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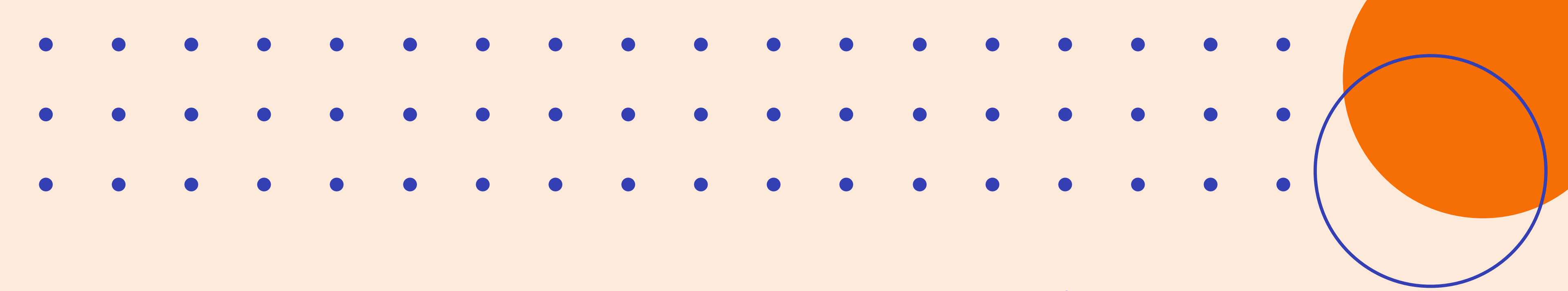
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Professional beekeeping operations of all sizes must employ effective business practices to maximize the income that their bees can provide. While educational programs aimed at honey bee management are widespread, training related to beekeeping business development is significantly lacking. Many beekeeping businesses struggle to maintain effective marketing, financial, and production strategies. To help address this educational gap, members of the University of Florida, Institute of Food and Agricultural Sciences (Florida, United States) established “Leveling Up”, a two-year beekeeping business program. This work was supported by the National Institute of Food and Agriculture, United States Department of Agriculture, under the Beginning Farmer and Rancher Development Program.

The goals of this program were to 1) train beekeepers in business planning; 2) assist beekeepers with value-added product development; 3) help beekeepers develop digital marketing competence; 4) train beekeepers in workplace safety; and 5) increase revenue for small-scale beekeepers. To reach these goals, program leaders developed online modules, videos, and documents and hosted four in-person workshops related to business planning, value-added hive product development, marketing, and safety. Program members and leaders met virtually each month and participants received individualized feedback through peer reviews and one-on-one consultations with experts. Upon program initiation, the participants were overwhelmed with how to get started and how to make their beekeeping operations profitable. At the end of the Leveling Up program, 100% of participants have written a business plan and increased their ability to complete key business practices. At least 72% developed a new digital marketing product and 95% increased their knowledge of employee hiring practices and apiary workplace safety. In addition, participants have completed budget spreadsheets, developed new products, set appropriate prices for their products and services, and established legal businesses. This program provided participants with business resources specific to beekeepers and accountability for their new businesses. We present an overview of the Leveling Up program, how the program was adapted to the participants' needs, and a report of participant outcomes at the end of the two-year program.



**Working with
small-scale beekeepers
to develop successful**

HONEY BEE BUSINESSES

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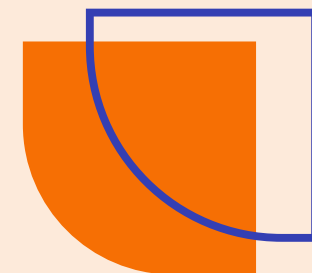
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National Institute of Food and Agriculture

