

THE UGANDA NATIONAL APICULTURE DEVELOPMENT ORGANISATION

A membership & apex body for coordinating apiculture sector in Uganda

Mid-Year National Apiculture Multi-stakeholders Platform Report 17th June 2016

With support from







1.0 Background

The concept of apiculture Multi-stakeholders' Platform came into being in 2007. One of the objectives why Apiculture MSP was created was to bring stakeholders together to a round table discussion and deliberate on issues of interest and find lasting and sustainable solutions for the apiculture sector. The MSP set an agenda and on the current to do list are:

- Apiculture business development services
 - Business wing establishment
 - Credit access
 - Entrepreneurship and business incubation
- Marketing platform
 - promote market pull approach
 - national honey week
 - trade promotions
 - exhibitions and shows
 - Development of domestic, continental and international trade

This report therefore provides outcomes from the Apiculture MSP meeting which took place on 17th June 2016 at the Uganda National Farmers Federation (UNFFE) main hall. With support from Swiss contact, Trias and MAAIF, the workshop was convened with the goal of reflecting and re-positioning sector players to harness available business development services and marketing opportunities.

1.1 Planned Output of the MSP were:-

- Agree on criteria for selecting participants to Api-expo
- Set objectives of participating to Api expo and determine strategies to achieve them
- 7th national honey week and business wing progress

2.0 Organization of the Workshop

The workshop was consultative and participatory in nature and attracted 75 participants (23 female and 52 male). The workshop was run under three major sessions:

- 1) Setting strategies to achieve the objectives for Uganda's participation in the Apiexpo Rwanda
- 2) Review and input on the criteria for selecting Api-Expo participants
- 3) First track the progress of Business wing and national honey week

2.1 Highlights of the Objectives and Expected Outcomes of the MSP.

The Executive Director Mr. Dickson Biryomumaisho started the meeting by welcoming stakeholders to the workshop and taking them through the objectives and expected outcomes of the MSP. In his communication, he reminded participants of the difference between AGM and MSP where he made it clear that the AGM is a meeting held once a year and only TUNADO paid up members are eligible to attend while the MSP is a tool/ platform that is used by all apiculture stakeholders to harmonize activities and is open to all. He also informed participants that TUNADO should not be taken as an association for only beekeepers but an apex body representing all stakeholders in the apiculture value chain. Members were urged to deliberate, review progress and set strategies to achieve the set objectives.

2.2 Welcome remarks

TUNADO's invitation to the MSP. He re-echoed the ED's information on MSP composition highlighting that it draws participants from the private and public sector practitioners, input dealers, beekeepers, processors, development partners, financial institutions, supermarkets, consumers, researchers, extension agents and policy makers adding that the synergy helps to set priorities for the promotion of the apiculture industry. He then urged the participants to make use of the platform and make informed decisions and constructive contributions that will build the sector. He concluded by appreciating Swisscontact Uganda and Trias for sponsoring the mid -year MSP and wished participants good deliberations.

2.3 Setting Strategies to Achieve the Objectives for Uganda's Participation in API Expo Rwanda

Mr. Bosco Okello, the CEO of Apitrade Africa thanked TUNADO for taking the MSP to a level where continental organizations such as AU-IBAR are now borrowing a leaf to launch MSPs in other African countries. He gave a brief of Apitrade Africa (AA) saying that it was formed in 2008 to promote the *image* (*brand*) of African honey globally and strengthen trade and investments in the sector. Members were also informed that AA is a private sector-led not-for-profit, member-based organisation which works in 16 African countries. He then gave a brief of how apiexpo started and where it is currently. He introduced the theme for this year's apiexpo "Driving Socio-Economic Transformation in Africa: The Role of Commercial Beekeeping" for 21st – 26th September 2016 at Camp Kigali, Rwanda. He went on to explain the benefits of participating in Api- Expo to the meeting:

- Marketing platform for Bee products ,Beekeeping and value addition equipment and Business Development Services (BDS)
- 2) Learning platform and information sharing on best practices on different aspects of the value chain Lobbying and advocacy platform
- 3) Infotainment
- 4) Networking with fellow stakeholders

This was then followed by a program overview for the Api-expo in Rwanda which included;

- Exhibitions
- B2B Platforms Intra-African Trade versus Export trade
- Conferences

