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Community-Supported Agriculture (CSA) is a pre-paid, subscription-based model that creates a direct connection between food producers and consumers. It serves as a form of social entrepreneurship, fostering learning, community engagement, and environmental stewardship while addressing environmental distancing and the need for reskilling in sustainable food systems. Founded in 2020 in Oslo, Local Buzz Andelsbirøkterlag has adapted the CSA framework to small-scale beekeeping through a Community-Supported Beekeeping (CSB) program. This presentation will use Local Buzz as a case study to elaborate on its economically resilient business model and approach to social entrepreneurship. Through subscription, consumers purchase shares in community beehives, in early season, becoming shareholders that share the risks and rewards of honey production. This prepayment provides a predictable and early operating budget for the beekeeper. This principle of sharing of risks (as well as abundance) distributes economical risks across the beekeeper and shareholders against environmental uncertainties that threaten the honey yield. Shareholders participate in hive management, harvests, and other activities, which translate into an experience economy, while the main responsibility remains by the beekeeper, and hive products are shared equally across shareholders. Shortly, these elements contribute to income security, risk mitigation and market autonomy, building an economically resilient practice compared to traditional beekeeping. For shareholders, starting beekeeping is often a significant decision, requiring financial investment, technical knowledge, and full responsibility. In urban environments, additional challenges include limited space for hives and storage. Local Buzz addresses these obstacles by offering a partnership in practice and lowering the threshold for participation. This approach demystifies beekeeping, inspiring new beekeepers to enter the profession. Involvement of shareholders powers transparent operations and cultivates trust in the model. This agreement of trust functions in both directions, creating an engaged community of learning, caring and contributing.

We propose that CSB can be a solution for community-oriented beekeepers who seek to increase profitability without scaling while generating social benefits, and, for citizens who seek to learn more about beekeeping as a hobby or profession. This case study showcases how reconfiguring organizational structure and sales strategy contributes to a financially and socially sustainable model.



