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Miski Miel de Campo

Background/Purpose

Beekeeping is a key driver of biodiversity conservation and food security, but it also holds significant potential for rural economic development. However, small-scale beekeepers in developing regions face substantial barriers to accessing competitive markets and integrating into sustainable value chains. This study examines the case of Miski Miel de Campo, an Ecuadorian beekeeping enterprise that has successfully addressed these challenges by implementing sustainable practices, international certifications, and fair trade strategies to empower rural communities and strengthen their market position.

Problem Description

Despite the increasing global demand for honey and other bee-derived products, small-scale beekeepers face critical obstacles that hinder their economic viability. These challenges include:

- Limited infrastructure and distribution networks, restricting their access to high-value markets.
- Lack of certifications, reducing competitiveness against industrial producers.
- Honey adulteration, which distorts prices, erodes consumer trust, and undermines producers committed to pure, high-quality honey.
- Fragmented markets and unfair pricing, limiting the ability of small-scale beekeepers to negotiate favorable conditions.

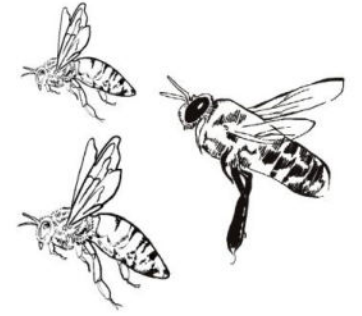
Methodology

This study evaluates Miski Miel de Campo's business model as a case study in sustainable beekeeping. Data collection involved interviews with rural beekeepers, financial records analysis, and an assessment of key market access strategies. Results and CONCLUSION: Findings indicate that quality certifications, fair trade models, and value-added processing strategies have enabled Miski Miel de Campo to successfully access high-value markets while ensuring fair compensation for beekeepers. Furthermore, the company has played a leading role in combating honey adulteration by positioning product traceability and quality as key differentiators in the industry.

Practical Implications for Beekeepers

The Miski Miel de Campo model serves as a real-world example of how alliances can be successfully implemented, scaled, and adapted to different regional contexts, paving the way for a more equitable, resilient, and sustainable global beekeeping industry. Key recommendations include:

- Cooperative business models to strengthen the capacity of the industry.
- Adoption of certifications to incorporate good practices.
- Sustainable production practices and product diversification to enhance resilience and economic stability.



Strengthening Rural Development through Sustainable Beekeeping: The Case of Miski Miel de Campo

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APIMONDIA 2025 - COPENHAGEN



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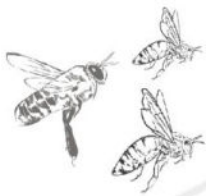
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“...smuggling [...]
adulterated honey [...]
climate change [...]
bee health [...]
high production costs...”

Revista Líderes, 2018.

“...one of the most adulterated
food products on the planet [...]
threatening the profitability
of real honey production...”

Insider, 2020.

“....demand exceeding
600 metric tons per year...”

Vistazo, 2021.

“...a deficit of 422 metric tons...”

**Ministerio de Agricultura
y Ganadería del Ecuador, 2023.**

BACKGROUND

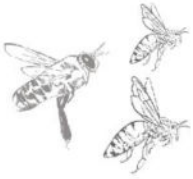


1. Beekeeping is a key driver of biodiversity conservation and food security, but it also holds significant potential for rural economic development.
2. Small-scale beekeepers in developing regions face substantial barriers to accessing competitive markets and integrating into sustainable value chains.

PROBLEM DESCRIPTION

Despite the increasing global demand for bee-derived products, small-scale beekeepers face critical obstacles that hinder their economic viability:

1. Limited infrastructure and distribution networks, restricting their access to high-value markets.
2. Lack of certifications, reducing competitiveness against industrial producers.
3. Honey adulteration, which distorts prices, erodes consumer trust, and undermines producers committed to pure, high-quality honey.
4. Fragmented markets and unfair pricing, limiting the ability of small-scale beekeepers to negotiate favorable conditions.



METHODOLOGY

The study evaluates Miski Miel de Campo's business model as a case study in sustainable beekeeping. Data collection involved interviews with rural beekeepers, financial records analysis, and an assessment of key market access strategies.



RESULTS



1. Implementation of internationally recognized certifications facilitated entry into premium markets.

2. Integration of fair trade models improved income distribution and resilience among smallholder beekeepers.



3. Adoption of value-added processing strategies enhanced market competitiveness.

4. Positioning of traceability and quality control addressed honey adulteration and built consumer trust.

PRACTICAL IMPLICATIONS FOR BEEKEEPERS

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1. Development of cooperative business models strengthens organizational capacity and collective competitiveness.
 2. Adoption of certification frameworks facilitates the integration of good practices and enables market integration.
 3. Implementation of sustainable practices enhances resilience and promotes long-term economic stability for beekeeping communities.



CONCLUSION

The Miski Miel de Campo model serves as a real-world example of how alliances can be successfully implemented, scaled, and adapted to different regional contexts, paving the way for a more equitable, resilient, and sustainable global beekeeping industry.



THANK YOU

