

Investment Opportunity

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Honey Value Chain

Investment Brief



Prepared by
AgriEn

Submit Your Expression of Interest!

We invite interested partners, technology suppliers, and off-takers to submit an expression of interest to be linked with these exciting opportunities. Join us in transforming the Honey value chain in Zambia and realize significant impact and returns!

Please submit your expression of interest to :

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You can also visit our website at www.agriennetwork.com for more information

Investment & Partnership Opportunity: Unlock Sweet Potential of the Honey Sector!

Location: Mwinilunga – Mudanyama and Lunga

Target reach: 2,036+ farmers

We invite expressions of interest from potential partners, technology suppliers, and off-takers to collaborate in strengthening and expanding Zambia's burgeoning honey value chain for Honey producers under the THRIVE 2030 programme. We are specifically targeting honey producers in **Mwinilunga (Mudanyama and Lunga)** as impact locations. Our strategic initiative, informed by comprehensive needs assessments, reveals critical market gaps poised for significant growth, promising enhanced productivity, beekeeper profitability, and substantial investor returns. This investment is expected to directly impact **2,036 farmers** across these regions, through direct engagement and support, thereby driving sustainable agricultural growth and unlocking inclusive investment returns.

Honey Value Chain Overview

Honey production in Mwinilunga District is a key economic activity, supporting local livelihoods and contributing to environmental sustainability through pollination. The sector benefits from rich floral diversity, supporting the production of high-quality, organic honey.

Currently, the two project locations have a total of **60,882 traditional bark hives**, which are the most commonly used, despite being unsustainable and limiting productivity to around **8 kg per hive annually**. In Mudanyama, there are approximately **350 male beekeepers**, each managing **25 traditional bark hives**, collectively producing **218,750 kg of honey annually**. This output is significantly below its potential.

The shift to modern equipment, such as **Kenyan Top Bar Hives (KTBs)**, represents a critical opportunity for scaling both quality and volume. KTBs are capable of yielding up to **25 kg per hive annually** (over three times the output of traditional hives) and ensure better quality honey. Despite their benefits, only **80 KTBs exist in Lunga and none in Mwandanyama**, highlighting low adoption rates. The honey value chain has seen steady growth in market demand, both locally and regionally. Processors like **Forest Fruits, Wuchi Wami, Mpundu Wild Honey, Luano, and Nature's Nectar** are key off-takers, with some exporting to premium markets.

Current Landscape: Bridging the Gaps for Profitability

The Zambian honey value chain faces several interconnected challenges that, when addressed strategically, unlock substantial investment potential:

- **Traditional Beekeeping Methods & Low Productivity:** Over-reliance on traditional bark hives limits productivity (average 8kg/hive) and excludes women due to lack of user-friendly hives. Low adoption of modern hives (only 15% use KTBs) hinders higher yields and consistent quality.

- **Limited Access to Modern Equipment & Skills:** Beekeepers lack access to modern beekeeping equipment (honey extractors, bee suits, smokers, etc.) and essential skills in colony management, harvesting, and health, resulting in improper techniques and lower quality/marketability.
- **Poor Infrastructure & High Transport Costs:** Poor roads and transportation make it difficult to get honey to markets, increasing costs and limiting access.
- **Weak Market Linkages & Price Instability:** Beekeepers struggle to find reliable information on market trends and prices, and lack connections to larger buyers. The immediate off-takers often offer lower prices, and unstandardized measurements are used, reducing beekeepers' bargaining power and profitability.
- **Limited Processing & Value Addition Facilities:** Insufficient honey processing facilities (e.g., for filtration, packaging, branding) lower the quality of honey, affecting competitiveness in the market. Most honey is sold raw, missing out on higher margins from value-added products.
- **Insufficient Access to Finance:** Financial services are crucial for growth, but high interest rates and limited penetration into rural areas prevent many beekeepers from investing in modern equipment and inputs.

