

# EU BeeLovers

2022-2024

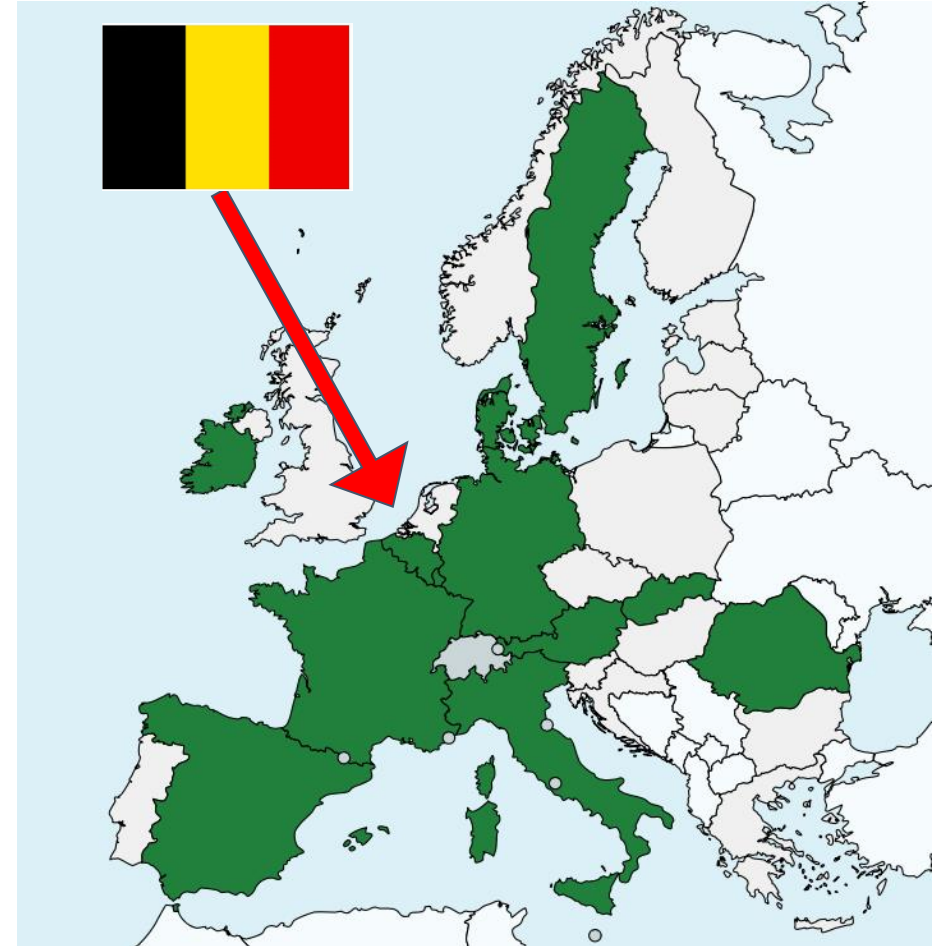
Support bees and their keepers

Info Days - 02/02/2022



# BeeLife European Beekeeping Coordination

- NGO working for the protection of bees and pollinators in Europe
- Formed by beekeeping and farmer associations from the EU
- 25 members in 12 countries in Europe
- Focus on European-level advocacy for the protection of bees and their environment.
- Based in Brussels

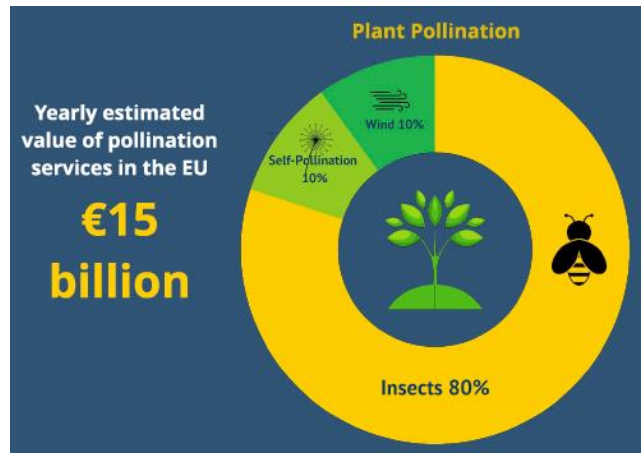




# Motivation

2021 InfoDays - Reg. 1144/2014 (Art.2 & 3) + Annual Work Program 2021 priorities

- ↑ sustainable production
- ↑ consumption of EU agri-products supporting sustainable products/methods
- ↑ sales trend of the sector



