



# APICULTURE

Organisations

- [Apiculture New Zealand \(APINZ\)](#)
- [Tai Tokerau Miere \(Honey\) Collective](#)
- Other...

## Visions

### APINZ

A thriving long-term future for New Zealand honey, bee products and services

- National - Māori are active players in the mānuka honey industry

### Miere Collective

- Northland - Build capacity, capability and collaboration within Northland's honey industry – increasing efficiency, productivity and generating industry growth

## Initiatives

National Northland

### Previous

- Miere Collective – Te Nota, building a regional profile and business plan for honey industry in Northland, seek sector partnerships, advocate for reclassification of mānuka honey definition

### Current

- APINZ – nationwide marketing campaigns, various MPI-funded projects

### Planned

- APINZ – ongoing NZ Colony loss surveys; nationwide Bee Aware Month campaigns; 5-10 year nationwide industry action plan; Bee Welfare Code of Practice; agri-industry partnerships & focus groups; identifying non-mānuka value opportunities

27,000

Tonnes of NZ honey produced in 2020 (record high)

854,477

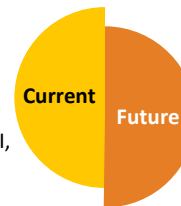
Registered beehives in New Zealand (September 2020)

86%

Of beekeeping enterprises in NZ are hobbyists with just 1-50 hives (2020)

### These include:

- Plant & Food Research
- Manaaki Whenua - Landcare Research
- Mānuka Health NZ
- Local and central government (e.g., MPI, Northland Inc)
- Hill Laboratories



- Ministry for the Environment?
- Learn from Ngati Porou on East Coast?
- Ngawha Innovation & Enterprise Park?
- ...are there others?

## Collaborators



## Challenges

- **Non-mānuka honey value** – decline in non-mānuka honey prices as stocks increase & overseas demand declines
- **Definitions** – current mānuka honey definition excludes <50% of Northland's mānuka honey crop
- **Higher costs of production** – compared to overseas producers
- **Climate change and unfavourable weather events** – e.g. below average crop yields in Northland in 2019 due to higher rainfall, which reduced the number of bee flight days during flowering
- **Bee diseases, myrtle rust, pesticides, habitat loss**

## Opportunities

- **Growing numbers** – registered hives have grown due to desire to grow own food & heightened interest in health and well-being
- **Training and certification** – more beekeepers are looking for advanced courses and professional qualifications
- **Raising profile** – of all NZ honeys, not just mānuka
- **Increasing demand for pollination services** – e.g., in expanding horticulture sector
- **Ngawha Innovation & Enterprise Park** – offers opportunity to undertake R&D
- **Potential for more direct marketing and retail sales?**

## Potential cross-sector collaboration



- **Partner with other sectors to support pollination** – could apiculture work with avocado, kiwifruit and berry-fruit sectors to help meet increasing demand for pollination services? Alternatively, with forestry or the Kaipara Moana Remediation Programme?
- **Resolve the mānuka definition** – could apiculture work with Northland Inc to help resolve this, as well as identify and promote new markets for non-mānuka honey?
- **Develop medical-grade mānuka honey products** – could such high value products be produced?
- **Undertake R&D** – could apiculture work with the Ngawha Innovation & Enterprise Park to find ways to lower production costs, prepare for climate change/unfavourable weather, and address bee diseases, myrtle rust, pesticides etc.?

## References

