific comments from the exhibitors as stated below, for exhibitor evaluation details (**see annex 10.11**).

“The event was well organized and exhibitors were given chance to tell the public about their products which was very good and we felt free to belong and encouraged to be part of every years’ event. Well done”. **Gate’s Honey**

“This event was an eye opener for us, we shall work hard to improve and do more. We look forward to collaboration with TUNADO as LWF”. **Returnee communities from Kitgum with support from Lutheran World Federation**

6.0 Challenges

The biggest challenge which the organizers of the event faced was resource mobilization (financial). At the onset of the planning for the Uganda National Honey Week 2012, the organizing committee hosted a breakfast meeting with the development partners who promised financial and technical support towards the event. Various organizations pledged funds towards the event however, there were delays in effecting payments which affected some planned activities.

7.0 Lessons learnt

- i. The Honey Week event is a very vital platform for products promotion and mobilizing actors to have meaningful pro-sector interaction and dialogue with development partners, government agencies and the general public.
- ii. Honey week is ideal for networking. Networking is one benefit that all the exhibitors appreciated.
- iii. Adequate planning and timing were responsible for the success of the event.
- iv. High level publicity is a requirement to make honey week colourful and meaningful to participants and the general public.



8.0 Recommendations

- There is need for development partners and apiculture sector players to incorporate National Honey Week in their yearly calendar and work plan. This will ease participation and budget allocation.
- There is a need for a special fund for National Honey Week. Development partners and government should willingly contribute to this fund. This way it will allow organizers to concentrate more on the honey week arrangements and activities.
- Development partners and apiculture value chain actors should ensure participation and exhibition to the national honey week event as it is the easiest means to communicate to the public about their services and products.
- TUNADO should ensure good accessibility and visibility of every stall
- The event should be popularized more to attract many people within the country and East African Community members states and other neighbouring countries.
- For the judging exercise, the organizers should develop and share the criteria with the exhibitors before the start of the exhibition as well as have new innovations as a category for judging.
- Special effort should be made by organizers of honey week to ensure supermarket and hotel owners participation. Since these provide the direct market for table honey.
- There is need for the organizers of the national honey week to think for bigger exhibition space which is equally accessible by the public given the trend of ever increasing honey week participants and exhibitors.
- Consider reaching schools and involving youth in National Honey Week. This can be done by ensuring that the honey week coincides with school calendar.



9.0 Honey week PICTORIAL



State Minister AI, Hon Bright (L) delivers speech as Chairman TUNADO, J Jjura (M) and ED Media Center, Fred Opolot (R) look on

Members of TUNADO pose for a photo with the minister after the press conference at the media centre



Honey week participants during a charity walk to Mulago hospital



Chairman TUNADO (R) and Principal Entomologist MAAIF, Alice Kangave (L) hands over donations to the Mulago staff





Volunteer, giving a consumer honey to taste during the satellite exhibition at Ntinda

FAO country representative, Al hajji M Jallow tour the exhibitor stalls



FAO country representative (M), ED Environmental Alert (L), Charles Walaga and Chairman TUNADO (R), J Jjuria during the opening ceremony

Panel of judges assess exhibitor products during the judging exercise





Guest Honour, Hon Minister Rose Namayanja touring the exhibitor stalls accompanied by Ms Alice Kangave

Invited dignitaries and guests during the honey week closing ceremony



Exhibitors during the honey week closing ceremony

Exhibitor attending to the client during honey week



10.0 Appendices

10.1 Speech of the State minister Animal Industries at the press conference

Representatives of government Departments,
Chairman TUNADO,
ED TUNADO, Development Partners,
Members of TUNADO,
The media community,
Distinguished ladies and gentlemen

I am happy to officiate the honey week press conference today the 27th August 2012 which I understand that it is an important yearly activity on TUNADO's Calendar supported by Ministry of Agriculture, Animal Industries and Fisheries (MAAIF). I am particularly grateful for The Uganda National Apiculture Development Organisation to keep the beekeeping industry vibrant in our economy.

Ladies and gentlemen, allow me thank both local and development partners for supporting apiculture industry. Your support has made it possible to create employment for one million two hundred thousand (1,200,000) rural poor Ugandan beekeepers. They are able to generate income from sale of honey and other hive products on top of food supplement. Hence, this year's theme of ***“Beekeeping a leverage for national food and income security”***.

Government through MAAIF supports the beekeeping communities and this is why we facilitated formation of TUNADO which we actually host. We are aware of the important roles bees play in pollinating both food and cash crops. The good example of cash crops pollinated by bees are sunflower, coffee (with about 60% production enhanced by bees) while for food crops, most nutritive fruits such as bananas, mangoes Avocados etc all depend on bees for pollination. Surely if you are to calculate the economic contribution of bees through pollination services you will then attach more value to bees.

It is for the above reason that I am challenging every one be it farmer, development partners supporting agriculture farm enterprises to integrate beekeeping with cropping systems so as to freely benefit from pollination service offered by bees. This will increase crop productivity per hectare.

I also wish to inform fellow country men and women that there is money in apiculture. Currently on farm gate price for a kilogram of honey ranges between 5,000-10,000 depending on the quality of



honey, farmer negotiation power and where the honey is coming from. When you compare such price of a kilogram of honey with other farm commodities, it is evident that apiculture is a profitable venture. Apart from honey there are other hive products such as bees wax (kilogram costs between 10,000-20,000) propolis (Highly medicinal), honey wine and so many other products besides there is high demand for these products. On top of these advantages keeping bees does not require a lot of land, capital and time. Our climate and vegetation provide a good natural environment for beekeeping. There is enabling government framework for trade and business to happen in apiculture sector. The government secured EU market for honey and other hive products, we recently launched beekeeper's training manual, we facilitated and mandated TUNADO to coordinate the industry and our technical stop continue to backup TUNADO, we are working on the National Apiculture Policy. What again is stopping you from exporting honey.

I want to take this opportunity to interest all the development partners to support TUNADO as coordinating body and for the beekeepers please form groups and join TUNADO to enable government support you. Government likes supporting organized groups and once you are organized we shall give you support.

This is the third time TUNADO is organizing this honey week single handed with some support from development partners and the exercise has created more awareness to stakeholders. MAAIF has included this activity on the Ministry's calendar and this is why I am participating today.

As I conclude, I call every one to participate and attend the honey show which will be officially open by FAO country representative on 30th Aug, 2012 at forest mall Lugogo next to shoprite and game and will run for three days (i.e 30th Aug-1st Sept, 2012). Once again I thank TUNADO for providing strategic direction to sector and for organizing this event. I thank Swisscontact Uganda, Environmental Alert, Self Help Africa among others for supporting the event. Finally thanks to beekeepers who are going to exhibit their products.

It is now my pleasure to open the honey week press conference.

FOR GOD & MY COUNTRY



10.2 Media Questions to Minister Animal industries and responses at the press conference

Questions from Newvision News Paper Reporter:

1. *The reporter's first question was, How big is the honey market and how can the honey sector seize it?*

Minister's Response

In his response to the question he informed the public that the honey market is very big and that moment even the domestic market is not yet seized but efforts are underway through government programmes to ensure that production of honey is increased to 500 MT which is Uganda's potential.

