



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Norad

ETHIOPIA



Strengthening the quality compliance capacity of the honey value chain for greater market access

Ethiopia is one of the countries in the world rich in biodiversity and this endowment plays key roles in shaping the economic, ecological and social development in the country. While the industrial sectors are growing fast during recent years, the agricultural sector still contributes to nearly 40% of its economy and over 80% of its total exports.

Among the agricultural activities, beekeeping is widespread at country level and is important for income generation of rural households and therefore poverty alleviation in the country. Ethiopia has huge production potential for both honey and beeswax. It is the largest producer in Africa and within the top ten producing countries globally. However, Ethiopia has not reached its full potential in producing and exporting quality honey and beeswax to high-end markets, due to constraints of SMEs in producing quality products and meeting foreign market requirements.

The project "Strengthening the quality compliance capacity of the honey value chain for greater market access" in Ethiopia is developed in the framework of Global Market Access Programme (GMAP) funded by the Norwegian Agency for Development Cooperation (Norad) and implemented by United Nations Industrial Development Organization. The country project aims to strengthen the capacity of quality infrastructure institutions and service providers to serve the honey and beehive products value chain to increase their market access to target foreign markets such as the European Union and Norway.



AT A GLANCE:



MAIN COUNTERPARTS:

Ministry of Agriculture
Ministry of Trade and Regional Integration
Institute of Ethiopian Standards
Ethiopian Metrology Institute
Ethiopian Accreditation Service
Ethiopian Conformity Assessment Enterprise
Ethiopia Apiculture Board
Ethiopia Honey and Beeswax Producers and Exporters Association
Holeta Bee Research Center



MAIN PROJECT AREAS:

Jimma, Illubabur and Bedele zones in Oromia Region



DURATION:

42 months, starting from June 2021



EXECUTING AGENCY:

UNIDO



BUDGET:

EUR 1,800,000 funded by Norad



GLOBAL MARKET ACCESS PROGRAMME

METHODOLOGY

The overall objective of the project is to increase market access of Ethiopian honey and beeswax products to foreign markets, especially to the EU and Norway. The objective is to be achieved through the below need-based and complementary interventions:



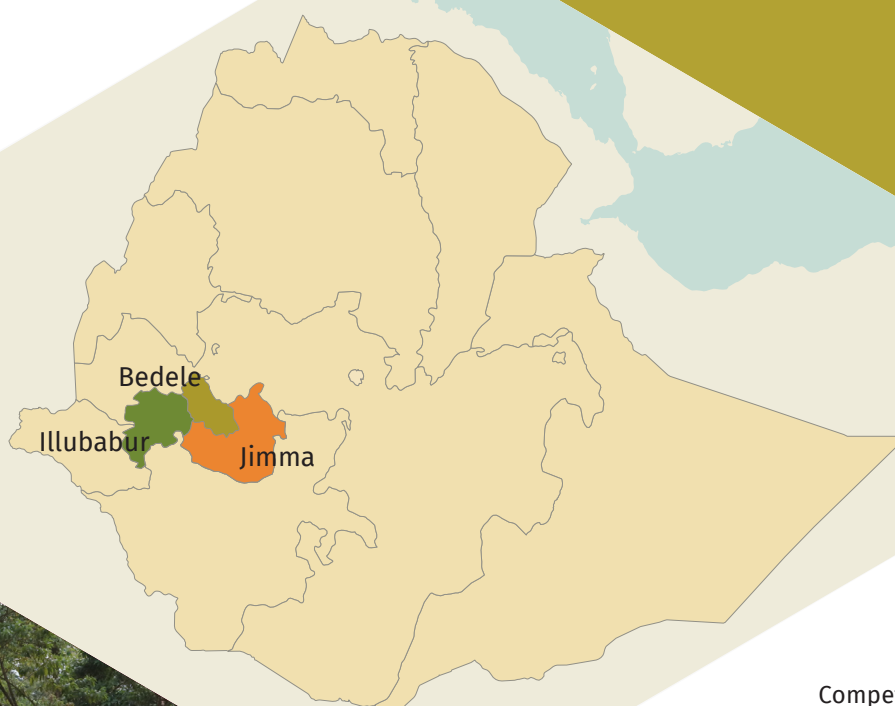
Strengthen technical competence and sustainability of the national quality infrastructure system by targeting gaps and insufficiencies of the quality infrastructure institutions and services supporting the honey and beeswax production and exportation, including the institutional and normative framework as well as availability of conformity assessment services required to meet relevant technical regulations, standards, and traceability requirements in export markets.



Improve SME capacity to comply with standards and technical regulations by strengthening compliance capacity of key value chain actors in the honey and beeswax sector especially those engaging with honey processors and exporters belonging to the industrial and cooperative sub-VC.



Promote culture of quality across the honey and beeswax value chain, to improve reputation, add more value to the production, and increase demand for Ethiopian honey, which will in return increase demand for quality infrastructure services and therefore improve sustainability of the system.



MR. CONG WU
Project Manager

Competitiveness, Quality and
Compliance Unit (TCS/SME/CQC)

Division of SME Competitiveness,
Quality and Job Creation (TCS/SME)

Directorate of Technical Cooperation and
Sustainable Industrial Development (TCS)

United Nations Industrial Development
Organization (UNIDO)

E-mail: c.wu@unido.org

Tel: +43 1 26026 3239