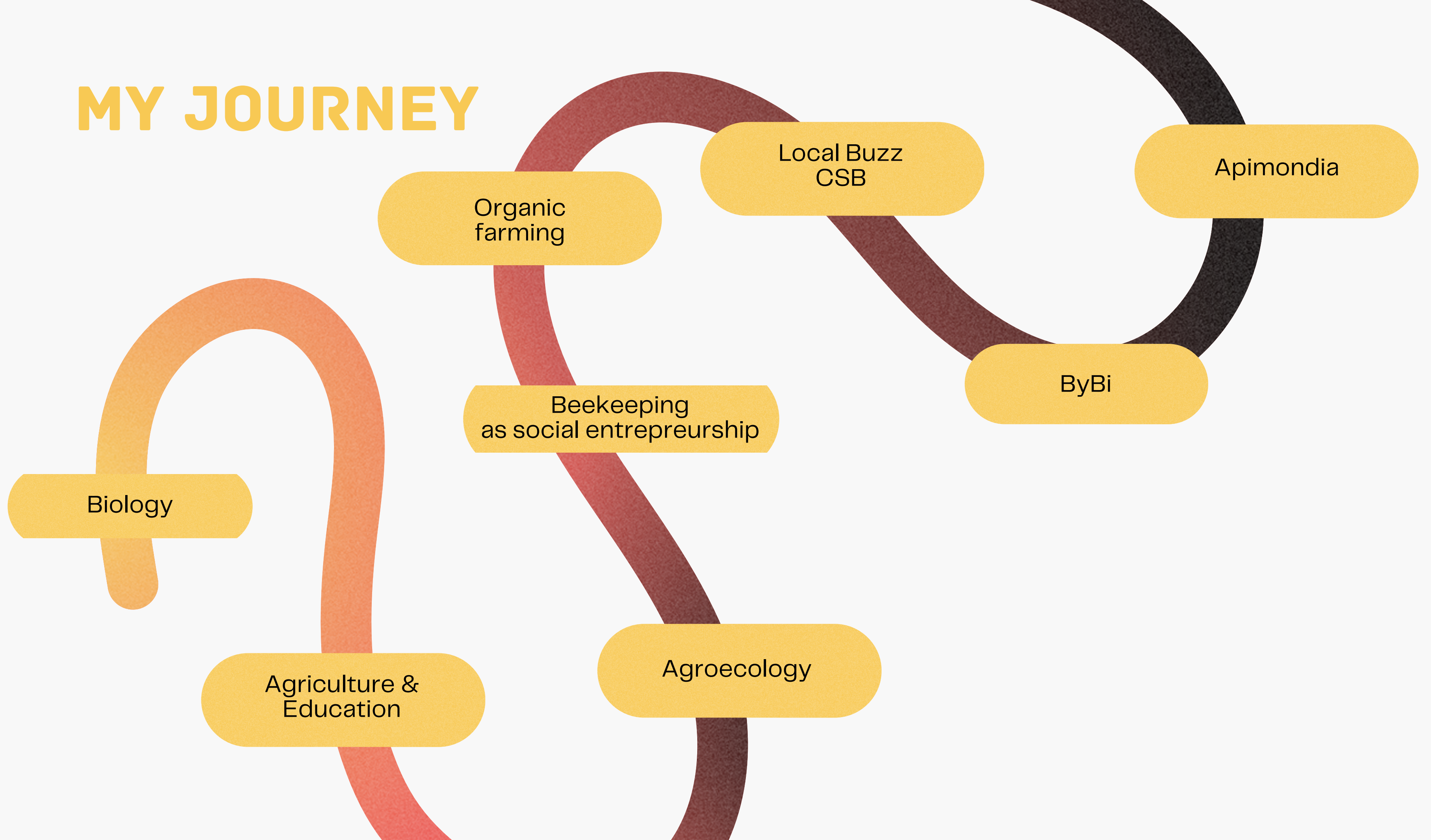
BUILDING ECONOMIC AND SOCIAL RESILIENCE THROUGH COMMUNITY-SUPPORTED BEEKEEPING

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COPENHAGEN

MY JOURNEY



WHY BEEKEEPING IS FRAGILE TODAY

Starting out is hard

- High financial investment
- Lack of space (esp. urban areas)
- Steep learning curve, big responsibility

Staying in is harder

- High winter losses, unpredictable harvests
- Storage, logistics, and processing challenges
- Most quit after 2 years (AgriAnalyse, 2020)

The bigger picture

- Aging beekeeper population, generational renewal lagging
- Market unfairness: imported honey, monopoly buyers, small markets
- No guarantee of return on investment!

CASE STUDY: LOCAL BUZZ COMMUNITY- SUPPORTED BEEKEEPING

- A subscription-based collective beekeeping model
- Small-scale urban beekeeping
- Driven by community beekeeper
- Based in Oslo
- Since 2021
- Inspired by the Community Supported Agriculture (CSA) model: Prepayment, shared risk, learning, participation of subscribers



CSA PRINCIPLES

- Alternative food network
- Pay up front in the winter: financial commitment
- Cover the operating costs of the farm
- Food is produced for the members, not the market
- Experiential learning, active involvement
- Shared risk & shared abundance

Norway: 93 CSA farms

Økologisk Norge (2023)

Sweden: 100

Andelsjordbruksverige.se (2025)

France: 2,000

Samoggia, A et al. (2019)

USA: 7,244.

nal.usda.gov (2020)

