



# USAID

## Profit Plus

### Lusaka | Zambia

# Honey Export Assignment

ACDIVOCA

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## TABLE OF CONTENTS

ACRONYMS AND ABBREVIATIONS.....	V
EXECUTIVE SUMMARY .....	6
Methodology .....	7
OPPORTUNITIES .....	7
Opportunities.....	7
RESULTS.....	8
RECOMMENDATIONS FOR NEXT STEPS.....	10
APPENDIX I.....	10
BILL OF LADING DRIVEN IMPORT DATA FOR USA DATE IMPORTERS.....	10
J.G. Schutte Honig GmbH .....	10
C.M. Goettsche & Co. Inc. ....	11
Honey Holding I Ltd. ....	11
Apimiel GmbH.....	12
Ecotrade International .....	12
Cargill Japan Ltd. ....	13
The Imp. & Exp. Group Inc. ....	13
Bees Brothers Llc .....	13
Pure Sweet Honey Farm Inc .....	14
Cpna International Ltd. ....	14
Sarah Imp. & Exp. Llc.....	15
Global Quality Ingredients .....	15
Glorybee Foods Inc.....	16
Delta Food International Inc.....	16
Food And Fine Pastries Mfg. Co., Ltd.....	16
Sunland Trading Inc.....	17
Hives And Honey Inc.....	17
Y.S Royal Jelly & Honey Farm Inc.....	18
Lamex Foods Inc. ....	18
Y.S.Health Corporation.....	19
Pacific Resource Group.....	19
Breitsamer Und Ulrich GmbH & Co. Kg.....	19
Langnese Honig GmbH & Co. Kg. Nif ----- Same as below .....	20
Langnese Honig GmbH & Co. Kg.....	20
Gourmet International Inc. ....	20



Argentik Llc .....	21
Kejriwal Bee Care Indi .....	21
Wholesome Sweeteners Inc .....	22
Koster Keunen Inc. ....	22
Ergogenic Nutrition .....	22
Sarah Imp. & Exp. Llc.....	23
Cargill Japan Ltd., To .....	23
Providence Foods Inc.....	23
Groeb Farms Inc. ....	24
Natural Honey Importers .....	24
Mel O Honey Inc. ....	24
Gepa The Fair Trade Co. ....	25
Norevo GmbH Nif De815137635.....	25
Les Ruchers Promiel Inc. ....	25
Mr. Stanley P. Kanter .....	26
Wedderspoon Organic Inc. Canada.....	26
Foodforce Enterprise Inc. ....	26
Samskip GmbH.....	27
Haram Christensen Corp.....	27
Avafina Commodities .....	28
Heavenly Organics Llc.....	28
Fast Pak Trading Inc.....	29
Wescott Agri Products Inc.....	29
Triangle Pass Inc.....	29
Indo European Foods Inc. ....	29
Mym Trading Llc.....	30
Tmc Co Ltd .....	30
Strahl & Pitsch Inc. ....	30
Sarant Ltd.....	31
Conex Trading Co. Inc. ....	32
Odem International Inc.....	32
Sarant Ltd.....	32
Atrium Import Gmbh.....	33

Grand Taste Enterprise Inc. .... 33  
Hispamiel, S.A. .... 33  
Natural American Foods Inc. .... 34  
Narimpex AG..... 34  
Barkman Honey ..... 34  
Hung Yong Co Inc. .... 35  
Tuchel & Sohn GmbH..... 35  
Abbee Honey GmbH ..... 35  
Airlift Usa Inc. .... 36



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## ACRONYMS AND ABBREVIATIONS

<b>20/20DC</b>	20/20 Development Company LLC
<b>BL</b>	Bill of Lading
<b>CIF</b>	Cost Insurance and Freight
<b>CFR</b>	Cost and Freight
<b>EU</b>	European Union
<b>FOB</b>	Free on Board
<b>HS</b>	Harmonized System Code
<b>USAID</b>	US Agency for International Development (USAID)
<b>USD</b>	United States Dollar

## EXECUTIVE SUMMARY

The USAID funded Compete Project Profit Plus in Zambia is working with the Zambian honey industry to increase their exports. 20/20DC has extensive experience in supporting African apiculture efforts with market connections in the USA, European Union, the Middle East and Asia. In order to advance exports of Zambian honey the project engaged Jim Krigbaum, CEO of 20/20DC, to visit Zambia and work with the producers to assist them in developing linkages with importers in targeted markets.

20/20DC and Mr. Krigbaum have worked in the past with Zambian honey, specifically Mr. Krigbaum was the lead author in the International Trade Center (ITC) *ROAD MAP FOR DEVELOPING & STRENGTHENING THE HONEY SECTOR IN ZAMBIA in 2015*. This document is now being utilized across the Zambian apiculture industry as a benchmark and map to achieving success in advancing Zambian honey exports.

Mr. Krigbaum visited Zambia in June of 2016. During this visit Mr. Krigbaum met up with students and advisors from Gonzaga University (Spokane WA). Gonzaga has a leadership program working with Zambian honey producers and Forest Fruits for a number of years. The University utilizes the sale of Zambian honey to help support their development efforts in Zambia, which integrates student experiences with the needs of the people of Zambia. <http://www.zambiagold.org>

The visit also included the review of four honey processors and discussions about their export activities, needs and opportunities. While the interest in exporting honey was confirmed with all the companies that were interviewed it was determined that two of the four companies are currently exporting bulk honey to Europe – Forest Fruit and Ubuchi (Adcomm Investments). Of the other two companies that were interviewed it was determined that Luano Honey (Nasununda) and Comaco do not currently have production capacity to pack bulk product for export. Both do have significant ability to pack retail packaging however modifications to support export of would need to occur in order to pack bulk product.

While export of retail product is possible, and both Luano and Comaco are well positioned to promote their product with the story of their production in order to set them apart from the industry, it is difficult and time consuming to promote retail product outside of the local market. Given the short time remaining in the project it was determined that the focus of this effort would be on bulk product and therefore opportunities for Luano and Comaco were deferred to later opportunities for assistance.

Likewise it was determined that the opportunity to increase Gonzaga's imports of Zambian honey would be a long-term effort and therefore is not covered by this project. Jim Krigbaum however has agreed, with the Advisors of the Gonzaga project, to continue his support and mentorship of their efforts.

Mr. Krigbaum contacted his European buyers, with the exception of those identified by Forest Fruit as already currently buying or working with them, and more than 50 USA and Japanese importers of honey. Dialogue is now developing between these importers and the Zambian exporters. While some immediate results are expected time will be the greatest measure of the results of this effort as samples and dialogue have now begun but maturity of the dialogue will require time.