- Technical Training Workshops
- Technical Tours
- Awareness Football Match

2.4 Journal Plan for Participation

This was done by TUNADO Executive Director who highlighted the areas where the expo had been before such as Uganda which hosted the first one in 2008 followed by Zambia in 2010, Ethiopia in 2012, and Zimbabwe in 2014 and the upcoming one in Rwanda in September 2016. The ED then informed the meeting that Ugandans have since inception in 2008 been participating in Api expo but wondered whether Ugandans have in any way benefited from them. He noted that most of the Ugandans who participate in these expos go there as tourists and even those who attend never share what they have benefited with other beekeepers and called it an act of selfishness. He then posed several questions to participants as a tickler for them to think and change their objective of participation as indicated below;

- What ground work research have we done to enable us participate better?
- What are possibilities that can enable Uganda send a reasonable delegation in cost effective ways?
- What are we going to sell/market in the api-expo (business development services, bee-products what)?
- What message should we send?
- What is our major reason for participation?
- How are we going to achieve our objectives?
- To those of us who want to participate in Rwanda how prepared are we?
- What opportunities are we foreseeing that can be harnessed while in Rwanda?
- What must we do to harness the opportunities?
- Which necessary support do we need and by whom?
- What challenges have we faced previously and need to be addressed and by whom?
- What ground work research have we done to enable us participate better?
- What are possibilities that can enable Uganda send a reasonable delegation in cost effective ways?
- What are we going to sell/market in the api-expo (business development services, bee-products what)?
- What message should we send?
- What is our major reason for participation?
- How are we going to achieve our objectives?

The subject attracted extended deliberations. Members were split into 3 groups to discuss the following questions "What are the objectives of participating in the Api expo? And how those objectives can be achieved? The following were the outcomes of the group work;

- a) **Marketing**, participants said that they should use the expo to market, hive products and equipment, training and consultancy services, appropriate technologies and practical hands on trainings. These were to be achieved by,
 - Profile and sharing business services
 - Carrying honey and other bee products in bulk

- b) **Networking:** members agreed that during networking, they should secure business contacts, exchange business ideas and collect market information and this is to be achieved through,
 - Developing company profiles for participants
 - Organize and conduct small business to business meetings
 - Form working groups
- c) **Lobbying**: participants suggested that when lobbying, they should focus on issues of certification and standardization and the national apiculture policy, this was to be achieved through,
 - Developing a paper specifically on issues affecting them such as integrating bees in other agricultural practices and environmental conservation
 - Using the specific objectives, participants gave in their suggestions on how these objectives would be achieved
- d) **Learning and exposure**: members agreed to put focus on learning new innovations and best practices and this was to be achieved by,
 - Organise company visits and tours
 - Share success stories

Criteria for selecting participants to attend the Api Expo was developed and agreed upon as;

- Select and take the best
- Take those who mean business
- Those with a clear plan
- Play the gender card fairly
- Keep the media close

2.5. The 7th Uganda National Honey Week

This was presented by TUNADO Programme Manager who informed the meeting that this year's honey week event was going to be organised under the theme: "Quality Bee Products, A means for ready market" and is scheduled for $22^{nd} - 27^{th}$ August 2016 at Forest Mall, Lugogo. She gave a brief history of how the honey week events came to be-an outcome of MSP. She mentioned that the upcoming honey week theme advocates for quality honey and other bee products because it assures a sustained market as well as penetrating emerging markets. She said that this is also meant to address the complaint by the public on honey and other bee products' quality. She then stated areas which this year's national honey week would focus on as indicated below;

- Definition of quality bee products
- Quality control and assurance mechanisms
- Simple methods for testing quality honey and other bee products
- Role of quality bee products in respect to high end market
- Business platform, exhibition, network, feedback on products and services

She went ahead to discuss event arrangement on activity basis:

Preliminary arrangement

- Concept development (Jan- Feb 2016)
- Concept sharing with stakeholders through workshops and meetings (March June 2016)
- Outreach, mobilisation and sensitisation (April July 2016)
- Publicity of the event (Jan Aug 2016)
- Buying tickets for the Bee- lottery (April Aug 2016)

Actual Execution of National Honey Week Event

Press Conference 24th – Aug 2016
 Main exhibition 24th-27th Aug 2016
 Judging exercise 25th Aug 2016
 Processors' forum 26th Aug 2016
 Bee- quiz competition 26th Aug 2016