U.S. DEPARTMENT OF AGRICULTURE



30
BEEKEEPERS

2
YEARS

Online Resources



Monthly virtual cohort meetings

Online Courses

One-on-one feedback



LEVELING UP

Business Planning for Beekeepers



Lessons

Course Instructors

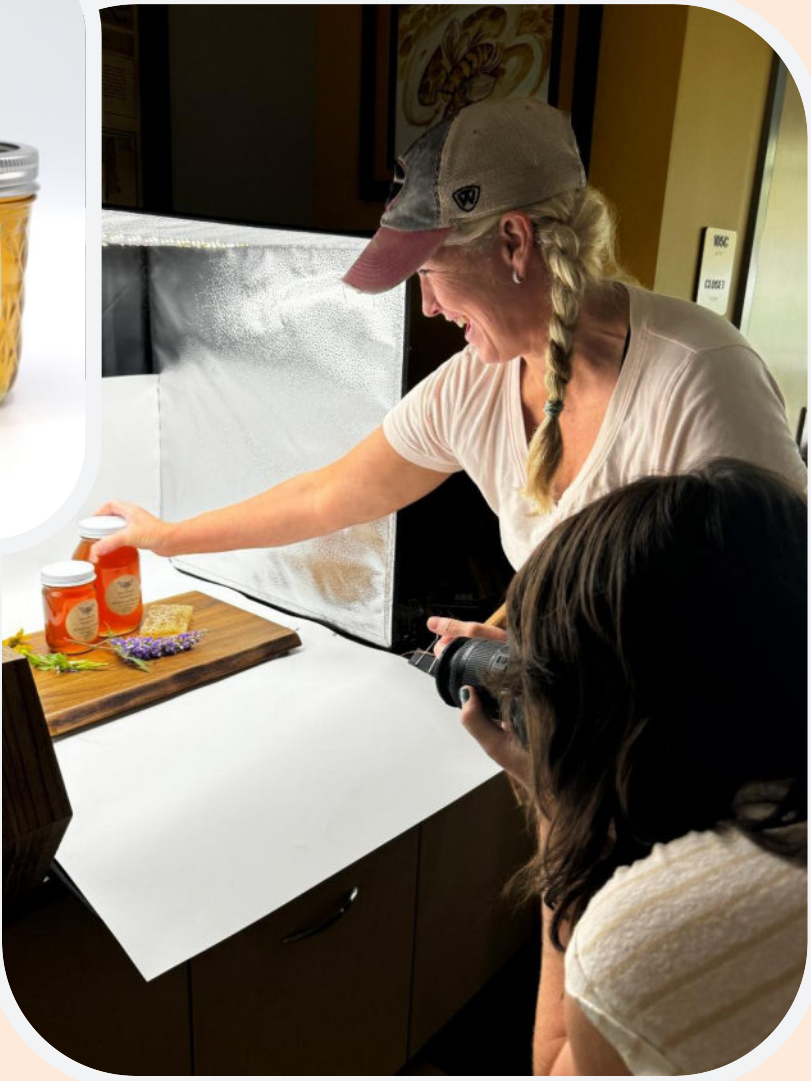
Course Progress

Welcome to *Business Planning for Beekeepers*! This is the first course in *Leveling Up*, the beekeeping business course series.