2. *What plans are in place to ensure that there is conservation of forests because they are key in honey production as siting areas?*

Minister's Response

The minister said that the Ministry of Agriculture together with Ministry of Water and Environment are implementing a project funded by Africa Development Bank and Government of Uganda called FIEFOC (Farm Income Enhancement and Forest Conservation) project which is putting much effort on forest conservation and tree planting while promoting apiculture as a component in the project.

Question from Sanyu FM report Joshua

3. *For the mentioned current honey production and estimated potential production what time period is the sector looking at?*

Minister's Response

The minister mentioned that the current production and projections made for the sector are for based on what is produced on an annual basis.

Questions from NTV's reporter Samuel Ssetubba

4. *If Uganda is to export honey to any lucrative markets, the current packaging material does meet the standards, what is the sector's way forward on this?*

Minister's Response

The minister said, when one is to export and meets the quality what the exporter wants, then there is a possibility of acquiring the specified packaging materials and alternatively negotiate that the honey be bulked and repackaged by the exporter.

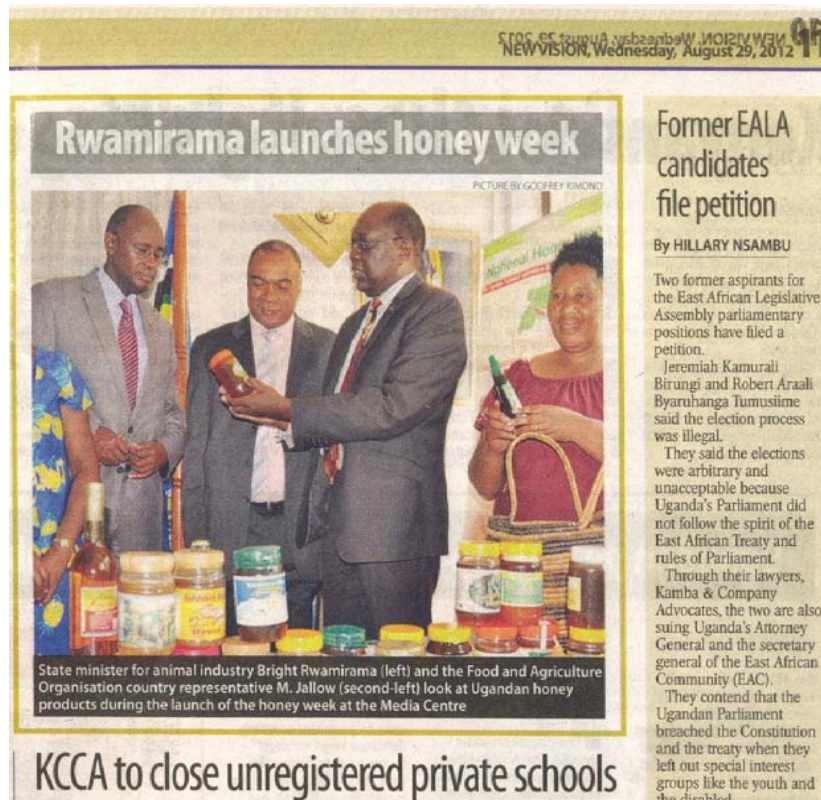
5. *Agriculture and apiculture in specific faces a challenge in financing and how has the sector gone about this?*

Minister's Response

The minister informed the stakeholders that there are different agriculture credit facilities in place in agriculture in different banks and plans are in place to ensure that this money is accessed by the different beekeepers.



10.3 Newspaper caption about the Press conference



10.4 List of members who gave donations to Mulago

1. Aine've Investments
2. Akiba Products
3. BBC
4. Blessed bee for life Trade Post
5. Bwindi Beekeepers Development Association
6. Connaisseur Honey Bushenyi
7. Etori Apiculture Association
8. Gates Honey
9. JLLIMA Holdings
10. Kabale Municipality Modern Beekeepers Association
11. KABECOS
12. Kabula Beekeepers Association
13. Kashambya Beekeepers Association
14. KITWOBEE
15. MORIE HONEY
16. Nakasongola Beekeepers Association
17. Natural Bee Product Moyo
18. Nkuringo Beekeepers Association
19. Nyakabande Abashirahamwe Beekeepers Association
20. Nyarubuye Organic Honey
21. SULMA Farms
22. Tororo District Bee Farmers Association



10.5 List of organizations who exhibited during the event

No.	COMPANY NAME	PRODUCTS/SERVICES	CONTACT
1.	ADEG ARONYA BEEKEEPING GROUP	Honey	0774973540
2.	AFRISA -MAKERERE	Training from certificate to degree in beekeeping, community training	0782315636
3.	AFROPLAST ENTERPRISES LTD	Packaging material	0793221146/0793221145
4.	AGAGO OPELLA TEM GUMI GROUP	Honey	0774973540
5.	AINE'VE INVESTMENTS (U) LTD	Honey, Propolis	0782738522
6.	AKAYA GROUP	Honey, Candles, Manual	0788460153/0701849691
7.	AKIBA PRODUCTS LTD	Honey	0704943491
8.	ANGA PITI BEEKEEPING GROUP	Honey	0774973540
9.	API-PRODEX CENTRE LTD	Honey, Capsules, Beepollen, Propolis	0772521226
10.	API TRADE AFRICA	Lobbying & advocacy, Market linkage	0712303331
11.	ARUA MOYO NEBBI BEEKEEPERS ASSOCIATION	Honey	0774680445/0774791144
12.	ARYODI BEE FARM	Honey, Propolis, Tincture	0752843446
13.	BAKALE BEES	Honey	0777030718
14.	BEE HOUSE PRODUCTS (U) LTD	Honey, Equipment	0772860695
15.	BLESSED BEE FOR LIFE TRADE POST	Honey, Propolis	0782541912
16.	BUHOPPA	Honey	0772878097
17.	BUNYANGABU BEEKEEPERS COOPERATIVE (U) LTD (BBC)	Honey, Propolis, Candles, Training	0771443903
18.	BUSHENYI CONNOISSEUR HONEYS	Producer & processor Honey, Training	0772627874
19.	BWINDI BEE KEEPERS COOP SOCIETY	Honey, Candles, Propolis	0782329259
20.	EASTERN UGANDA BUDAKA & IGANGA HONEY	Honey	0788087740/0752586677
21.	EFFECTIVE SKILLS DEVELOPMENT CONSULTANTS	Honey wine	0752573900
22.	ELOHACOPO FOUNDATION	Honey	0712860049
23.	ETORI APICULTURE ASSOCIATION	Honey	0782832537
24.	FOREVER LIVING PRODUCTS (U) LTD	Honey, Propolis, Bee pollen Training	0701317476
25.	GATE'S HONEY	Honey	0784459777



