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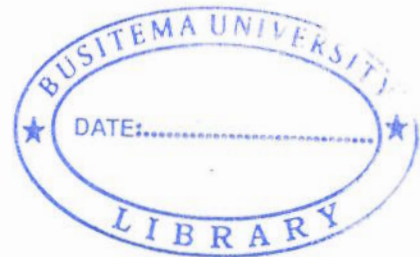
MARKETING OF HONEY IN ARAPAI SUB COUNTY, SOROTI DISTRICT.

BY

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**ADSSERTATION SUBMITTED TO THE FACULTY OF AGRICULTURE AND
ANIMAL SCIENCES FOR THE AWARD OF A BACHELORS DEGREE OF ANIMAL
PRODUCTION AND MANAGEMENT OF BUSITEMA UNIVERSITY**

AUGUST, 2013

DECLARATION

I **OTUSASIRE CHRISTINE** declare that this dissertation is original and has not been submitted to another university or any other institution of learning for the award of any degree

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DEDICATION

This work is dedicated to my dad Mr.Bikandema Dezi, my Mum. Bikandema Fedress, my brothers and Sisters for their tireless efforts in seeing me through this hard part of life.

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I extend my sincere thanks to the family of Mr. Bikandema Dezi for the love, care and tremendous help they provided throughout my education. Your greatness is irreplaceable.

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LIST OF ABBREVIATIONS

UEPB	Uganda Export Promotion Board
NRMP	National Residue Monitoring Plan
THR	Teso Honey Refinery
SOCADIDO	Soroti Catholic Diocese Development Organization
ITC	International Trade Center
MT	Metric Tones
EU	European Union
USA	United States of America
MAAIF	Ministry of Agriculture Animal Industry and Fisheries
UNDP	United Nations development programme

ABSTRACT

The overall objective of this study was to assess the challenges faced by bee farmers of Arapai sub-county in marketing honey by categorizing the types of honey produced, determining the existing channels through which bee farmers' market honey and determining the constraints faced by bee farmers in marketing honey in Arapai sub-county.

A cross sectional survey was carried out in the four parishes of Arapai, Dakabella, Aloet and Odudui, with a sample size of 84 respondents. Data from the respondents was collected using a questionnaire as shown in appendix three.

Analysis of data found out that; majority of the respondents (46%) were aged between 19-35 years as compared to (4%), (40%), (10%) for ≤ 18 , 36-60 and >60 respectively. (92)% of the respondents are married and the rest are single (8%); majority of respondents (47%) had traditional beehives and the rest had both traditional and improved beehives; only (43%) of the respondents started beekeeping more than four years ago; (60%) practiced beekeeping for both product consumption and income generation; (78%) of the respondents produce non-processed; (69%) marketed comb honey followed by strained honey (12%); (78%) did not package their honey; and (19%) faced Competition from bee keepers with improved beehives and Lack of market information.

Based on the above, the study concluded that bee keeping in Arapai was still a small scale business based on individual ownership, where most farmers market their honey directly to industrial processors, and lacked market information. The research recommended; interventions by Government program initiators, NGOs, and private persons in the areas of harvesting up to marketing, packaging materials, advisory, and material services especially honey extractors in order to ease work in honey harvesting, extraction and marketing; motivation of more women to take part in the venture that is owning and marketing of honey; and Government to help in carrying out market research for bee products in order to increase incomes of farmers.

CHAPTER ONE: INTRODUCTION

1.0. Introduction

Apiculture (bee-keeping) refers to the deliberate rearing of honey bees (*Apismellifera*) for production of honey and other bee products. Apiculture is one of the fastest growing agricultural sector worldwide (Guoda et al., 2003). In Uganda, according to the Ministry of Agriculture Animal Industry and Fisheries, about 1.2 million beekeepers are active, with 700,000 beehives colonized countrywide. The sector contributes greatly to the Ugandan economy with a number of commodities. However it is seasonal activity which has not been fully exploited despite its potential to widen Uganda's export base (Uganda Export Promotion Board, 2005).

Uganda's climate and abundant vegetation are exceptionally favorable for the survival of honey bees. Forests within Uganda provide excellent forage and nesting habitat for honey bees as well as materials to make hives (Girma, 1998). In addition, Uganda is endowed with a rich variety of bees like *Apismillifera scutellata*, *A. millifera monticola*, *A. millifera adansonii* and several stingless bee varieties of which, *A. millifera adansonii* is the most common reared in Uganda. However, many of the beekeepers lack the necessary skills for effective production of honey and do not have resources to acquire better equipment. Furthermore, earlier studies indicate that poor production of honey, handling and processing practices such as gross contamination, adulteration, use or reuse of non grade containers, especially plastic bags or bottles are still rampant in Uganda (Kugonza & Nabakabya, 2008). These compromise quality and may discourage a segment of both local and international consumers who are particular about quality standards (James, 2009).

Although the beekeeping enterprise is quite adaptable to various environments and circumstances, better honey for marketing still remains a big challenge. Beekeeper sells the honey either directly to the user (retail trade) or in large volumes to a trader (wholesaler) or a larger honey company (a honey packer). Marketing is an important link in the movement of goods and services from the producer to the final consumer. Beekeepers need to decide what market best suits their products and this can best be done by people understanding the choices available.

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