



Monthly e-Newsletter on Honey Exports

Jammu & Kashmir Export Scenario



Honey as focused Product & USA as focused Country



Global Trade Insights & J&K Exports Spotlight

- USA: The Hunger for Honey
- All About that Honey
- Beekeeping & J&Ks Honey Production

J&K's Honey: Nature's Gold from the Heart of the Himalayas

- What Sets J&Ks Honey Apart?
- Top Importers of Honey
- SWOT Analysis of J&Ks Honey
- Join Us in this Sweet Symphony

Contents

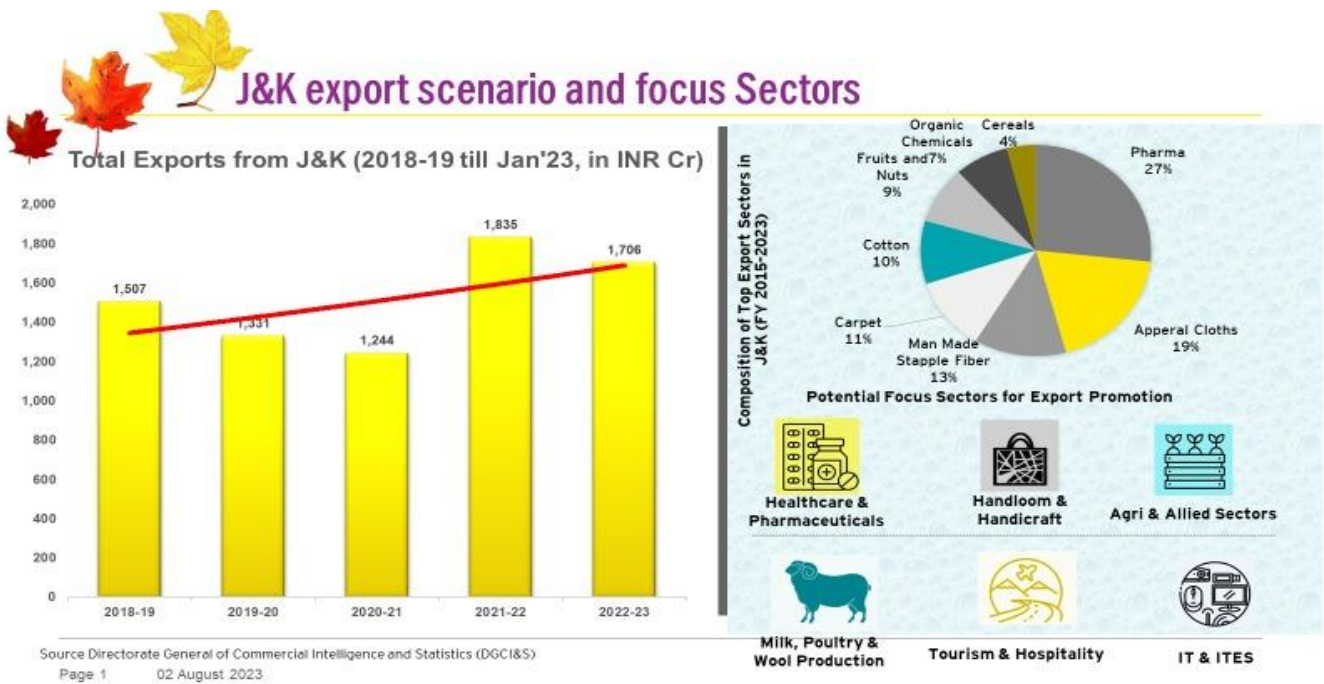
Global Trade Insights & J&K Exports Spotlight	3
The Hunger for Honey Why and How USA Manages Its Needs by Importing Honey 4	
All about that Honey	5
Consumption vs. Supply	5
The Big Three: India, Vietnam and, Argentina.....	5
Beekeeping and Honey Production in J&K	6
Geographical Identification tag	9
Market Analysis	10
Value of honey exported from India:	10
Top importers of the Honey	11
SWOT Analysis of J&K Honey	12
Join Us in This Sweet Symphony:	14

Global Trade Insights & J&K Exports Spotlight

" J&K's Honey: Nature's Gold from the Heart of the Himalayas "



This month's issue focuses on Honey export from Jammu & Kashmir keeping in mind the highest demand of import of Honey from United States of America.