## Our starting points

- Bees = food security, natural biodiversity and mitigate climate change
- Honey production fully depends on environment and climate
- European beekeeping methods:
  - Animal Health - bee health is always put first (Only healthy bees produce honey)
  - Food Quality - nutritional and cultural
- BeeLife - support and inspire other farming sectors to produce sustainably (bee-friendly), and team up with those that already do



# Context

Beekeeping products are multiple and diverse  
Honey (Mono-/Multifloral), pollen, wax, venom, propolis,  
royal jelly



Bees and other pollinators are in decline  
Negative honey production trends  
Beekeepers are impoverishing (colony losses, etc.); other  
sectors have higher pollination costs

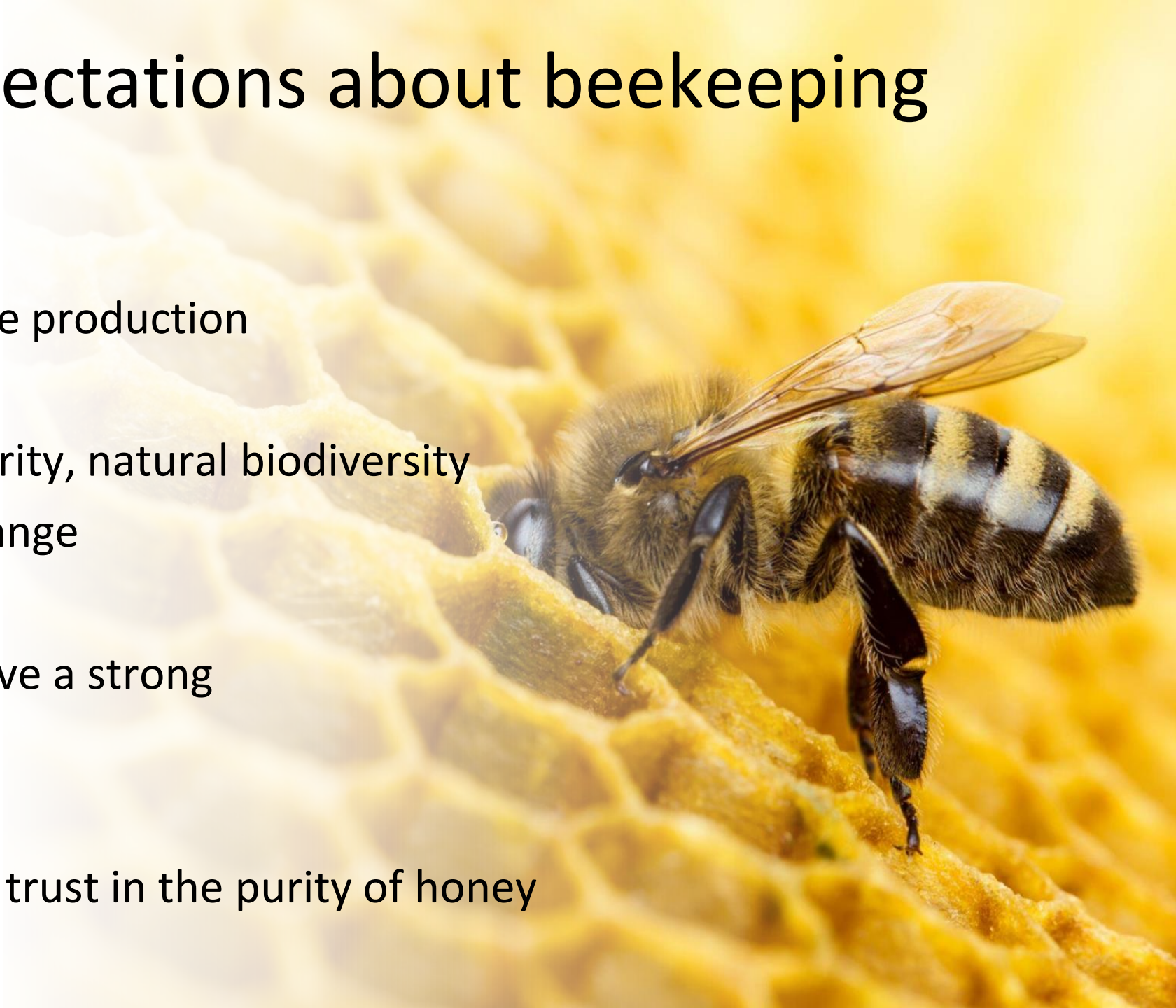
# Consumer expectations about beekeeping sustainability