26.	JLLIMA HOLDINGS (U) CO LTD	Honey, Propolis, Soap, Beeswax	0772575033
27.	KABECOS	Producer & Processor for Honey, Propolis, Beeswax	0775400988
28.	KABULA BEEKEEPING PROJECT	Honey	0772689854
29.	KACODA ENTERPRISES LTD	Honey	0772664891
30.	KAMUMBA	Honey	0778224461
31.	KASHAMBYA BEEKEEPERS ASSOCIATION	Honey	0782008903
33.	KAYONZA BEEKEEPERS ASSOCIATION	Honey, Beeswax, Bee hives	0772998803
34.	KIRUHURA ORGANIC HONEY	Honey	0772417998/0712280121
35.	KISORO COMMUNITY ASSOCIATED BEEKEEPERS (KISORO PURE HONEY)	Honey, Propolis, Candles	0703090064
36.	KITGUM WOMEN BEEKEEPERS	Producer & processor Honey, Beeswax, Training	0772915807
37.	KITLAM BEEKEEPERS COOP SOCIETY	Honey	0782155156
38.	MAYUGE INTEGRATED APICULTURAL ASSOCIATION (MIAFA)	Honey	0788344034
40.	MEBKC	Producer Honey, Training, Equipment	0392943018
41.	MODERN BEEKEEPERS	Honey	0782245752
42.	MOYO BEE PRODUCT	Honey, Beeswax	0754643552
43.	NAKASONGOLA BEEKEEPERS ASS	Honey, Propolis, Beeswax	0772340468
44.	NATURAL BASKET UGANDA LTD	Honey ,Candles, Wine	0772029306
45.	NATURAL BEE PRODUCTS MOYO	Honey, Body jelly, Propolis, Tincture, Ointment, Beeswax	0772994811
46.	NYAKABANDE ABASHIRAHAMWE	Honey, Propolis, Candles	0759897412
47.	NYARUBUYE TUZAMUKE BEE KEEPERS ASSOCIATION	Honey, Propolis, Candles	0780111170
48.	NYEKO RACH BEEKEEPING GROUP	Honey, Propolis, Candles	0774973540
49.	PADER ORIB CAN BEEKEEPERS	Honey	0774973540
50.	RETURN COMMUNITIES BEEKEEPERS ASSOCIATION KITGUM AND LAMWO	Honey, Cake, Simsim honey paste, Propolis, Beeswax	0772721330 0756435253 0794435253
51.	SULMA FARMS LIMITED	Honey, Beeswax, Propolis, Creams	0752584069
52.	TEM GUMI BEEKEEPING GRPUP	Honey, Mead	0774973540
53.	TODIBEFAS	Honey, Wax	0772690427
54.	TROPICAL BEEKEEPING INSTITUTE	Honey, Training materials DVD, manuals	0782666418



10.6 Speech of the FAO country Representative at opening of exhibition event

STATEMENT BY FAO REPRESENTATIVE 30/08/12

Government Representatives

Development Partners

Chairman TUNADO, Mr. Jurua Jackson

Executive Director, TUNADO, Mr. Biryomumaisho Dickson

Members of TUNADO

All Apiculture Stakeholders present

Invited guests

Ladies and gentlemen

Greetings from the entire staff of the Food and Agriculture Organization of the United Nations (FAO) in Uganda, Accra and Rome and welcome to the **3rd National Honey Week** show being held here at Forest Mall - Lugogo.

I would like to seize this opportunity to extend my sincere appreciation to the TUNADO Management for organizing this event. Thank you Development Partners who have managed to sponsor part of the activities of the Honey Week and Exhibitors for showcasing their products. To the public, I say thank you for your participation and come again next year.

I am well aware that the Honey Week started on Monday, 27th August 2012 with the Press Conference officiated by the Honourable Minister of State for Animal Industry, and that you have generously donated Honey and other Beehive Products to the Mulago Hospital. That gesture demonstrates that the Honey Industry, under the leadership of TUNADO, is growing and raising awareness on the vital role Bees play in providing medicinal beehive products. Honey and Propolis are definitely medicinal with anti-fungal, anti-viral and anti-bacterial properties, which are good for our health and for boosting our body immune systems.

I do understand that the theme of this Honey Week is **“beekeeping – a leverage for national food and income security”**. The theme is appropriate because we, as Food and Agriculture Organization of the United Nations (FAO), are passionate when it comes to food security in Uganda and all over the world. In fact, achieving food security for all is at the core of FAO's efforts and our mandate is engrossed in improving levels of nutrition, agricultural production and productivity, and living standards, especially for the rural populations, which contribute to economic growth.

Allow me to mention that FAO is supporting the beekeeping enterprise in Kabale and Kisoro districts under the Great Lakes Project. Specifically, we have **1,065 beekeepers** as beneficiaries of the project and they have been organized into **6 Sub-County level Associations; 2 of them** have already been transformed **into co-operatives** and the others are in the process of being transformed. **Six Honey Collection centres** for the associations and co-operatives have been established and supported with



honey refining equipment and their products are all evidently displayed at this show. The project has also enhanced the acquisition of modern beehives in two districts by supporting the farmer associations with a woodwork machine that makes it easier to make the hives. The Honey Collection/Refining Centres have also been respectively linked to different supermarkets where they supply packaged honey.

I am very pleased to note that FAO has also been very much in touch with TUNADO, and that efforts were made to support some activities of TUNADO at regional and national level. The most notable one was the grassroots consultative meeting for South-Western Uganda, held in Kabale district at the beginning of this year, which contributed substantially to the development of TUNADO's *National Apiculture Strategic Plan 2012-2017*. In addition, FAO also contributed to the *National Multi-Stakeholders' Platform (MSP) workshop* held at Farmers' Federation House in June this year, where practical recommendations for boosting honey production were made. Earlier in the year, FAO sent 2 government officials to Kayseri, Turkey for an Expo and Workshop on Honey and Honeybee products, who in turn shared the knowledge acquired at the National MSP workshop.

Chairman, TUNADO, Ladies and Gentlemen, I would like to assure you that FAO will continue to support and assist the Apiculture Sub-Sector in Uganda and ensure that there is growth in the sub-sector, as a means of sustaining livelihoods, generating income for rural households, and improving nutrition and health at household level.

At this juncture, I would also express my pleasure for the arrangements made to make the show successful. These shows increase public awareness on beekeeping, create market linkages, establish business contacts and networks among the honey value chain actors, and facilitate market information exchange to create a 'pull' towards increased production in honey and other honeybee products.

I am informed of the high demand for Ugandan honey both domestically and internationally, but taking advantage of the market opportunities would require effective networking among the Apiculture Stakeholders. Thank you, TUNADO, for your efforts on building up the network. As honey is only one of many honeybee products, I am appealing to all of you to seriously consider producing other products that are also highly profitable, such as **Propolis, Royal Jelly, Bee Venom and Beeswax**.

