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## SNAPSHOT

# New Apiculture Products Result in New Income

**By diversifying production, a small family beekeeping business takes advantage of market opportunities and increases its sales.**



*Photo by Fintrac Inc.*

Geovanny Hernández learns about products that can be derived from beehives during a project-led workshop. These new products are significantly increasing the family's income.

**“Beekeeping management has improved; we used to only harvest honey.”**

*Purificación Hernández—Beekeeper*

One of USAID-ACCESO's key strategies to improve clients' quality of life is to promote diversified income sources, particularly from animal production practices. The project is focusing on improving beekeeping practices to increase incomes for rural families.

For 36 years, the Hernández family has earned a meager living from their small beekeeping business in the community of El Sile, Lempira. It was not until they met USAID-ACCESO's animal production specialist in October 2011 that they decided to make some changes to expand their opportunities beyond the traditional honey market.

After several trainings, Hernández and his three children began implementing the techniques they learned to strengthen their business. They focused on better sanitation practices, covering honey with plastic during storage to reduce contamination. They learned how to produce honeycomb and pollen, which has high market value because of its vitamin and protein content.

“I have learned many things,” said Geovanny Hernández, the youngest son. “We always need to keep innovating.”

During the four-month season, Geovanny piloted a new product line, harvesting 1,600 trays of honeycomb, a by-product he used to discard. After selling the honeycomb to local buyers, he earned \$3,730 in additional income for his family. Other new products, such as dried pollen, earned the family even more income.

“I am happy and I wish to make more [money],” said Geovanny, who, at 25, is already taking on a leadership role in the family business.

The family plans to continue growing their business; they want to create their own brand, purchase additional equipment, and build new facilities to formalize and improve production. They also hope to soon employ other local beekeepers.

USAID-ACCESO animal production specialists have provided assistance to more than 1,300 households. To date, 616 training events with 5,695 participants and 3,199 technical assistance visits have been carried out in areas including beekeeping, fish farming, livestock, and poultry.