



**CRITICAL FACTORS FOR A SUCCESSFUL  
COMMERCIALIZATION OF APICULTURE  
FOR RURAL LIVELIHOODS SECURITY IN  
ZIMBABWE**

***A VALUE CHAIN APPROACH***

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# OUTLINE


- Introduction
- Problem Statement
- Methodology
- Findings
- Conclusion and Recommendations




# INTRODUCTION

- Apiculture presents a potential pathway out of poverty for many rural households
  - It has drawn a lot of attention as a panacea for sustainable rural livelihoods security
  - Zimbabwe has an increasing trend of beekeeping farmers (85 000 farmers)
  - Despite this importance, commercialization apiculture remains a challenge
  - This threatens growth of the sub-sector into a major sustainable tool for rural poverty alleviation.
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# INTRODUCTION CONT'

- Literature attributes to a number of factors that includes:
    - traditional/ cultural practice,
    - poorly developed marketing systems,
    - lack of collective action
  - The demand for apiculture products is on the increase world wide.
  - Prompting need to analyze factors that enhance commercialization of apiculture
  - A value chain Approach was used.
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# WHAT IS THE PROBLEM

- Commercialisation of apiculture remains a challenge despite its potential to become key agribusiness inclusive growth and incomes.
  - Production remains at subsistence levels
  - Still looked down upon and lacks deliberate government policy
  - Thus, reducing its potential to alleviate rural poverty
  - Interventions to address bottlenecks are critical in promoting full commercialization
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# METHODOLOGY

- Qualitative method to collect relevant information
- Desk review of published and unpublished literature (**government doc, projects reports etc**)
- Focus Group Discussions
- Key informant interviews



# KEY FINDINGS

## *Value chain Analysis*

### *Inputs suppliers*

- This level remains under developed with only a few suppliers
- low demand of modern beekeeping inputs due to subsistence production

### *Production level*

- Characterized by individual farmers, groups and cooperatives
- Highly traditional production methods
- Lack of access to markets
- Lack of access to micro finance




# KEY FINDINGS

## *Processing Level*

- Apiculture products can be value added into a number of high value products.
- lack of technologies,
- low quantity and quality of beekeeping products
- lack of finance to invest in processing equipment.

## *Marketing level*

- Lack of apiculture market information system
  - Lack of a vibrant advertising strategy and consumer feedback mechanisms
  - Training on Market Intelligence
  - Market research
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# KEY INTERVENTIONS

- Value Chain Financing
- Training and Capacity Building
- Access to Markets and Trade



# CONCLUSION AND RECOMMENDATIONS

- Apiculture can be a panacea for rural livelihood security if deliberate policy intervention is put to promote full commercialization .
- The following recommendations are critical:
  - Development of an apiculture Roadmap
  - development of innovative financing systems
  - improve the research and development



Thank You