In 2021-22, J&K exported goods worth US\$246 Mn. Of the total exports, Pharma sector contributed 50% of the total exports followed by cotton yarn (24% of total exports) and Man-Made Yarn (10% of total exports)

We are delighted to bring you exciting news from the heart of Kashmir, the land of enchanting orchards and lush greenery! In our latest venture, we are thrilled to introduce the world-renowned Kashmiri Apples to the discerning consumers of Germany.

Kashmiri apples are celebrated globally for their exceptional taste, vibrant colour, and crisp texture. Cultivated in the pristine Himalayan climate, these apples are a testament to the perfect blend of nature's bounty and meticulous craftsmanship of local farmers.

Honey & Beekeeping in the UT of J&K

The Union Territory of Jammu and Kashmir is recognized as a significant and favourable location for beekeeping in India. Its climatic conditions and diverse natural resources make it suitable for both stationary and migratory beekeeping. *Apis mellifera*, a popular bee species, is commonly used in beekeeping activities in Jammu & Kashmir. Beekeepers in the region engage in migratory practices to enhance honey production, showcasing substantial potential for further improvement in honey production in the area. Beekeeping has a long-standing tradition in the Union Territory of Jammu and Kashmir, primarily centred around harvesting precious honey stored in combs by bees. Initially practiced in its simplest form in forest areas, indigenous oriental honeybees, such as *Apis cerana*, were kept in wall niches, clay pots, or other receptacles. The introduction of scientific beekeeping has led to the adoption of wooden boxes for beekeeping, a method now prevalent across Jammu and Kashmir.

Migratory beekeeping plays a crucial role in maximizing honey yields in the region. Bees follow specific migratory routes for honey production and colony multiplication. The diverse natural flora of Jammu and Kashmir's forests, covering approximately 19.95% of the area, contributes to the success of beekeeping. The region's vast geographical expanse, ranging from temperate to tropical climates, torrid to arctic conditions, and varying levels of humidity, provides an ideal environment for beekeeping. Additionally, the presence of trees like deodar, fir, toon, teak, and others, grown for timber, further enhances the forage available for honeybees in the Union Territory.

The Hunger for Honey | Why and How USA Manages Its Needs by Importing Honey

The growing preference for honey in the United States has become evident, with an increasing number of households incorporating it into various meals throughout the day. Local beekeepers have honed their skills to optimize honey production, but the U.S. became the world's leading honey importer in 2021. This substantial influx of honey serves as an alternative sweetener and a popular spread on breakfast items.

Honey consumption has expanded beyond traditional uses, with reports highlighting the rising popularity of honey crystals, either as an ingredient or spread on toasts, biscuits, and muffins. The perception of honey as a healthy and pure alternative has led to a surge in demand for organic honey, witnessing double-digit annual growth over the past four years. This blog aims to delve into the dynamics of the increased

honey demand, examining its impact on both U.S. beekeepers and honey imports, and shedding light on its pivotal role in the American honey business.

All about that Honey

Honey, dubbed as "The One Thing That Can Do Anything" by the National Honey Board, is a versatile and natural product created by the collaboration of bees, flowers, and mother nature. With increasing popularity among American households, the per capita consumption of honey in the U.S. has risen from 1.20 pounds in 2010 to 1.51 pounds, marking a growth of over 25%. However, domestic honey production has struggled to meet this heightened demand, experiencing a decline of nearly 30% between 2000 and 2015.

Due to the combination of surging demand, weakened production, and insufficient imports, honey prices have seen a significant increase. This leads to the question of why the U.S. relies on imported honey. To understand this necessity, it's crucial to delve into the dynamics of supply and demand for honey within the United States.

Consumption vs. Supply

In 2021, the United States consumed approximately 620 million pounds of honey, but only 20% of this was domestically produced. Since honeybees are not native to North America, they are typically managed in colonies or man-made hives that can be transported across the country to assist various farms. Despite these efforts, U.S. honey production has notably decreased.