BE THE SOLUTION

We invite visionary investors and partners to capitalize on these identified gaps, fostering a holistic and profitable approach across the honey value chain:

1) Modern Beekeeping Technology & Input Supply:

- **Invest in:** Local production and supply of modern hives (e.g., **Kenyan Top Bar Hives (KTBs)** and Langstroth hives) that promote higher yields (up to **25kg/hive**) and women's participation.
- **Supply:** Protective gear, harvesting tools (e.g., honey extractors, bee suits, smokers), and portable honey quality testing kits for beekeeper-led grading.
- **Opportunity for: Apiculture -Input Innovators & Suppliers** (e.g., Christine Agro dealer, Norad Youth/Tunayikhi Carpentry, Mpongwe Bee Keepers) to provide essential modern beekeeping equipment and inputs.

2) Processing & Value Addition Facilities:

Invest in:

- **Establishing and upgrading honey processing centers** equipped with filtration, packaging, and branding facilities to produce standardized, high-quality honey.
- **Localize Wax and other by-product processing** at the community level.
- **Explore New honey-based products and value-added options** (e.g., beeswax, cosmetics, fortified honey products) to expand market opportunities.

This opportunity is for: Food Processors (e.g., Forest Fruits, Wuchi Wami, Mpundu Wild Honey, Nature's Nectar, Luano) to develop and market value-added honey products.

3) Knowledge Management & Capacity Building:

- **Invest in comprehensive training programs** for beekeepers on modern beekeeping practices (colony management, harvesting techniques, health), quality assurance, and sustainable production.

Opportunity for: **Business Development Service Providers** and **Agri-Education Institutions** to offer specialized training and advisory services.

4) Market Linkages, Transportation & Digital Solutions:

- **Strengthen** direct market linkages with key buyers (e.g., **Forest Fruits, Wuchi Wami, Mpundu Wild Honey, Luano, Nature's Nectar**) through contract agreements to stabilize prices and ensure reliable market access.
- **Improve** transportation logistics systems to reduce costs and enhance market accessibility for honey.
- **Develop digital platforms** for real-time market information, price transparency, and coordinating bulk supplies.

This is an opportunity for: **Commodity Traders & Off-Takers** (including local processors, retailers, and exporters); **Logistics & Transport Companies; Digital Solution & Information Providers.**

4) Accessible Agri-Finance Solutions:

- **Invest in** developing and scaling affordable and tailored financial products (micro-loans, grants, input subsidies) to support beekeepers in transitioning to modern hives and scaling operations.

This is an opportunity for: **Financial Institutions & Impact Investors** (e.g., Vision Fund Zambia, Agora Micro Finance, UNIFI, Mobile Money Operators) to deploy capital and design innovative financing models.

Why Partner with us?

This initiative offers a unique opportunity to:

- **Tap into a high-demand, underserved market** with significant potential for expansion and profitability, evidenced by a **potential annual production of 218,750 kg of honey** from current beekeepers, with substantial room for growth through modern practices.
- **Contribute to sustainable development** and tangibly improve livelihoods for **2,036 farming households** in Mwinilunga.
- **Establish strong, long-term relationships** within a robust local value chain with demonstrated growth potential.
- **Influence the adoption of modern beekeeping practices and technologies**, driving efficiency and resilience.
- **De-risked Investment:** Benefit from AGRIEN's deep community engagement, comprehensive needs assessments, and validated value chain data, significantly mitigating market entry risks.
- **Direct Access to Producers:** Gain immediate access to a network of **2,036 engaged farmers** across key honey-producing regions, ready for direct engagement and off-take agreements.
- **Strategic Market Facilitation:** Leverage our expertise in fostering Business-to-Business (B2B) linkages, connecting you directly with the right partners, government stakeholders, and existing off-takers.
- **Scalable Opportunities:** Be part of a growing sector with substantial expansion potential, supported by increasing domestic demand and a conducive policy environment.