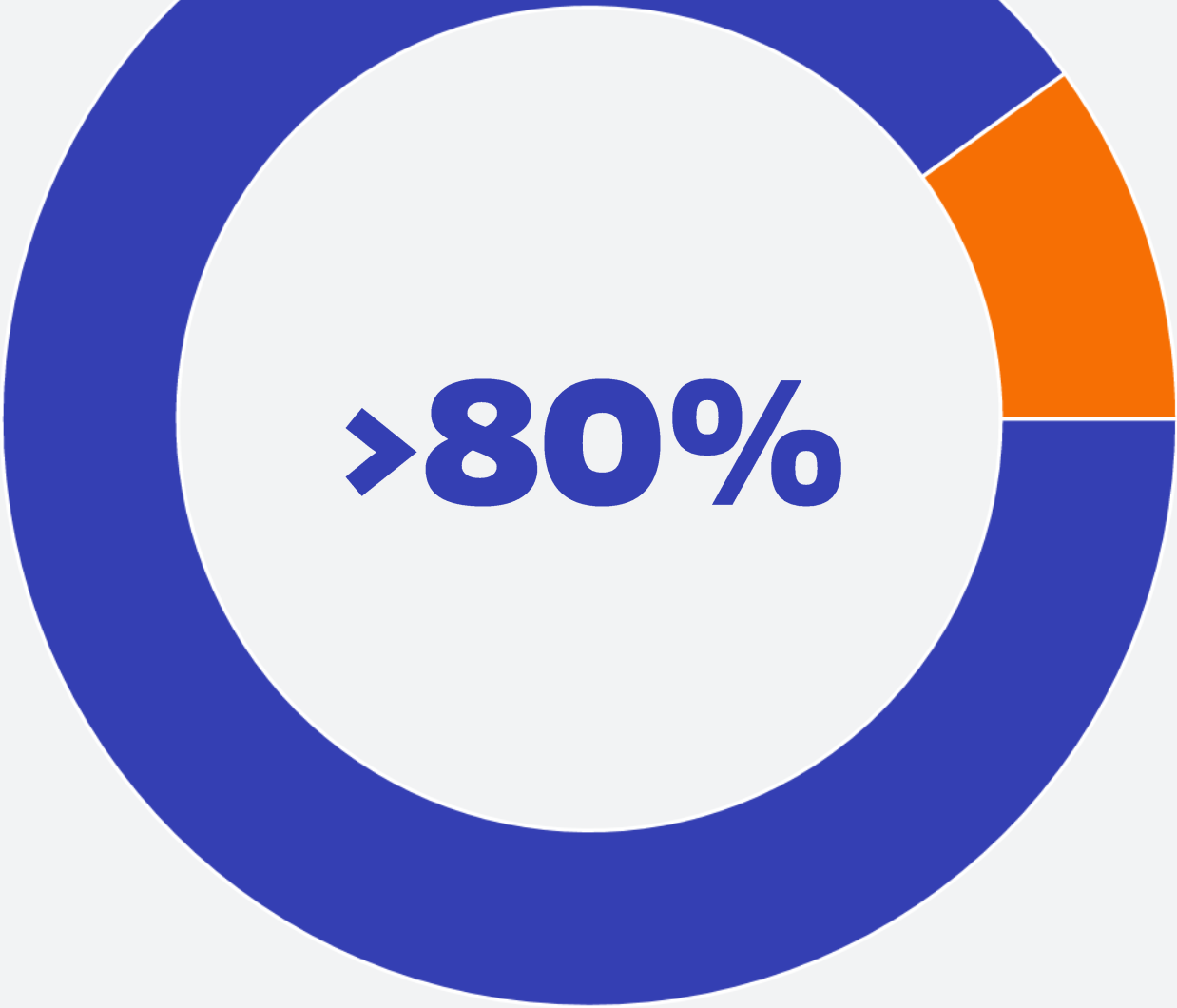
Navigating this course

- Get started by clicking on the 'Lessons' tab above.
- You can start and stop work on this course as needed. Your place will be saved for the next time you log in.
- To find your next lesson, click the 'Next' button at the bottom of each page.
- Or see your course progress by clicking on the 'Course Progress' tab above or the 'Modules' tab to the left.