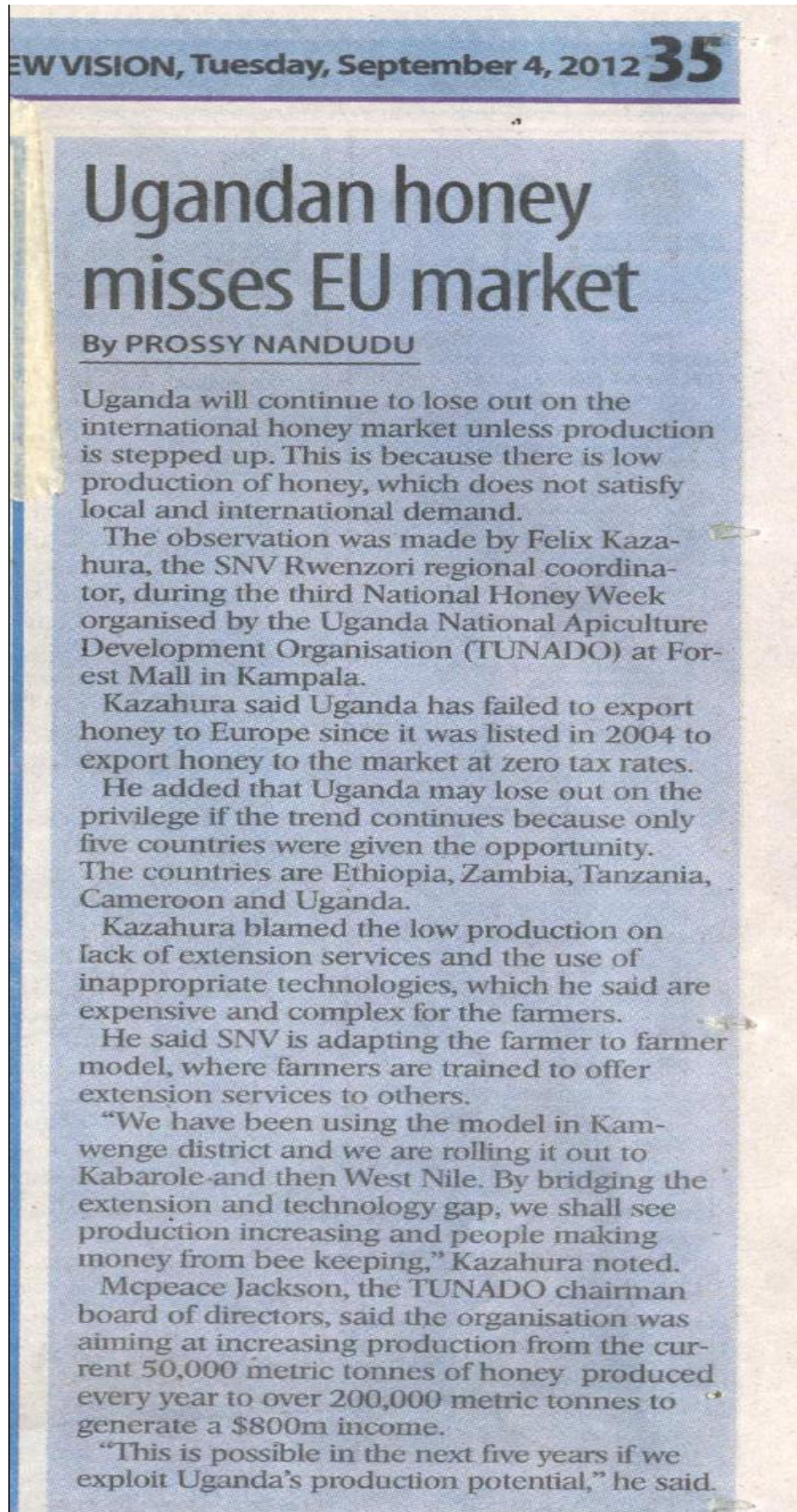
Permit me, Chairman, to sincerely thank the Government of Uganda, particularly Ministry Of Agriculture, Animal Industry and Fisheries (MAAIF), for supporting beekeepers through TUNADO, the Development Partners for supporting beekeepers directly, the beekeepers present for the fantastic work you are doing, and TUNADO for providing strategic direction for the Apiculture Sector and for organizing promotional events.

I wish you a very successful exhibition.

In conclusion, Chairman, Ladies and gentlemen, I have the honour and privilege to declare the **3rd Annual Honey Week Exhibition open**.



10.7 Newspaper report of the opening ceremony of honey week exhibition





10.8 Criteria Judging Exercise Honey Week Exhibition 2012

Date:

Judging by:.....

Category : e.g. Processor and Packers

No.	Name of Exhibitor	Member of TUNADO	No. of products	Conformity to theme	Conformity to theme	Design and Branding	Product information	Finish and cleanliness	Compliance to standards	No. of Outlets	Staff customer care	Total

**NB: Rank 1- 5 : where by 1 is lowest ranking and 5 is highest ranking
45 Points is the highest total attainable by each exhibitor**



10.9 Speech by the Guest of Honour during the honey week exhibition closing ceremony

**Hon. Ministers present
Heads of Government Departments,
Development Partners,
TUNADO Management,
Distinguished guests,
Members of TUNADO and entire beekeeping community,
Ladies and Gentlemen**

I am honoured and delighted for the opportunity to officiate and award best exhibitors and participants of this year's honey week 2012.

Ladies and gentlemen, it gives me pleasure to see a child born, surviving, growing and becoming mature. For some of you who may not be aware, The Uganda National Apiculture Development Organisation (TUNADO) formation followed the government initiative particularly through Office of the Prime Minister (the office which I currently head).

At this point allow me give you a brief history of how TUNADO was formed. Before 2000, the beekeeping sector was disorganised and beekeeping was a wild activity based on honey hunting and every beekeeping association claimed to be the apex body and with very many none coordinated efforts. In 2001 with support from Common Wealth secretariat, the government of Uganda commissioned a study which actually indentified honey as one of non-traditional commodity that can diversify the country's economy. However, the same research recommended that for that to happen the sector must be coordinated under one umbrella organisation. Besides, research had earlier lone indicated that Uganda's honey production potential is 500,000 Metric tonnes. As you are all aware that NRM government is good at listening and implementing people's will, His Excellency the President of the Republic of Uganda Gen. Kaguta Museveni charged Prime Minister's Office with the responsibility in 2002 to consider recommendations of the report and have apiculture sector organised.

The Office of the Prime Minister charged Prof. Mondo by then minister of general duties in the OPM to lead this exercise. Apiculture Stakeholders all over the country were consulted, several meetings conducted, a working committee constituted and later in 2003 the baby TUNADO was born. At the time of TUNADO's formation the government had started recognising private led economy thus TUNADO was left in the hands of the private sector. However, the government did not stop at that in 2005 an MOU was signed between TUNADO and Government of Uganda through MAAIF giving TUNADO a mandate to coordinate apiculture initiatives and apiculture stakeholders. In the same way the government allocated TUNADO on office on Buganda Road plot 76 in MAAIF livestock building in Wandegeya.

The government of Uganda under the leadership of president Museveni is passionate in market development for agriculture products, in 2005 the government secured international market by ensuring that Uganda is on third countries allowed to export honey to the EU. This is a clear manifestation that



Ugandan honey and other hive products are of highest quality. I therefore encourage everyone to eat Ugandan Honey. I want to assure Ugandans that although we are currently not exporting big volumes due to low production, we shall do all what it takes to ensure that we remain on this list to export to E.U. The government has already put strategies in place that will assure increased production through different programmes and initiatives such as NAADS, NUSFA, FIEFOC, PMA and many others. I am also challenging MAAIF to ensure that there is a standalone project for beekeeping as opposed to current projects where beekeepings come in as a project component.