The decline in production is not attributed to a reduction in the number of colonies; in fact, between 2006 and 2015, the number of bee colonies increased by 10%. The key factor behind the drop in honey production is the decrease in the yield per hive. From 2005 to 2015, the yield per hive declined from 72.5 pounds to 58.9 pounds, marking a nearly 20% decrease. Considering that the yield per hive was 84 pounds in 2000, the decline becomes even more significant, nearing 30% over the period from 2000 to 2015. This decrease is associated with the discovery of Colony Collapse Disorder (CCD) in 2006.

The Big Three: India, Vietnam and, Argentina

Due to the challenges and shortfalls in honey production within the United States, a significant portion of the honey consumed by the country is imported to meet the demands of the average American household. The U.S. stands out as the world's largest importer of honey, relying on imports to bridge the gap between domestic production and consumer needs. Three countries play a crucial role in supplying honey to the U.S.: India, Vietnam, and Argentina.

India:

India is a major contributor to the honey supply in the U.S. The country boasts a diverse climate and ecosystem, fostering conditions suitable for honey production. Indian honey is known for its variety, with different floral sources contributing to unique flavours and characteristics. The export of honey from India to the U.S. helps meet the growing demand for this natural sweetener.

Vietnam:

Vietnam has also emerged as a significant exporter of honey to the United States. The country's beekeeping industry has expanded, capitalizing on favorable conditions for honey production. Vietnamese honey, like that from India, adds to the diversity of

honey available in the U.S. market. The importation of honey from Vietnam contributes to addressing the shortfall in domestic production.

Argentina:

Argentina is another key player in the supply chain of honey imported by the U.S. The country's vast agricultural landscape, featuring diverse flora, provides ample forage for honeybees. Argentine honey is valued for its quality and taste, making it a sought-after source for U.S. honey imports. The partnership with Argentina helps ensure a steady supply of honey to meet the demands of American consumers.

Beekeeping and Honey Production in J&K

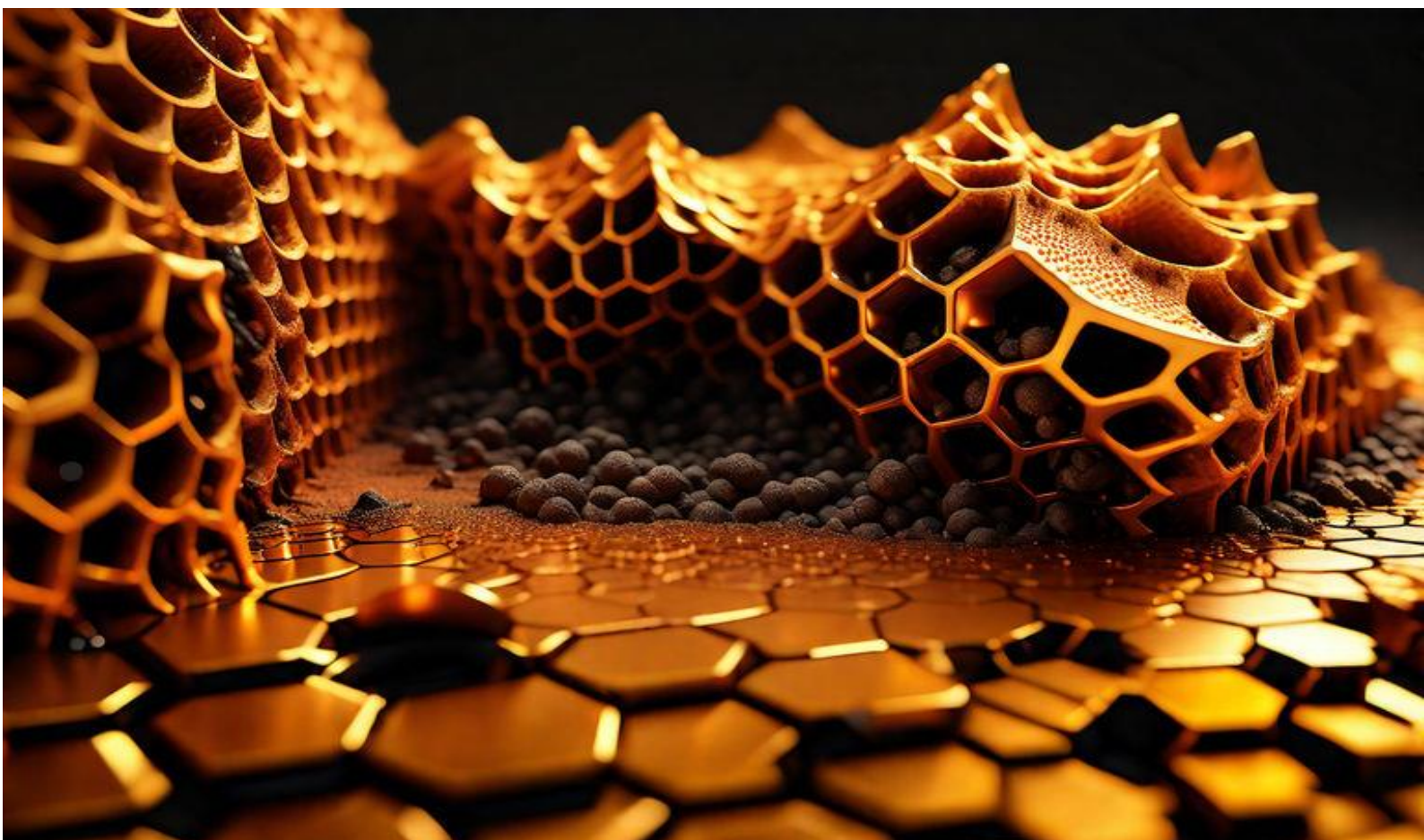
Jammu & Kashmir's annual production is about 23,050 quintals which indicates a significant output. This volume includes various types of honey, with a specific mention