Beekeeping = sustainable production

Bees = ensure food security, natural biodiversity and mitigate climate change

Beekeeping products have a strong health consideration

Lately, Lack of consumer trust in the purity of honey (due to imports)





# Objectives

## AWARENESS OBJECTIVE:

- ➔ Highlight the sustainability of European agriculture, emphasizing its beneficial role for climate action and the environment
- ➔ Raise awareness about bees and pollinators

## ECONOMIC OUTCOME OBJECTIVE:

- ➔ Increase the market share and sales of European honey

Beekeeping is complementary to other agricultural activities  
Coexistence of environmental protection in farming activities

**Achieve an overall improvement in biodiversity and sustainability**

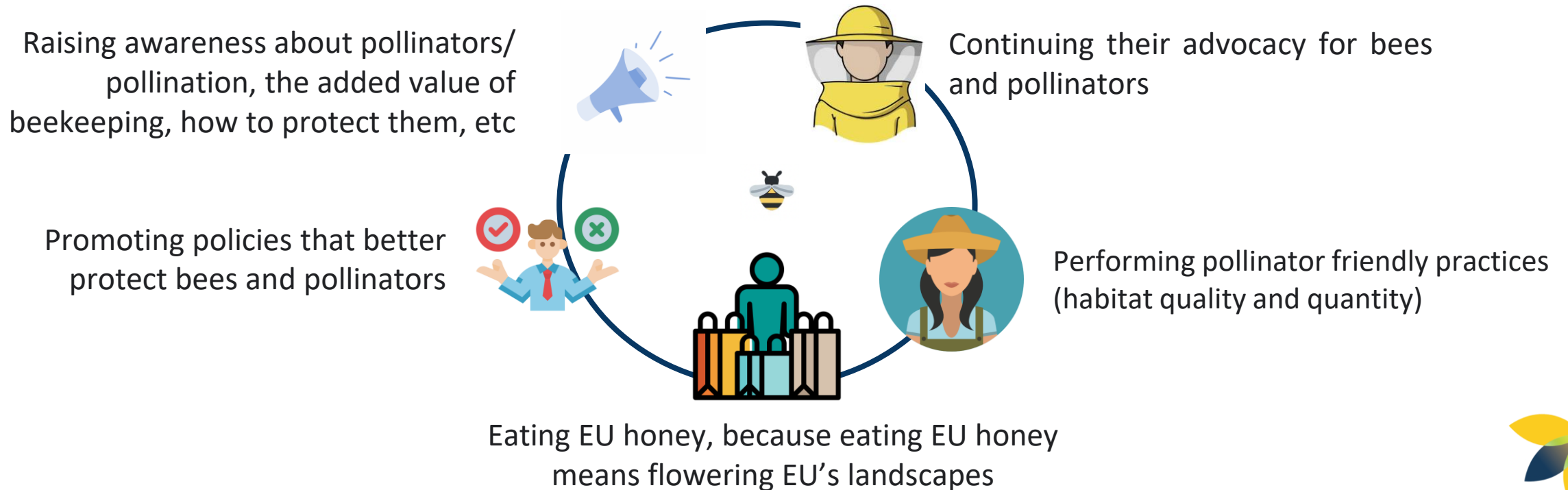