The above said, I am once again happy to see TUNADO playing its function of coordinating the sector the reason government created it. I therefore want to make this point clear that the government shall not allow anyone trying to disorganise the sector again. In addition I want to challenge every one before you ask what the government is doing for TUNADO and the beekeeping industry in general, ask you self which contribution have I made to TUNADO and the beekeeping community. That way we shall move the sector forward.

That mentioned, I want to thank the organisers of this event for selecting a very important theme for this year which is “beekeeping a leverage for national food and income security”. Indeed bees a wonderful commercial insects in a sense that they provide pollination services to the food we eat and enhance crop productivity. Bees pollinate one of Uganda’s important traditional cash crop coffee. I therefore want to add my voice and call upon all development partners local and international to promote integration of bees in cropping systems particularly coffee, sunflower and fruit orchards. In addition to bees providing pollination services, they provide highly nutritive food known as honey and propolis. The two products are medicinal in nature, boost body immunity, with anti fungal and anti-bacterial properties. I therefore encourage everyone to consume honey.

Who surely does not know that beekeeping is providing employment to one million and two hundred thousand Ugandans particularly those living in rural areas? Besides, there is high market demand for honey and other hive products and this means every one can earn an income out of beekeeping.

Having grown from up-country, and as a member of beekeeping association in my home area, I am aware that an average beekeeper requires at least twenty hives and each can produce minimum of 10kg per year and a kilogram goes for 10,000 on farm gate price in my area. Meaning that a farmer can get up to 2,000,000 from apiary alone and the enterprise requires less time and low cost of investment. Therefore the government’s strategy of prosperity for all of a household earning 20,000,000 per year is possible.

It is therefore my advice to unemployed youth, men and women to start beekeeping enterprise and earn an income. We have got to learn how to create employment and not job seekers. The government has created youth fund and such enterprises stand a high chance of attracting this fund.

I want to thank development partners who are supporting the beekeeping sector particularly in once war affected areas such as Luwero triangle, West Nile, Mid north and north eastern Uganda you are doing a good job. I also want to thank MAAIF for continuing to support TUNADO and the beekeeping community. Finally I am proud of TUNADO for the good work you are doing and leading as an example.

This being a yearly event, for creating awareness on apiculture and creating market linkages, I recommend that government programmes, development projects supporting beekeepers highly get involved and support TUNADO to have this honey show sustainable like the one of Landon this way honey trade will be enhanced and apiculture agenda will be on top.



Finally I want to assure the beekeeping community that my office is open and the government shall continue extending needed support to TUNADO since we have an MOU through MAAIF and it is good for people to know that government works with organised groups. That is why you need to join and support TUNADO and have a strong representation.

Once again I am proud to officiate and award the best exhibitors and participants. Otherwise I wish you nice deliberations for the few remaining hours and journeys mercies for those travelling back to up-country.

FOR GOD & MY COUNTRY

10.10 Consumer Response Cards used to collect feedback

Date:

Name of Exhibitor.....

NB: 1 represents lowest rating and 5 represents highest rating

No	Criteria	Tick Where Applicable				
		1	2	3	4	5
1	How would you rate the packaging of the products?					
2	How would you rate the taste of the honey?					
3	How would you rate the price of the honey?					
4	How would you rate the general attention of the stall					
5	How did you know about the honey week exhibition 2012?	TUNADO member ----- Flier/posters ----- Radio/TV ----- Website ----- SMS ----- Others -----				
6	Based on the honey week event, are you going to consume more honey products	Yes ----- No -----				



10.11 Exhibitors Evaluation during the honey week exhibition event 2012

DATE: 30 th August – 1 st September 2012						
The Honey week met my expectations	Strongly agree -	agree -	neutral	disagree	strongly disagree	not sure
	40%	45%	5%			
I feel that the platform provided valuable information, skills and experiences relevant to the my business	strongly agree -	agree -	neutral	disagree	strongly disagree	not sure
	41%	52%	3%	3%		
The general organization of the Honey week event in terms of communication and preparation	Very satisfactory -	satisfactory -	neutral	dissatisfactory	Very dissatisfactory	not sure
	33%	66%				
The location of the event	Excellent-	Very Good -	Good -	Fair	poor	not sure
	35%	28%	21%	14%	3%	
The venue and stalls arrangements were	Very satisfactory -	satisfactory -	neutral	dissatisfactory	Very dissatisfactory	not sure
	17%	57%	20%	7%		
The event enabled me have business interactions and contacts	strongly agree-	agree-	neutral	disagree	strongly disagree	not sure
	33%	56%	11%			
Public response to the event as regards to visiting the stalls	Excellent-	Very Good -	Good -	Fair	poor	not sure
	17%	31%	38%	9%	9%	
On average what percentage of your products were you able to sell during the event	100%	70%	50%	30%	10%	0%
	17%	48%	9%	17%	9%	
The allotted days were an adequate amount of time for the exhibition	strongly agree -	agree-	Neutral-	Disagree-	strongly disagree-	not sure-
	3%	41%	23%	10%	9%	
Overall the value of the honey week event was	Excellent-	Very Good-	Good-	fair	poor	not sure
	9%	62%	28%	3%		
Are you a member of TUNADO?	Yes -88% No -17%		If No, are you willing to join? Yes 70% No 12%			
Comments that would benefit the organizers of the honey week event.						
<ul style="list-style-type: none"> • It was surely a good one, keep it up since its very beneficial • Location targets entrances of big supermarkets which maximize sales and exposure • The sector has proven to be growing due to new innovations that have come on board. Please concentrate and keep it up. • There is need for more money to support more exhibitors to the event. • TUNADO should ensure good accessibility and visibility of every stall 						



10.12 Promotional information poster and banner used during the honey week

A Publication Of The Uganda National Apiculture Development Organisation

THE 3rd NATIONAL HONEY WEEK 27th AUG - 1st SEPT, 2012
THEME: BEEKEEPING A LEVERAGE FOR NATIONAL FOOD & INCOME SECURITY

Bee polination service for increased crop production

Honey is food **Beekeeping generates income**

HONEY WEEK ACTIVITIES

1. **27/08/2012** -- Press Conference 10am - 12pm at media Centre graced by: Hon. Bright Rwamirama (AI)
2. **28/08/2012** -- Honey Charity Donation to Mulago Hospital -TUNADO Members
3. **27-29/08/2012** - Satellite exhibition of honey & other hive products at Tuskys & shoprite supermarket
4. **30/08/2012** - Honey exhibition open at forest mall lugogo graced by country representative FAO
5. **31/08/2012** - Exhibition continues with team of judges
6. **1/09/2012** - Award of best exhibitor by Rt Hon.Prime Minister Amama Mbabazi

Supported By: MAAIF, Environmental Policy, Bee for Development, Self Help Africa, NAADS, swisscontact, FAO