of the Acacia variety. Acacia honey is renowned for its light colour and mild flavour. Jammu and Kashmir, as a region in the Indian sub-continent, holds significant potential for a well-established beekeeping industry. Beekeeping has been a longstanding tradition in the area, with the practice of beekeeping with *Apis cerana* being deeply ingrained in the region's history. Traditional hives were once ubiquitous across the valley, with approximately 50,000 colonies reported before the onset of the acarine disease in 1962.

Despite a decline in their numbers due to factors such as deforestation, clear cultivation, urbanization, modern house design, and the overall modernization of beekeeping over the past fifty years, traditional hives still outnumber modern ones in Jammu and Kashmir. In some areas, a single house may host over twenty traditional hives, emphasizing the continued prevalence of traditional beekeeping methods. Notably,

traditional beekeeping is often considered more economical than the modern system, showcasing the enduring significance of age-old practices in this region.



What Sets J&K's Honey Apart?

Ramban district takes pride in producing the finest type of white honey, known as Sulai honey, derived from a single flora called *Plectranthus* spp., locally referred to as sulai. Sulai honey is renowned for its exceptional aroma and flavour, setting it apart in the world of honey. Sulai Honey, upper Himalayas of stands out globally for its distinct aroma, and the white honey particularly exceptional quality, and flavour. This honey is derived from Sulai plants, contributing to its fine characteristics.



Honey has earned a reputation for being one of the finest honeys globally, making it a sought-after product for its unparalleled quality, aroma, and taste.

Apart from its distinct taste and aroma, Sulai honey from Ramban offers various health benefits and versatile applications:

Sulai Spice honey stands out for its exceptional quality, unique taste, colour, and texture, making it a delightful addition to herbal teas or enjoyed on its own.

The specific gravity, color, and aroma of Sulai honey are influenced by the floral source of Sulai (Van-tulsi plant).

Sulai honey is a naturally sweet substance crafted by bees through the collection of nectar from blossoms or secretions of Sulai plants. This honey undergoes a distinctive and intricate maturation process, resulting in its unique taste, aroma, and composition.

The composition, quality, and color of Sulai honey are influenced by environmental factors during production, including weather, humidity, and treatment during extraction and storage.

Traditional Sulai honey producers rely on locally fabricated tools, avoiding costly equipment and making the production accessible to common individuals.

Other Medicinal Benefits:

Antibiotic Properties: Sulai Honey possesses potent antibacterial properties, making it effective for preventing and treating wound infections caused by drug-resistant bacteria.

Diabetic Benefits: Sulai Honey is beneficial for diabetic patients, aiding in the healing of foot ulcers and offering protection against various strains of bacteria causing gastroenteritis.

Arthritis Relief: For arthritis relief, a mixture of Sulai Honey, lukewarm water, and cinnamon powder can be applied topically to alleviate pain. Additionally, a daily intake of hot water with Sulai Honey and cinnamon powder may help cure chronic arthritis.