# Message

Beekeepers are **guardians** of bees and their ambassadors

**Bees** are essential for the world's life and food security

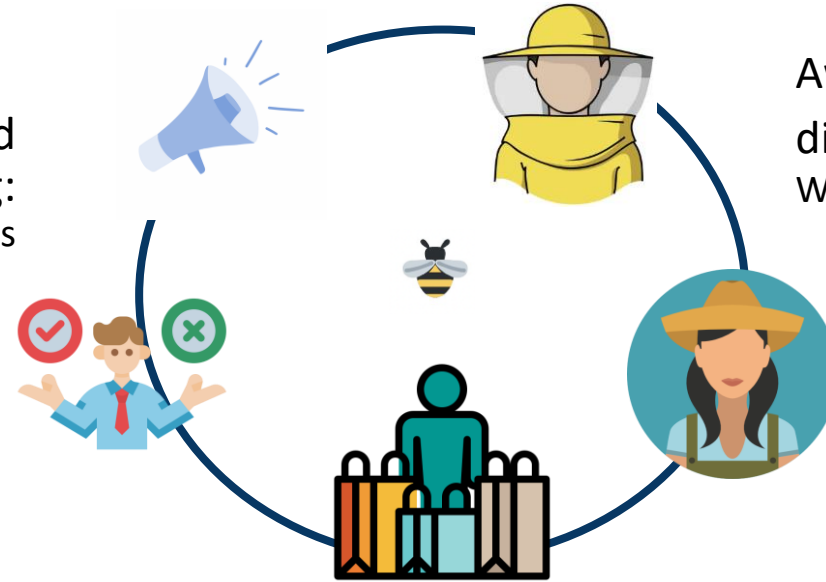
Being a **EU BeeLover** means to protect bees by





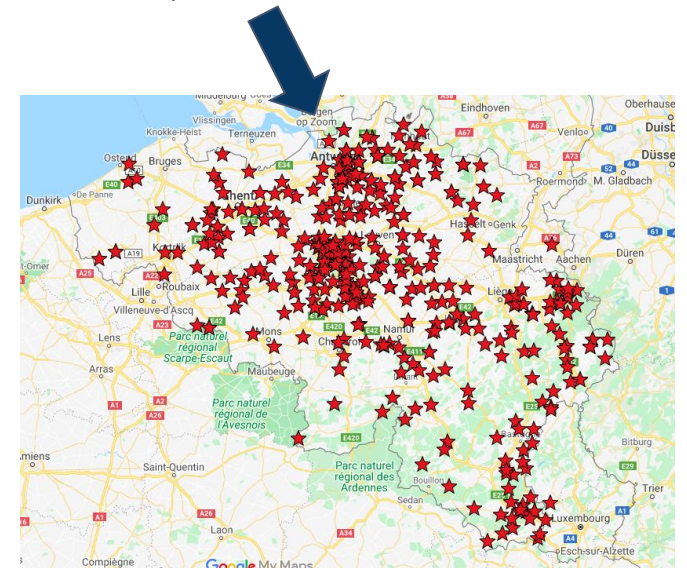
# Efforts to improve production sustainability

Information, advocacy and awareness raising:  
Events; Press releases; PR activities



Awareness raising, education and dialogue establishment:  
Webinars, Newsletters, **EU BeeLovers Network**

Information and awareness raising through:  
Social Media, Radio & online campaigns, Website,  
Videos, Leaflets, brochures, Seed bombs







BeeLife  
European Beekeeping Coordination

# Do you have any questions?

Thank you for your attention!

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@BeeLifeEU