Participation costs

1	General public	Free entry	NA
2	Exhibition Space	Members	Overall exhibitor 2016;
		Single stall : Shs. 180,000	Full registration, free ticket and accommodation to attend
		Double stall: Shs. 360,000	the Api- expo Sept 21st – 26th 2016 Kigali Rwanda
		Non-members & Sponsored exhibitors	
		Single stall: Shs. 300,000	
		Double Stall: Shs 500,000	
3	Bee- quiz competitions	10,000 Shs per person	10% of total entry collections for the Bee-quiz
4	Bee- lottery	20,000 Shs per ticket	1st winner of the draw free ticket & accommodation to the Api expo Kigali
			2 nd person in the draw free ticket to the Api expo Kigali

Event Sponsorship and Benefits

Platinum Sponsor – Shs10 M and above	Gold Sponsor – Shs7M – 9M	Silver Sponsor – Shs4M – 6M	Bronze Sponsor – 2.5M – 3.5M
Benefits	Benefits	Benefits	Benefits
a) Prominent display of logo on: Newspaper adverts	a) Prominent display Logo on the event website	a) Company logo on: Display banners	a)Logo on the event website

- Logo on TV adverts	b) Company logo on display	b) logo on the event	b)Free single
- Display banners	banners, Posters and fliers	website	exhibition space
- Posters and fliers	c) Free single stall exhibition	c)Free single stall	
b) Unlimited branding at the event venue	space	exhibition space	
c) Prominent display of logo on the event	d) A platform to address	d)A platform to address	
website	participants	participants	
d) Logo on invitation letters			
e) Two Free single stalls exhibition space			
f) Appreciation announcements during the			
event			
g) A platform to address participants			

Progress Made

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Activity	action		
Concept sharing with	-Stakeholders' breakfast meeting organised on 27th April 2016.		
stakeholders in workshops and	-Concept circulated to stakeholders		
meetings	-Invitation letters & letters requesting for support have and continue to be circulated		
	-Venue booked, exhibition space increased to 14m x 40m from 15m x 25m and number of		
	days increased to 4		
	-Ground plan developed		
	-Service provider for tents, chairs & tables booked-Henhar services		
	-Engagement meetings with UNBS to actively participate ongoing		
Outreach, mobilisation and	-Grassroot visits being done e.g. to Bunyoro & West Nile , Luwero & Nakaseke		
sensitisation	Plane underway to contact religious institutions to advertice a guinter religious council		
	-Plans underway to contact religious institutions to advertise e.g. inter-religious council		
Publicity	Press conference to be held on 25th August 2016 at the exhibition grounds		
	Engagement with media houses to publicise event ongoing (Kfm, Capital radio, Super fm,		
	Radio Pacis, Radio West, Radio Wa & CBS, New vision & Daily monitor, NTV & NBS)		
	ICT materials design ongoing		
	Preliminary fliers distributed		
Buying tickets for bee lottery	On going		

Total Budget estimate for event announced at UGX 87250,000 to cover the following;

•	Publicity and promotion of the event	27,550,000/=
•	Coordination of the event	25,500,000/=
•	Venue	30,200,000/=
•	Documentation, M&E	4,000,000/=

The members discussed the concept and made proposals including the possibility of using the upcoming honey week as a platform to practice and perfect some of the objectives highlighted for participation in the Api Expo.

2.6 TUNADO Business Wing progress

Mr. Biryomumaisho Dickson ED TUNADO informed the MSP the TUNADO successfully registered the business wing in the names of "World of Bees (U) Ltd". He further mentioned that the establishment of the TUNADO business wing will diversify TUNADO's resource envelope but also reduce its dependency on the shrinking support from development partners that would otherwise have rendered it a financially unstable member based organization (MBO) without the capacity to serve its membership. And that this was in line with TUNADO strategic objectives 2 and 3 which are institutional strengthening and high level apiculture promotion.

The business wing development process

Members were informed that the development process started with MSP which recommended that TUNADO should start generating internal income, an idea that TUNADO management followed up with concept development and subsequent presentation to the BODs. The BODs adopted the idea and presented to the AGM which endorsed it. Business wing objectives and the services it will offers were also discussed as highlighted;

Objectives

- Pave way for increased access to affordable and genuine beekeeping inputs by TUNADO members
- Support initiatives for its members to participate in remunerative markets
- Support its members to undertake beekeeping as a business and a source of income.
- To boost TUNADO resource envelope and provide services to its members

Services

- Marketing of honey and other bee products on behalf of members
- Beekeeping consultancy services
- Brokerage services. Bridging product and equipment supply linkages
- Market information provision to beekeepers (required quality, quantity and prices)
- Apiculture promotion through exhibitions and trade shows
- Information and data collection to inform policy formulation

The ED further mentioned that since the year began there has been progress made on the activity and went ahead to highlight it and immediate actions to take as indicated below

 Negotiations are under way with Bees for the World-a Germany company interested in a social project with TUNADO whereby residue free beeswax and honey will be traded through World of Bees Ltd to Bees for the World who would in turn sell it on the world market. The profit realized by Bees for the World can then be sent to Uganda through TUNADO to further its activities.