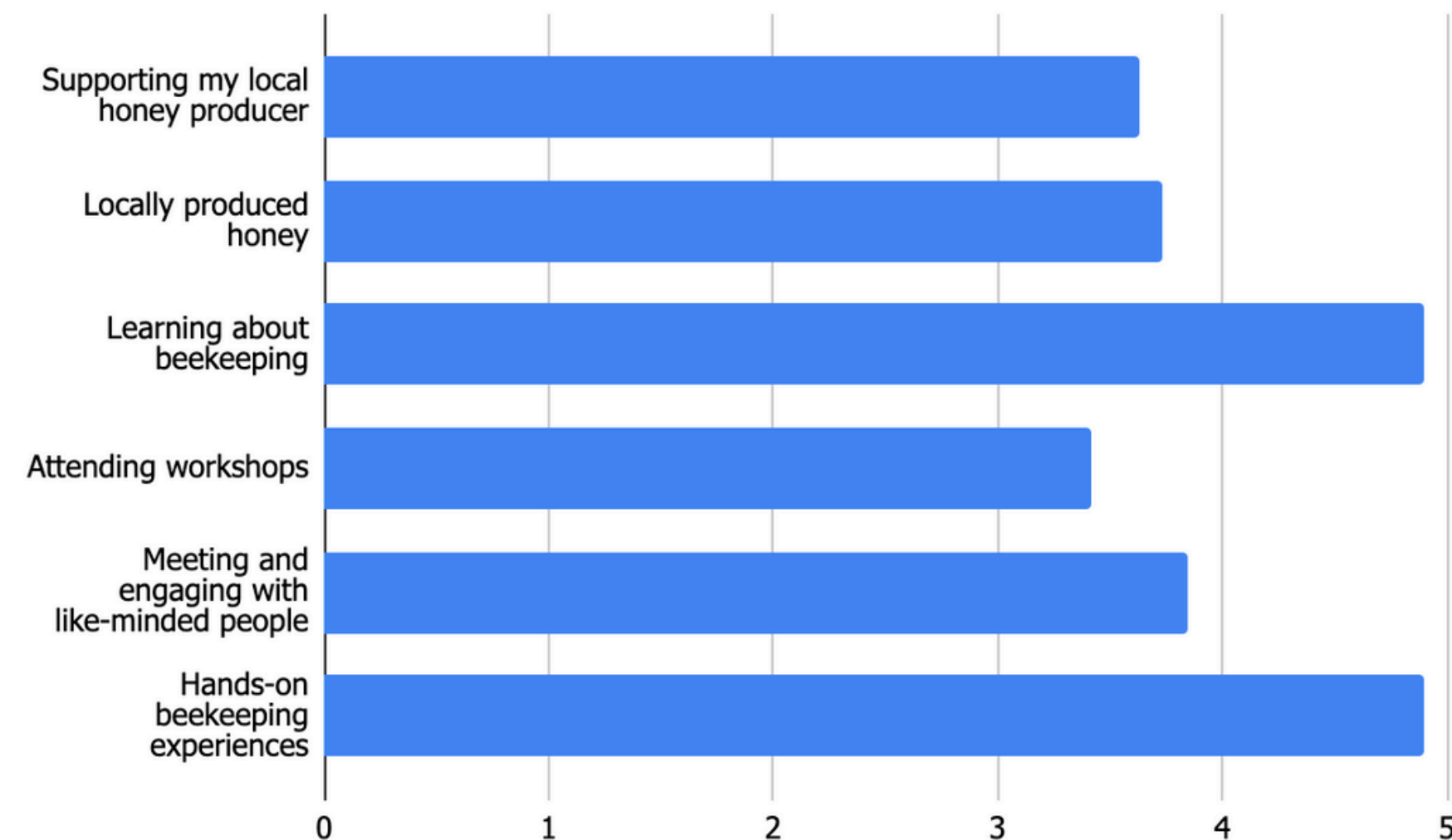
CONCEPT OF RESILIENCE IN CSA SYSTEMS

Community-supported model makes small-scale food production systems ROBUST!

“..system's ability to ensure the provision of the system functions in the face of increasingly complex and accumulating economic, social, environmental and institutional shocks and stresses, through capacities of robustness, adaptability and transformability.” (Meuwissen et al., 2019, p. 2).

COULD IT BE ADAPTED TO BEEKEEPING?

How important are the following for you?



because..

- selling local honey is competitive
- selling local honey is labour-intensive
- small-scale means more expensive
(reflects the true cost)

while..

- more interest in experience than product
- a great demand to learn about pollinators

HOW DOES LOCAL BUZZ WORK?

- You sign-up as a member, buy a share, prepay!
- Hive management and community organising:
beeks responsibility
- Attend hive visits & harvests
- Equal sharing of honey, ca. 3 kg
- Engagement is key: SoMe, community activities
& digital learning platform, seminar as theoretical
anchor



OUTCOMES

5 years of operation
Continuous refinement

ECONOMICALLY RESILIENT
SOCIALLY RESILIENT



OUTCOMES

ECONOMICALLY RESILIENT

- Prepayment in low season, fixed income
- Subscription-based model vs selling product
- Experience economy: diversifying income
- High profitability

INCOME SECURITY

RISK PROTECTION MEASURE

MARKET INDEPENDENCE



OUTCOMES

SOCIALLY RESILIENT

- Membership retention high: satisfaction
- Social exchange, mentorship
- Informal learning through experience
- Growing competence reduces workload

EASY ENTRY TO BEEKEEPING RESKILLING

INCREASED ECOLOGICAL LITERACY



IMPACT

- Created a new short food supply chain
- Attracted 25–35 age group & women
- Produced new beekeepers
- Flexible with varied subscribers



WHY DOES IT MATTER?

- Challenges are global
- Concerning how challenging it is to produce new beekeepers
- Economic incentive in small scale
- Social support network for the beekeeper
- Narrowing the distance between people, bees and the flora
- Supporting local economies



REPLICABILITY

- Socially engaged beekeeper
- Storyteller, community organiser, science communicator
- The concept is new
- Can coexist w/ other models
- Use SoMe to your advantage





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Faglig Leder i ByBi | Bees as ambassadors |
Nature-based education

