



## Honey Care Africa - Tanzania

Honey Care Africa—Tanzania (HCAT) is a social enterprise that promotes beekeeping as a sustainable livelihood for low-income rural households in Tanzania. HCAT is a sales and marketing channel for the beekeepers. The company purchases the honey at competitive farm-gate prices, processes and packages it according to internationally accepted standards, and sells it in both domestic and foreign markets.



HCAT works with small-scale beekeepers by offering training in commercial beekeeping, access to start-up financing for equipment such as hives, and improved beehive technology and harvesting techniques that increase productivity and protect the environment.

### HCAT's Mission

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HCAT's expansion plans include buying trucks that will allow HCAT to reach more remote beekeepers and therefore purchase larger quantities of honey and beeswax while offering income to farmers in additional regions. The company is also setting up field-based collection centers where farmers can deliver their honey for consolidation and processing. HCAT has partnered with Temel Petek, a Turkish manufacturer of apiculture equipment that is providing machinery and training to facilitate HCAT's expansion into value-added products.

## Partnership with GBF

The Grassroots Business Fund is providing HCAT with a loan to support its expansion and diversify its supply chain into new value added products. GBF is also working with HCAT to develop the company's business planning and monitoring capabilities, including a monitoring and evaluation system that will allow the company to track its financial and operational performance and measure its impact on farmers and their families.

## HCAT's Performance and Impact

HCAT is currently working with over 1,800 beekeepers, and pays 10–15% above the average market price in order to secure a supply of quality honey and support the livelihoods of the smallholder farmers. In order to improve farmers' ability to produce high-quality honey, HCAT has hired local experts to teach best practices to the cooperatives. HCAT is also actively working on supplying affordable protective equipment to its beekeepers. Furthermore, a recent study with Rural Livelihood Development

Company (RLDC) showed that pollination services can increase pollen yield by up to 30%, which in turn increases productivity of other crops surrounding the hives. In a social return on investment calculation, it was determined that for every \$1 invested into HCAT, it generated \$15.48 of social economic impact to its rural farmers in Tanzania. HCAT is now considering offering pollination services to farmers.

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GBF has worked with HCAT to implement a survey of the beekeepers to assess HCAT's impact and to collect feedback on the company's services. Initial survey results indicate that 81% of beekeepers would lease more environmentally friendly beehives if they had the opportunity, and that the beekeepers would also be willing to pay for additional training. Once the full results are received and analyzed, HCAT will be able to adapt its service offerings to match the needs of its beneficiaries.

### HCAT'S PERFORMANCE

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Social Indicators as of Dec. 2009	
Number of beekeepers who sold honey/wax to HCAT	<b>1,895</b>
Average number of kilos of honey/wax sold per beekeeper	<b>169</b>
Increase in number of beekeepers from 2007 to 2009	<b>13%</b>