- Negotiations are on-going with Open Capital Advisors who have a network of 100+ investors
- Negotiations are on-going with Self Help Africa whose focus is on running a social enterprise project
- Negotiations are under way with Trias to have a 5 year programme 2017-2021 and business wing
 is one of the areas that is being fronted for support

Trias and SCU was appreciated for providing financial and technical support to have the business planning process finalized

Immediate things to do

- Sourcing for at least one full time staff
- Selecting location and securing business premises
- Awareness creation
- Resource mobilisation

Members welcomed this development with a round of applause for TUNADO.

3.0 Highlight of the Major Issues Generated

The rapporteur briefed the MSP on the major issues generated as follows:

- There was a unanimous decision that Uganda should participate in Api-expo under one pavilion and the delegation should be representative of all stakeholders along the honey value chain
- A criteria for member participation was developed
- Objectives for Uganda's participation in Api expo were selected (Networking, Learning & Marketing services and securing business contacts for intertrade) and strategies for achieving them developed
- Participants were encouraged to make presentations during Apiexpo and those willing should submit their papers by August 2016
- Api expo organisers (TUNADO and Apitrade Africa) tasked to find out conditions for moving honey to Rwanda to guide participants before the event
- Participants agreed that quality should be the major criterion factor during honey week, all participants agreed that all value chain actors should uphold quality in their businesses regardless of whether they are new entrants in the sector or old members
- The meeting recommended that TUNADO should operationalize the business wing "World of Bees U Ltd", before the year ends. MSP members were tasked to volunteer to find suitable premises for the business and to identify potential investors
- Members suggested that TUNADO should immediately employ staff of the business wing so as to separate the functioning bodies of the two organisations (TUNADO & World of Bees U Ltd).

4.0 Closing remarks

The chairperson TUNADO Mr. Jurua Jackson thanked participants for taking time off their busy schedules to attend the MSP and informed them that their time was not wasted because it was meant to develop the sector. The MSP was closed at 5:18pm.

5.0 Appendices

Appendix 1: Pictorial



CEO Apitrade Africa presenting on the ApiExpo Rwanda



Asiimwe Caroline of Swiss Contact taking the participants through ApiExpo



Margret Ogaba (JJLLMA) giving her opinion on Api Expo



Members during a group work session

Appendix 2: MSP Program

Mid- year MSP Program 17th June 2016 - UNFFE HALL

Time	Activity	Responsible			
08:30-09:00	Registration	TUNADO			
09:00-9:20	Highlights on the objectives and expected outcomes of the Apiculture MSP	ED-TUNADO			
09:20-09:40	Welcome remarks	Chairman –TUNADO			
	Session One -Chaired by SCU				
09:40-10:00	Highlights of Apiexpo 2016 Rwanda	CEO-Apitrade Africa			
10:00-10:15	Journal plan for participation	TUNADO-ED			
10:15-10:30	Questions and answers	Participants			
10:30-11:00	Focused discussion on objectives and strategies for participation	All			
10:30-11:00	10:30-11:00 Coffee/Tea Break				
	Session Two-Chaired by -MAAIF				
11:00- 11:30	Presentation from groups and ranking	Groups			
11:30-12:00	 Presentation on the criteria for participation(sponsorship) 	Apitrade Africa			
12:00-12:30	Inputs by participants	All			
12.30-01.45	Lunch				
Session Three-Chaired by Self Help Africa					
01:45 -02:20	• Presentation on the 7th national honey week progress	PM - TUNADO			
02:20-02:40					
Session Four-Chaired by Trias					
02:40-03:30	Presentation on the progress of business wing	TUNADO -ED			
03:30-04:00	Suggestions from participants	All			
04:00-4:30	Highlights on the way forward	Rapporteur			

Attendance list for MSP participants

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