[Abstract:0193]

"My Bee, My Honey, My Honeycomb" Project

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An accredited laboratory is needed to ensure the reliability on apiculture products, to procure hygienic processing and packaging of honey; and for capital, technology, equipment and analyses. Standard brand product can't be developed due to inadequacy of institutional capacities of businesses, research and development studies are needed in terms of access to market, production of pollen, propolis and royal jelly and evaluation issues. The Project "My Bee, My Honey, My Honeycomb" is developed to constitute reliable and brand products, to provide for new research and development opportunities for apiculture products, to enrich the product diversity, to find a market and to create new employment areas. The Project "My Bee, My Honey, My Honeycomb" whose budget is around 10 million Euros is a Project supported by the Republic of Turkey and the European Union and conducted by the Ministry of Science, Industry and Technology under the umbrella of "Competitive Sectors Programme". The beneficiary of the Project is the Ordu Apiculture Research Institute. The capacity (analysis, packaging, education and consultancy) which will be created within the Project "My Bee, My Honey, My Honeycomb" which is the first in Turkey and the biggest in the sector conducted with the aim of increasing the competitiveness of SMEs (SME: Small and Medium Enterprises) operating in the sector, will not only increase the competitiveness in the manufacturing sector but also provide for the strengthening and increase of apiculture business capacities which will enter SMEs and SME groups. The project operation center is the Ordu province, the implementation provinces are Ordu, Giresun, Rize, Trabzon, Sinop and Samsun. The construction of 5.000 m2 including Quality Department, Packaging Facility and Main Comb Production Unit in the scope of the projects' construction works has been completed. Additionally, a "Quality Development and Documentation Center" under the "Quality Department" and a "Consultancy Contact Point" will operate in the Apiculture Research Institute. Together with the Marketing and Promotion Unit, the access of producers to the market will be increased.

[Abstract:0287]

General Characteristics of Bee Products Consumers in Turkey

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Bee products are products that have been consumed to maintain a healthy life for many years. The aim of this study is to reveal the general characteristics of bee products consumers. For this purpose, face-to-face surveys were conducted with 175 consumers in Canakkale, an important center for bee production and consumption. According to the study results, more than half of the consumers are women. Bee products consumers are middle-aged and the most of them are graduated from high school. Monthly kitchen expenses are over 150 Euro and monthly income is slightly above the minimum wage. The surveyed consumers have the most information respectively about honey, pollen, beeswax and royal jelly. The least known bee products are bee venom and propolis. The most frequently purchased bee product is honey. Accordingly, the proposals can be developed, such as training at the schools, organizing of publicity campaigns and preparing of public spots for other bee products and their benefits on health.