The 3rd National Honey Week (27th Aug - 1st Sept, 2012)
 Organised by:
 The Uganda National Apiculture Development Organisation

THEME: BEEKEEPING A LEVERAGE FOR NATIONAL FOOD AND INCOME SECURITY

VENUE: Forest Mall-lugogo bypass
 (shoprite/game shopping centres)

Date: 30th, 31st Aug and 1st sept, 2012

Supported by: swisscontact, ZOA, Bee for Development, Self Help Africa, SNU



10.13 Programme 3rd National honey week event 27/08/12 – 01/09/12

DATE	TIME	ACTIVITY	RESOURCE PERSON
Monday 27 th Aug, 2012	11:00 am	Press conference- Officiated by Hon Minister. Bright Rwamirama Members and Stakeholders to attend:- <ul style="list-style-type: none"> • FAO • SNV • SWISSCONTACT UGANDA • ENVIRONMENTAL ALERT • SELF HELP AFRICA • MAKERERE UNIVERSITY AFRISA • KILMO TRUST • MEMBERS OF TUNADO 	Ms Namala M. Charity
	9:00am-5:00pm	Satellite exhibition on the following shopping and supermarket Malls:- <ol style="list-style-type: none"> I. Tuskys (Ntinda, Makerere & Kitintale) II. Shoprite (Clock tower) 	Volunteers under supervision of Jacqueline Ainembabazi
TUESDAY 28 th Aug, 2012	9:00am-12:00noon	Honey and other product donation to Mulago hospital with a charity walk.	TUNADO Chairperson
	10:00pm-11:00pm	Radio talk show at Dembe FM and KFM	
	9:00am-5:00pm	Satellite exhibition continued on the following shopping and supermarket malls continues:- <ul style="list-style-type: none"> • Tuskys (Ntinda, Makerere & Kitintale) • Shoprite (Clock Tower) 	Volunteers under supervision of Jacqueline Ainembabazi
WEDNESDAY 29 th Aug, 2012	9:00am-5:00pm	Satellite exhibition continued on the following shopping and supermarket malls:- <ul style="list-style-type: none"> • Tuskys (Ntinda, Makerere & Kitintale) • Shoprite 	Volunteers under supervision of Jacqueline Ainembabazi
	10:00pm-11:00pm	TV talk show at WBS and Bukedde	TUNADO ED, Chairperson & any other director
	2:00pm-5:00pm	Exhibitors set up their stall	Babirye to Coordinate
THURSDAY 30 th Aug, 2012	8:30am-5:00pm	Exhibition/honey fest / testing begins	TUNADO staff
	8:30am-5:00pm	Tallying of patrons/guests	Volunteers
	8:30am-5:00pm	Response collection from patrons/guests	TUNADO staff and Mable coordinates
	11:30am-1:00pm	Platform for honey week sponsors and time allocated in response to the category	TUNADO ED coordinates



	2:00 pm	Country Rep FAO-arrives at the venue	TUNADO Chairman
	2:00:05pm-2:20pm	Tour of stalls by	TUNADO Chairman
	2:20-2:40 PM	Opening remarks from:- TUNADO Chairman Short speeches from Environmental Alert	TUNADO ED to coordinate
	2:40-3:20PM	Speech by Country Rep FAO	Country Rep FAO
	3:20Pm	Departure -Country Rep FAO	Country Rep FAO
FRIDAY 31 st Aug, 2012	8:30am-5:00pm	Exhibition/honey fest / testing continues	Exhibitors and guests
	8:30am-5:00pm	Tallying of patrons/guests continues	Volunteers
	8:30am-5:00pm	Response collection from patrons/guests continues	TUNADO staff and Mable coordinates
	11:30am-1:00pm	Business to Business platform	Mable coordinates
	2:00-4:00pm	Panel of Judges convenes to select best exhibitor	UNBS and MAAIF lead the team
SATURDAY 1 st Sept, 2012	8:30am-5:00pm	Exhibition/honey fest / testing continues	Exhibitors and guests
	8:30am-5:00pm	Tallying of patrons/guests continues	Volunteers
	8:30am-5:00pm	Response collection from patrons/guests continues	TUNADO staff and Mable coordinates
	10:00 am	Guest of Honour (Rt. Hon Prime Minister Amama Mbabazi) arrives at the venue	TUNADO Chairman
	10:05am-10:20	Tour of stalls by the guest of honour	TUNADO Chairman to lead with stakeholders
	10:20-11:00	Opening remarks from:- TUNADO Chairman Short speeches from development partners:- <ul style="list-style-type: none"> • Self Help Africa • Swiss Contact • ZOA 	TUNADO ED to coordinate
	11:00-11:20am	Award of trophies to the best exhibitor Award of certificates to all exhibitors	Guest of Honour
	11:20am-11:40am	Speech by Guest of Honour	Guest of Honour
	12:00non	Departure by Guest of Honour	Guest of Honour
	12:00-5:00pm	Exhibition continues	General public
	3:00 pm	Collection of response from exhibitors	TUNADO staff
	5:00pm-6:00pm	Packing and departure	All exhibitors



10.14 Speech by the Chairman TUNADO during the honey week exhibition opening ceremony

CHAIRMAN'S SPEECH AT THE OPENING CEREMONY OF NATIONAL HONEY SHOW 2012 ON THURSDAY 30th AUGUST 2012 AT LUGOGO FOREST MALL.

Our guest of honor the Country Representative of Food and Agriculture Organization of the United Nations. The Representative of MAAIF, The Executive Director of Environmental Alert, Representatives of our Development partners, TUNADO Board of Directors, The Executive Director of Apitrade Africa, The Executive Director of TUNADO, Our industrious Exhibitors, Show patrons, ladies and gentlemen. On behalf of the Board, Management of Tunado and the Beekeeping fraternity and my own behalf I welcome you all to the National Honey show 2012 which is being held at this Lugogo Forest Mall. Thank you for setting this time aside out of your busy schedules to come and attend this National honey show 2012. Your presence here is a manifestation of your love and appreciation of the role bees play in our lives.

Our guest of honor ladies and gentlemen I am Jurua Mcpeace Jackson the Chairman of the Board of Directors of "The Uganda National Apiculture Development Organization". (TUNADO) in short is a membership based national apex body which is registered with the registrar of companies and mandated by the government of the republic of Uganda to coordinate the activities of the stake holders in apiculture industry in Uganda. The organization is managed by a Board which is elected to office every five years at the annual general meeting (AGM)

Representation on the Board is based on the major actors along the value chain. The bee farmer's representation is based on the agro ecological zones namely West Nile, Mid North, North East, Eastern, Central, Mid Western and South Western. Then the packers/processors are represented on the Board by 2 persons. Then there is a slot for the academia and Civil society organization. Apart from being the chairperson of the Board I am the representative for West Nile region and my other colleagues on Board are Mrs. Lakot for Mid North, Mr. Oluga George for North East, Mr. Kisaali Bosco for Eastern, Mr. Charles Kanyike for Central, Mr. Tunanukye George for Mid western and Mrs. Evace Mugabi for South western. Apart from being the representative of south western Mrs. Evace Mugabi is my deputy chair person of the organization Mr. Aine Byona and Mr Farid Karama represent the packers and processors on the board. The academia and civil society position will soon be filled.

