APIMONDIA SCANDINAVIA 2025
SWEDEN | DENMARK | NORWAY

PP-504 [Beekeeping for Rural Development]

# Honey Tastings: A Platform for Bee Conservation and Market Development

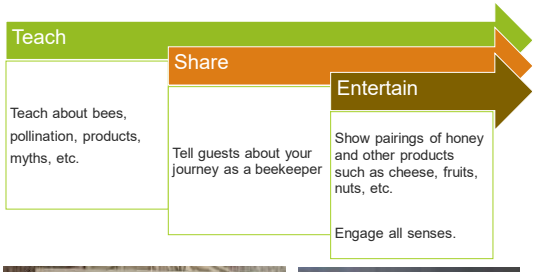
## Practical Strategies for a Successful Honey Tasting for Beginners

Alejandra Flórez[1,2], Mónica Ponce de León[2]
[1] Universidad Nacional Pedro Henriquez Ureña, Graduate School, Dominican Republic. [2] Innovación Rural Desarrollo Sostenible SRL, Dominican Republic

## Introduction

Honey tastings have become an effective platform for raising public awareness about the vital role of bees in our ecosystem and stimulating market growth for beekeepers. While honey is a widely consumed product, consumer understanding of its origins, varieties, and health benefits remains limited. Furthermore, prevalent myths and misconceptions surrounding honey production and consumption, such as concerns about adulteration and overharvesting, often hinder market appreciation and growth. These misconceptions not only impact consumer confidence but also discourage sustainable beekeeping practices. By providing consumers with the opportunity to experience the diverse flavors and aromas of different honeys, well-organized honey tastings can effectively address these challenges.

## Practical Strategies for a Successful Honey Tasting for Beginners



## Key Points to Organize Honey Tastings For Beginners

1- Honey Variety and Samples

- Choose 3-5 different kinds of honey.
- i.e. different origins, different states (liquid, crystallized), different colors, honeycomb
- 5-10 ml per sample per person.

2- Clear Instructions

- Give directions on how to look, smell and taste the honey.
- Start with the samples of softer flavors

3- Supporting Material

- Be ready with color guides, information of samples, etc.
- Provide water and neutral flavor crackers to cleanse the palate between samples

4- Food safety

- Provide individual samples
- Provide clean utensils, clean table, optional: use placemats

5- Presentation of Honey

- use glass or clear plastic (avoid use of one use plastic)
- make sure there is enough light to see honey colors properly

6- Product Showcase

- Make sure you have availability of product, communicate payment means, share social media information (preferably with QR codes for easy sharing)

## Printable Color and Flavor Charts

Complete honey flavor charts can be very complex for beginners, but it is a very practical tool for beginners to identify flavors in honey. In Dominican Republic we have mostly multifloral honey, so flavor profiles are always mixed and different.

You can find printable color and flavor charts in the QR below (in English and Spanish).

**Innovacion Rural Desarrollo Sostenible SRL**
www.innovacionrural.com.do
Santo Domingo, Dominican Republic
+1-829-279-7419 – af.irural@gmail.com

UNPHU Universidad Nacional Pedro Henriquez Ureña

## PP-504 [Beekeeping for Rural Development]
## Honey tastings: a platform for bee conservation and market development

Alejandra Flórez
Escuela de Postgrado, Universidad Nacional Pedro Henriquez Ureña, Santo Domingo, Dominican Republic

This presentation will explore the potential of honey tastings to serve as an effective platform for raising public awareness about the vital role of bees in our ecosystem and stimulating market growth for beekeepers. While honey is a widely consumed product, consumer understanding of its origins, varieties, and health benefits remains limited. Furthermore, prevalent myths and misconceptions surrounding honey production and consumption, such as concerns about adulteration and overharvesting, often hinder market appreciation and growth. These misconceptions not only impact consumer confidence but also discourage sustainable beekeeping practices. By providing consumers with the opportunity to experience the diverse flavors and aromas of different honeys, well-organized honey tastings can effectively address these challenges. They can debunk myths and misconceptions about honey adulteration, promote responsible consumption, and emphasize the crucial role of bees in pollination and food security. Moreover, honey tastings can serve as a direct-to-consumer channel for beekeepers, enabling them to showcase the diversity of local honeys, promote sustainable beekeeping practices, and build stronger relationships with their customers, ultimately increasing sales and supporting beekeepers' livelihoods. The presentation will delve into practical strategies for organizing successful honey tastings, including careful selection and preparation of honey samples, the creation of engaging tasting experiences, effective communication of information about honey production and beekeeping practices, and fostering meaningful interactions between beekeepers and consumers. These strategies can be adapted and implemented in various settings, from local farmers markets and community events to educational institutions and culinary schools. By promoting honey tastings as a valuable tool for bee conservation and market development, we can empower beekeepers, educate consumers, and contribute to the long-term health of bee populations worldwide.