In Person Workshops



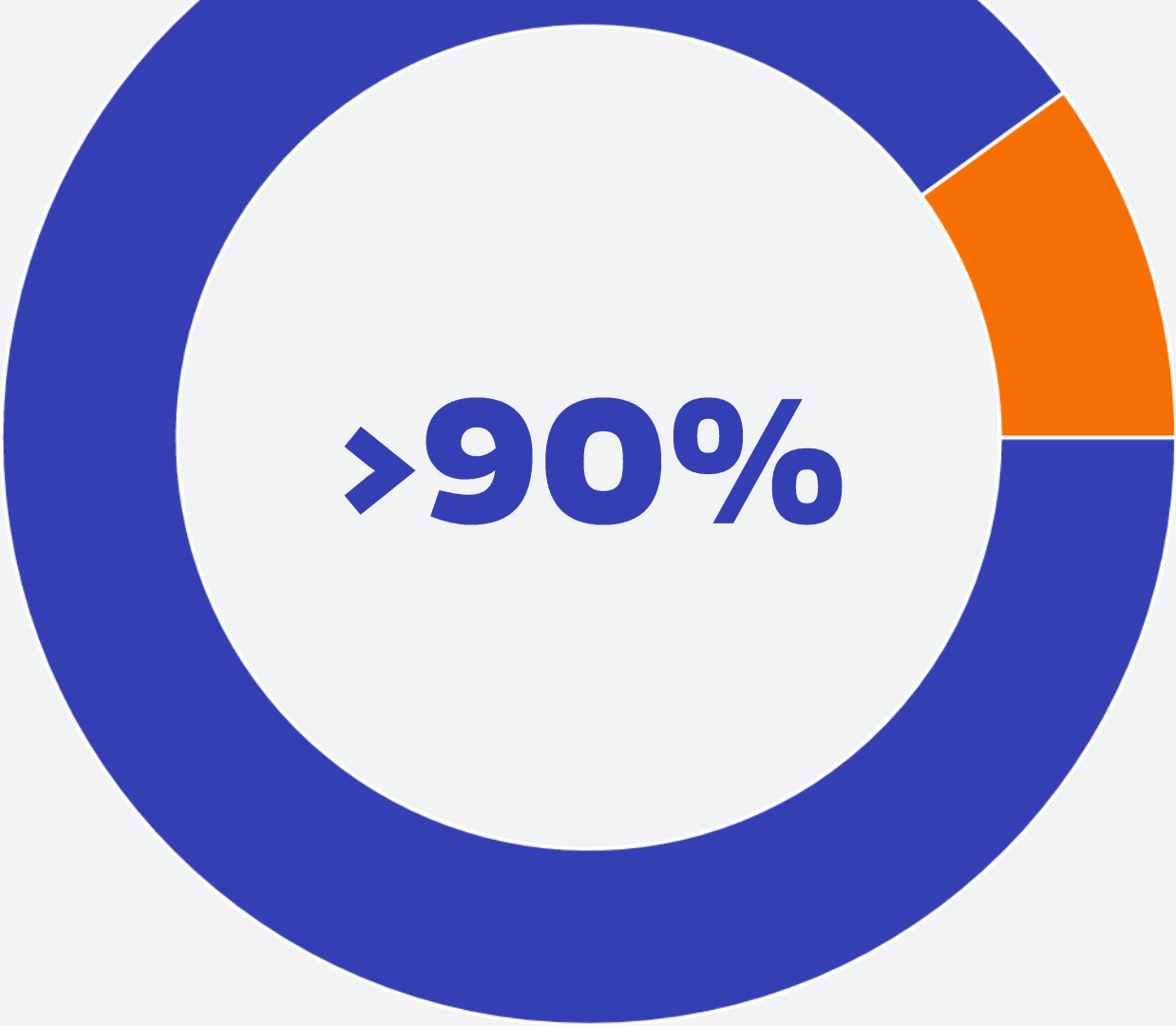
Outcomes >>>>>



Offered one new product for sale.

Developed a new digital marketing product.