The day to day activities of the organization are undertaken by the management led by the Executive Director Mr. Biryomumaisho Dickson. The Executive Director is assisted by Programmes Manager Ms Namala Mable, Accountant and Administrations Manager Ms Babirye Sauda and Membership Development officer Ms Jackie Ainembabazi.

Our guest of honor ladies and gentle men this is the third edition of the national honey show and as you saw for yourself the exhibitors come from the seven ecological zones of Uganda. We have a total of 50 organizations who are exhibiting their products here today. The main objective of the National honey week which ends with the national honey show is to create awareness among the general public, consumers and value chain actors that bees are very vital in enhancing food security through their pollination services and the honey and other hive products they produce for human consumption are nutriti-



tious and medicinal .Further more the national honey show provides an opportunity for the public to learn about the ease with which one can generate additional income through beekeeping as it is a low cost enterprise. The third objective of the national honey show is the creation of sustainable rewarding markets and linkages for honey and other hive products(i.e bees wax, propolis etc). This year's show will also provide an opportunity for the participants to mobilize themselves so as to be able to participate in the continental honey show which will take place in Ethiopia Addis Ababa from the 23 September to 27 September 2012.Lastly this high level promotion serves as a basis to interest Government, Development partners and the private sector to increase their funding for the sector as the benefits impact positively on the population. For instance with a sustainable and rewarding market producers will be incentivized to produce more as they will develop confidence in the market.

Increased production will mean increased incomes for the households and improved live hood. Jobs will be created along the entire value chain thus reducing the massive unemployment among the population today. Our guest of honor ladies and gentlemen I am happy to inform you that we have a young person who is engaged in honey processing and exhibiting, he clearly attests to my observation that the industry can employ some of our youth who are un employed today and looking for white collar jobs.

Our guest of honor your presence here today is in consonance with the mandate of the Food and Agriculture Organization of the United Nations that is to raise the levels of nutrition and standards of living, to improve agricultural productivity and better the condition of the rural populations.

Our guest of honor ladies and gentle men you will all agree with me that the apiculture industry contributes immensely to full fill the above mandate as you all know that honey the product of the industry is a very nutritious food ;that is why both the Holy Quran and Hadith refer to honey as a healer of disease and that is why also a man named John the Baptist in the Bible was only eating honey and locusts . Secondly the pollination services provided by bees improves agricultural productivity by increasing the yield of the crops in the case of Uganda research findings indicate that pollination by bees leads to 60% increase in coffee yields

Thirdly the rural populations who can engage in beekeeping will improve their conditions as they can earn additional income from the enterprise at low cost or no cost.

Our guest of honor ladies and gentle men we in TUNADO are promoting beekeeping as a business because we know it is feasible and can alleviate poverty among the rural population. We have been able to move this far since 2004 because of building and sustaining partnerships and networks with state and non state agencies , on this note allow me to thank TUNADO for organizing this show .I also want to thank the members of TUNADO and other actors in the value chain for their continued support and cooperation with Tunado.

Our Development partners you have been wonderful and thank you for your continued support and cooperation. Thank you MAAIF for your continued support and cooperation especially Ms Alice Kangave and Dr Kauta for your technical advice and guidance.I also wish to thank the government for providing an enabling environment for people to engage in business. Lastly I thank you sir Our guest of honor for honoring our invitation and visiting the stalls and also seeing the results of the FAO project in Kabale and Kisoro area where the agency has been supporting our farmers to increase production and add value. Ms Patricia thank you for the wonderful work you are doing and for hosting TUNADO consultative meeting in kabale. Sir I want to assure you of our continued cooperation with the country office and are looking forward to conclude an MOU with the organization so as to take apiculture industry in Uganda to another level.

We should be able to increase production from the current 50,000 metric tons to over 200,000 metric tons worth U \$800,000,000.00 Which is a better proportion of Ugandas production potential of 500,000 metric tons (Prof horns) I thank you all for listening.

For God and my country.



10.15 Speech by the Chairman TUNADO during the honey week exhibition closing ceremony

CHAIRMAN'S SPEECH AT THE CLOSING CEREMONY OF NATIONAL HONEY SHOW 2012 ON SATURDAY 1ST SEPTEMBER 2012 AT LUGOGO FOREST MALL.

- The Right Honorable Prime Minister
- Hon Ministers Present
- Members of parliament
- The executive Director NAADS
- Heads of Government Departments
- Our Development Partners
- The Board of Directors of Tunado
- The Executive Director of Tunado
- Other distinguished guests
- Exhibitors
- Ladies and gentle men

On behalf of the, management and stake holders in the Apiculture sector I welcome you all to this the closing ceremony of the 3rd edition of the national honey week 2012. Thank you for your presence and allocating your time from 27th August until this last day 1st of September 2012, to be with us. By doing so you are making a statement that you love and care for the Apiculture sector. As Tunado the apex and membership based body mandated by Government of Uganda, we will always be thankful and grateful.

I am Jurua M Jackson, The Chairman Board of Directors of Tunado and I also represent the bee farmers of West Nile region. My other colleagues on the Board are Mrs Evace Mugabi who is the Vice Chairperson and representing South Western Region; Mrs Lakot Mary representing Mid North; Mr. Oluga George representing North East; Mr. Kisaale Bosco representing East; Mr. Kanyike Charles representing Central; Mr. Tunanukye George representing Mid Western; Mr. Ainebyona Clive representing, Packers and Processors and Mr. Farid Karama representing Processors and Packers. The day to day activities are executed by management led by the Executive Director Mr. Biryomumaisho Dickson who also serves as Secretary and Ex Officio member of the Board.

Tunado is the membership based apex body mandated by Government to coordinate stakeholders in the apiculture sector. It has over 150 members comprising of groups, associations, companies, individuals and associates representing one million two hundred thousand Beekeepers.

The national honey week / show is an important annual event in the calendar of TUNADO because it is in line with TUNADO philosophy of promoting apiculture as a business enterprise.

The major objective of the national honey week / show is to create awareness among the public and private sector about the role bees play in our lives and national development.

Bees pollinate our food and forest crops such as coffee, sunflower and many nutritive fruits

Bees provide us with honey which is the most nutritious natural food

Bees provide us with bees wax, royal jelly, bee venom, bee brood and pollen all with medicinal values it's no wonder one of the greatest books says (honey heals all diseases) and another one says "eat honey for it is a natural sweetener"



Bees provide us a means for earning income through sale of hive products mentioned above.

Bees protect our eco system hence conserve our environment and nature

Bees provide employment ie input dealers, extension services providers, traders, trainers etc

Bee's, bee's, bee's, bee's and more bees.

Our guest of honor ladies and gentle men the honey week started on Monday 27th August 2012 with a press conference at the media centre. The press conference was graced by our dear Hon. Minister of State for Agriculture, Animal Industry and Fisheries Lt Col Rwamirama k Bright and the Country representative of Food Agriculture Organization of the United Nations Al Hajji M Jallow.

