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SNAPSHOT

Farmer-to-Farmer Project Supports Local Honey Processor to Improve Food Safety and Develop New Products



Aadi Honey staff working at their Queen Rearing Center



"We have developed and marketed two new products with the help of the volunteers"

Mr. Jagadish Saha
Advisor
Aadi Honey

Telling Our Story

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Honey is a competitive market in Bangladesh. Local honey processors have a hard time competing with foreign importers who already have international certifications that ensure the honey meets internationally recognized food safety standards. The Farmer-to-Farmer Food Safety & Quality Program (F2F FSQ) is helping local private sector food businesses advance their food safety culture and understanding by tackling their food safety gaps and illuminating a pathway to certification. F2F FSQ helped one such Bangladeshi company, Aadi Honey, located in Mirzapur of Tangail district and supplied by more than 500 beekeepers, to increase their gross sales by 12%.

Before partnering with F2F FSQ, Aadi Honey was interested in growing their business but the company was struggling with how they may compete with importers. In 2019, Aadi Honey and F2F FSQ used the Global Markets Program (GMaP) self- assessment tool to assess Aadi Honey's food safety practices. The GMaP was created by the Global Food Safety Initiative (GFSI), a global coalition dedicated to improving food safety worldwide, to help small food oriented businesses improve their food safety practices to access new higher value markets. After helping Aadi Honey to understand their gaps, F2F leveraged the expertise of three volunteers, Mr. Jeff Balousek, Senior Quality Leader, Land O'Lakes Inc., Mr. Dustin Lawrence Vanasse, CEO, Bare Honey, USA and Mr. Robert Owen, PhD Fellow, University of Melbourne, Australia. These experts provided support and targeted training to Aadi Honey, conducting on-the-job training in food safety and beekeeping best practices for Aadi Honey's staff and beekeepers and helped Aadi Honey develop new products and move their sales online.

With F2F support and volunteer recommendations, Aadi Honey has been able to make significant infrastructure and hygienic changes to their processing. These improvements have increased Aadi Honey's compliance with international standards, enabling them to take the first important steps in pursuing international certifications. They plan to continue making food safety improvements and building out their online presence to achieve self-reliance and become a competitive player in the market.

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