Outcomes >>>>>



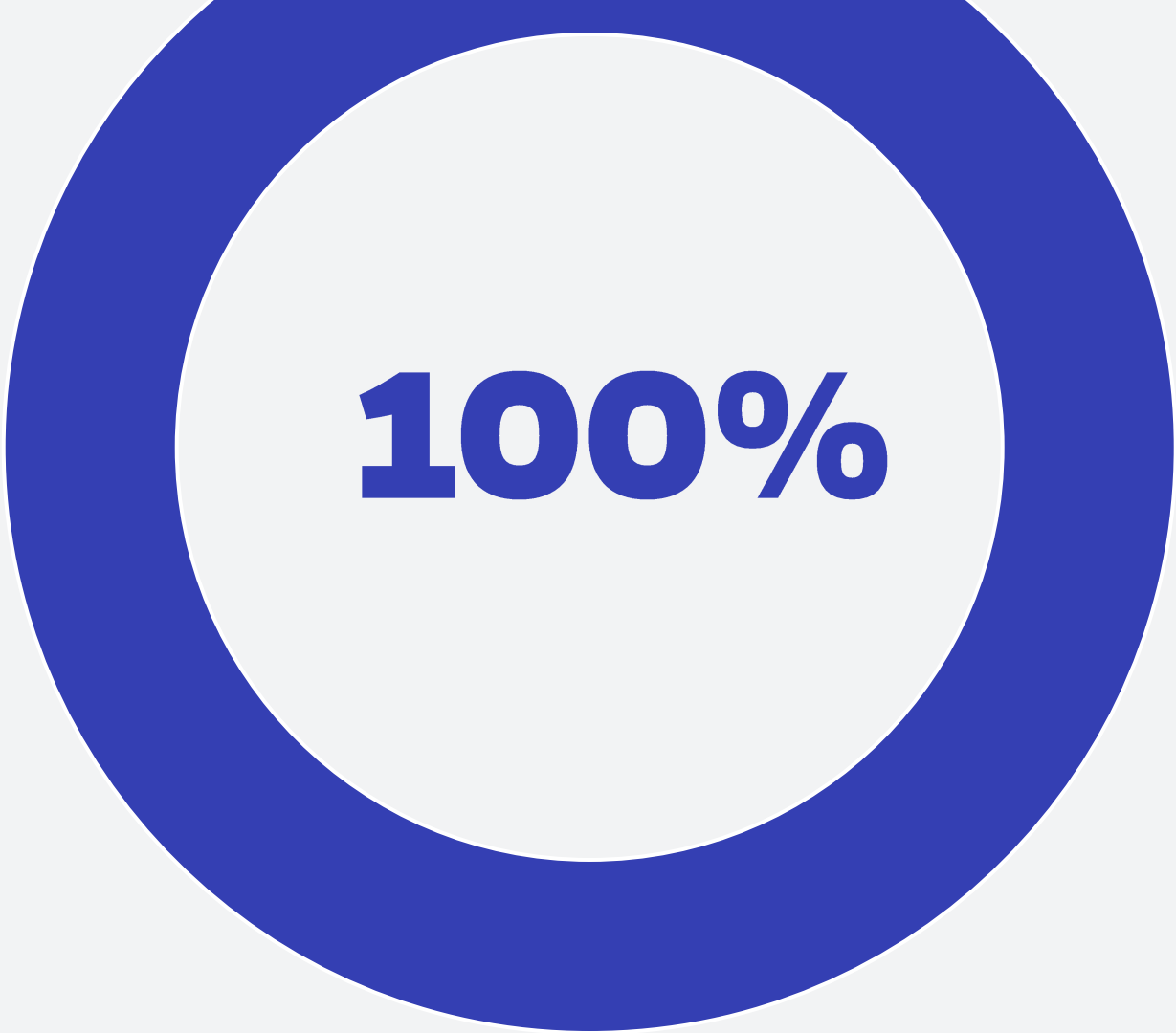
Implemented new worker safety practices.

Developed a new value-added product.

Increased dollar returns.

Developed a comprehensive business plan.

Outcomes >>>>>



100%

Increased ability to make business decisions.

Developed a lean startup business plan.

Lessons Learned

for educators/program leaders

>>>>> Use “continuing, slow-paced encouragement”.

>>>>> Support informal peer-to-peer feedback.

>>>>> Recruit experienced hobby beekeepers.

Lessons Learned

for beekeeper entrepreneurs

>>>>>

Make a plan before you start.

>>>>>

Develop a support network.

>>>>>

Focus on the bees first, then the business.

Beekeeping Business Foundations

ONLINE SHORT COURSE



Beekeeping Business Foundations



Your Course Progress

Course Instructors

Welcome to the start of your beekeeping entrepreneurship journey!

This short course is designed to guide you through the early steps of turning your beekeeping passion and skills into a plan for a successful business. Through lessons and worksheets, you will examine your current position and your readiness to take on a new venture and consider the logistical and legal challenges that you may face. This exploratory course concludes with the development of a lean startup (one page) business plan, in which you will outline your intentions for your future beekeeping business. Dive in by working through the following lessons:

Course Lessons

- Getting Started
- Types of Beekeeping Businesses
- Running a Lawful Beekeeping Business
- Managing Risk
- Writing a Lean Startup Business Plan

Values, Visions, & Goals

for your beekeeping business

Values

Think about your values and how they relate to your business. Consider what it means to you. If you are having trouble with this, think about your life when you were faced with a difficult decision.

Personal Values:

Economic Values:

Environmental Values:

Community Values:

Defining your Beekeeping Business

Preferences

How do you expect your beekeeping business to support you in terms of income and employment?

Minimum annual net income:

Which statement in each category do you prefer?