On Tuesday 28 August we marched to Mulago referral hospital from our offices located on plot 76 Buganda road Wandegeya and donated honey and propolis worth over 10 million ugx to the patients of Mulago. This was to inform the public that honey is medicinal and every household should have it. The police provided excellent security and guidance. On this note allow me to thank the Inspector General of Police for professionalizing the police force.

On Thursday 30th August 2012 the national honey show was officially opened by the country representative of the Food Agriculture Organization of the United Nations Al Hajji m Jallow. We are truly thankful to him for opening the Show and attending the Press Conference. Once again thank you for loving the apiculture sector.

The country representative of FAO accepted to officiate because bee's play an important role in fulfilling the mandate of FAO which is to raise the levels of nutrition and standard of living ,to improve agricultural productivity and to better the condition of rural populations.

On Friday a panel of judges led by Mr Sekitoleko of the Uganda National Bureau of Standards and accompanied by the competent authority MAAIF, Swisscontact representing Development Partners and The Executive Director of Apitrade Africa assessed the exhibitors and the products they are exhibiting to select the best three exhibitors.

It is TUNADO's wish that the best three selected exhibitors be sponsored as representatives of Uganda to participate in the continental event Api Expo2012 in Addis Ababa from 23rd -27th September 2012.

Mini exhibitions of honey and other hive products have been running for the first three days of the week at The Shoprite clock tower branch and Tuskys branches of- Makerere, Ntinda and Kitintale. On this note allow me to thank the management of Shoprite and Tuskys supermarkets, for offering their prized space for these mini exhibitions at no cost. We shall ever be grateful .Please will the representatives of Shoprite and Tuskys stand up for recognition. I call upon other major supermarkets to join us next year. Today Saturday 1st September 2012 marks the end of the week long campaigns of the honey week 2012. Today Our Guest of honor and chief honey taster will award trophies to the best three Exhibitors and award certificates to all participants and certificates of recognition to our Development Partners. Bees are such fascinating animals (MAAIF) that I could keep on talking about them the whole day, however the MC gave me only four minutes therefore I must conclude my remarks.

Our guest of honor allow me to conclude by thanking the following who have contributed immensely, financially, technically and morally to the apiculture sector over the years. This has seen the sector now produce over 50,000 metric tons worth \$200,000,000.00 annually and employing over 1.2 million people.

Informal exports in the region are estimated at 15,000 metric tons worth \$60,000,000.00.

The above achievements for the sector would not have been possible without a favorable political, economical, social and technological environment. Thanks to the Government under the able leadership of our illustrious President H:E Gen Yoweri Kaguta Museveni who am told takes honey daily by Rogers



who is exhibiting honey from his(the Presidents) personal apiary , that is why he works very hard and never gets tired of searching for markets for proudly Ugandan products like honey, propolis, beeswax etc. The growth you have seen here today in the sector and the entire country is attributed to him and you his ministers.

Our Guest of Honor apart from the conducive environment we need A National Apiculture Policy to be put in place to regulate the industry; We need a deliberate budget allocation in the Ministry to support the sector and Tunado to enable it perform her role and finally Beekeeping has to be included among the priority enterprises because of the vital role bees play in providing food and income security and environment protection for the rural populations and if possible it should be incorporated in all cropping systems.

Thank you MAAIF for the technical and logistical support and guidance you have given to the sector. Special thanks to the Honorable Minister LT. Col Rwamirama K Bright, Director for Animal resources Dr Kauta, and our very own MAAIF Technical Officer Kangave Alice . The trio are the pillars for the sector in government and their doors are always open for us.

There are those who say NAADS has not contributed to the growth of agriculture in this country. I say let them go to our super markets and see the high quality food products that fill the shelves of the super-markets. Like the different brands of honey you see here today and other food products you find in the supermarkets are the fruits of the extension services provided by the national agriculture advisory services(NAADS). NAADS nurtured and guided Kitgum Women Bee Keepers Association from infancy to prominence. At the continental 2010 Api Expo Africa Kitwobe emerged the overall winner and made Uganda proud. This would not have happened if it was not for the guidance of NAADS who led the Ugandan delegation. This success story of Kitwobe has given birth to a prominent company Jillima Holdings company and an Association known as Return Communities Beekeepers Group. This association comprises of returnees from Konys' captivity. They have been inspired by the achievements of these women and now have hope that one day they will produce excellent honey like kitwobe women and in so doing they will come out of poverty. Thank you NAADS and you have our support and we shall continue to cooperate and associate with the good work.

UNBS thank you for continuing to give us your technical advice and guidance. TUNADO wishes to partner with you so that these processors you have seen here today who have exhibited honey of very high quality acquire the Q and S mark so that they can compete in the regional and international market.

Our development partners you have been great and please let us continue in this noble partnership. However our guest of honor let me single the following that have been exceptional:

Bees for development under the leadership of Dr Nicola Bradbear have supported TUNADO from inception to date. Currently they are implementing a project "Uganda honey trade project" in Kamwenge District in partnership with the KABECOS TUNADO and API trade A Africa. All though they are not present here today they are with us in spirit. And I say thank you Dr. Nicola and your team in Monmouth for building TUNADOs capacity our success is greatly attributed to you.

Environmental Alert thank you for helping our farmers in Zoka forest which was the former base of the LRA.

SWISS contact many thanks for helping our farmers in the war ravaged Luwero Triangle by linking them to a stable market Sulma Foods. At the consultative meeting for the central region which you supported I was able to see satisfied bee farmers, please continue with the good work.

SNV you initiated the idea of the multi stake holder plat form for the apiculture sector and out of it came the idea of hosting the honey week. This is a legacy we shall ever be grateful for. Thank you and thank you indeed.

FAO especially Patricia thank you for organizing the bee framers in Kabale and Kisoro. You have given them exposure visits to other countries as a result there is increased interest in bee keeping in



those areas and I was happy to meet enthusiastic bee farmers during the consultative meeting in Kabale which FAO sponsored. At the meeting I was treated to a revered drink called enturire which is made out of sorgum and spiced with honey. On further inquiry I discovered that the brewers pay good price for combed honey. They pay between shs 8000 to 10,000 for a 1kilogramme of honey. There is need to research further as it is a promising industry for farmers.

Self help Africa, thanks for supporting beekeepers in Kayunga and Bukedea ZOA and Makerere University thank you for partnering with us and together we shall surely overcome.

Our Guest of honor Ladies and gentlemen allow me to thank our youthful Executive Director Mr.Biryomumaisho Dickson who is behind the revival of TUNADO.

Many thanks go to our exhibitors for putting up a colorful exhibition where there were innovative products. To TUNADO management staff thank you for this excellent organization you have earned your selves 2 days break and lastly Forest mall thank you for providing your prized space for us to hold this exhibition.

For God and my Country.



The Uganda National Apiculture Development Organization - (TUNADO)

2012

Plot 76, Buganda Road. P.O. Box 8680, Kampala - Uganda

Tel: +256 414 258 070

Email: info@tunadobeas.org

Website: www.tunadobeas.org.