I prefer...

long-term return on investment

low risk, even if modest return potential.

a business that can be profitable with few colonies.

a business with low start-up capital needs.

a business that is less labor intensive.

not having to hire labor.

a seasonal business with downtime each year.

working with bees.

not having to depend much on machinery.

a business with little need for pesticides.

less need for constant vigilance.

less recordkeeping and regulations.

improving value through marketing efforts.

having customers and visitors come to my apiary.

Identifying Risk

to your beekeeping business

Complete this worksheet either for your business as a whole or for each individual product/service that you offer, as appropriate. Briefly rank your business' exposure to various types of risk. Talk over risk management ideas with any business partners or advisors you may have.

Whole business

Product/Service:

Production Risk

Exposure to production risk:

Low

Medium

High

Describe potential production risks to your business:

How can you mitigate these risks?

Market Risk

Exposure to market risk:

Describe potential market risks to your business:

How can you mitigate these risks?

Business Model Canvas				
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		
Social or Environmental Costs		Social or Environmental Benefits		

Writing a Beekeeping Business Plan

ONLINE SHORT COURSE



Writing a Beekeeping Business Plan



▶ Lessons

☰ Your Course Progress

📄 Course Instructions

Developing such a comprehensive business plan for your beekeeping operation will increase your chances of business success. It summarizes how you will organize your resources and implement your business activities to work towards your goals. Your business plan should convince others (and yourself!) that your ideas are feasible. It also may help reveal challenges you can expect to face. The lessons and assignments of this short course will walk you step-by-step through the process of writing a comprehensive business plan.

A traditional business plan is made up of several key sections:

1. Title/Cover Page
2. Executive Summary
3. Company Description
4. Management Plan
5. Marketing Plan
6. Operations Plan

Workforce Planning

UFIFAS
UNIVERSITY of FLORIDA

Use this worksheet to describe the operations, management (i.e., human resources), marketing, and finance tasks within your beekeeping business, and the estimated workload of each task in each season. Also consider the skills or knowledge required to complete each task and who would be best suited to take on each responsibility.

Operations

Tasks and Responsibilities	Estimated Hours/Month				Knowledge and/or Skills Required	Who will Complete Task?
	Spring	Summer	Fall	Winter		

Management

Tasks and Responsibilities	Estimated Hours/Month				Knowledge and/or Skills Required	Who will Complete Task?
	Spring	Summer	Fall	Winter		

MARKETING PLAN

FOR YOUR BEEKEEPING BUSINESS

PRESENTED BY

Kevin Athearn

Kim Morgan

FINANCIAL STATEMENTS

BALANCE SHEET

Assets	Actual (Dec. 31)	Projected (Jun. 30)	Liabilities	Actual (Dec. 31)	Projected (Jun. 30)
Current Assets	\$ 5,000	\$ 14,000	Accounts payable		
Cash, checking/savings	\$ 5,000	\$ 12,000	Operating loan balances		
Accounts receivable		\$ 2,000	Credit card balances		
Noncurrent Assets	\$ 10,000	\$ 8,000	Taxes payable		\$ 1,000
Land & buildings			Total Liabilities	\$ 0	\$ 1,000
Home & property			Total Net Worth	\$ 15,000	\$ 21,000
Machinery & equipment	\$ 10,000	\$ 8,000	(Liabilities + Net worth)	\$ 15,000	\$ 22,000
Total Assets	\$ 15,000	\$ 22,000			

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Value-Added Products: Infused Honey

UFHoneybeelab - 9 / 16

▶

VALUE-ADDED PRODUCTS:
Infused Honey
1:01
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10

▶

VALUE-ADDED PRODUCTS:
Hand Cream
1:25
UFHoneybeelab

11

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VALUE-ADDED PRODUCTS:
Encaustic Medium
1:39
UFHoneybeelab

12

▶

VALUE-ADDED PRODUCTS:
Dipped Candles
2:24
UFHoneybeelab

13

▶

VALUE-ADDED PRODUCTS:
Cut Comb Honey
1:01
UFHoneybeelab

14

▶

VALUE-ADDED PRODUCTS:
Crush & Strain Extraction
0:52
UFHoneybeelab

15

▶

VALUE-ADDED PRODUCTS:
Creamed Honey
0:47
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Value-Added Products: Infused Honey

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Questions?

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