Bladder Infections: Combating bladder infections, a solution of two tablespoons of cinnamon powder and one teaspoon of Sulai Honey in lukewarm water is recommended for consumption, effectively destroying germs in the bladder.

Antioxidant Properties: Sulai honey contains antioxidants that help combat oxidative stress and neutralize free radicals in the body, contributing to overall health.

Anti-Inflammatory Effects: The honey's natural anti-inflammatory properties may assist in reducing inflammation, providing relief from conditions such as sore throat or minor skin irritations.

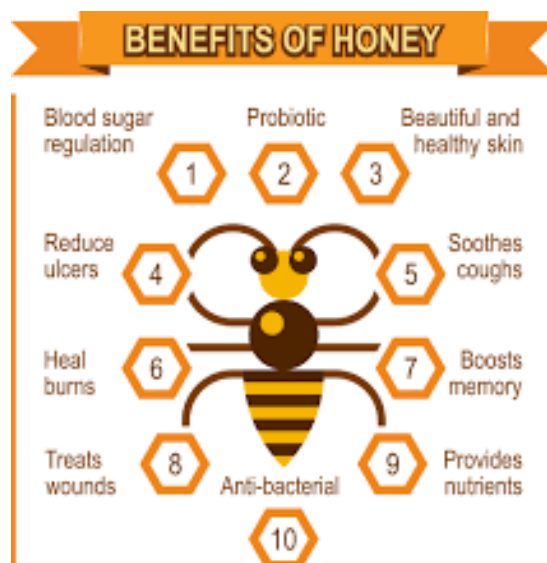
Nutrient-Rich: Sulai honey is a natural source of essential nutrients, including vitamins, minerals, and enzymes, which contribute to overall well-being.

Digestive Health: Consuming Sulai honey may support digestive health by promoting the growth of beneficial gut bacteria and alleviating issues like indigestion or constipation.

Boosting Immunity: The presence of bioactive compounds in Sulai honey may contribute to enhancing the immune system, helping the body defend against infections and illnesses.

Energy Boost: The natural sugars in Sulai honey provide a quick and sustained energy boost, making it a healthier alternative to refined sugars and energy drinks.

Wound Healing: Sulai honey's antibacterial properties make it suitable for topical application on wounds and minor cuts, aiding in the healing process and preventing infections.



Cough and Cold Relief: The soothing properties of Sulai honey can help relieve coughs and ease symptoms of the common cold, providing a natural remedy for respiratory discomfort.

Skin Benefits: Applied topically, Sulai honey can nourish and moisturize the skin, promoting a healthy complexion and potentially aiding in the treatment of skin conditions.

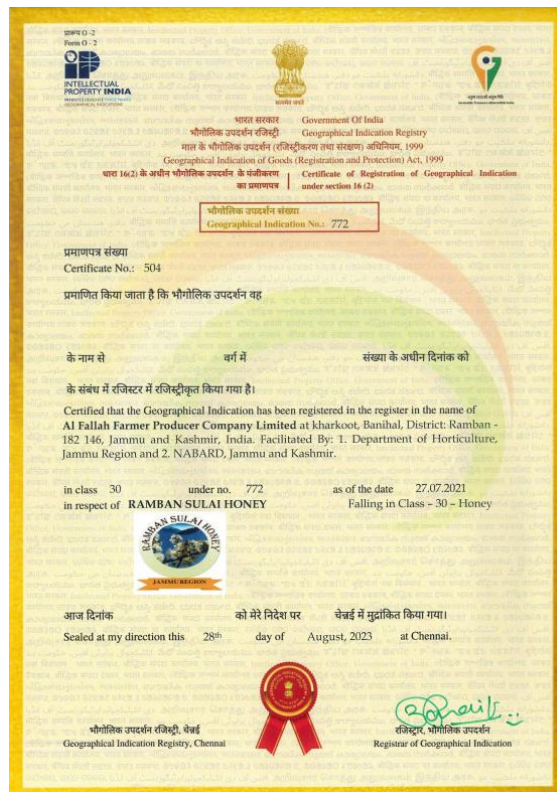
Allergy Relief: Local honey, such as Sulai honey, may contain small amounts of local pollen, which, when consumed regularly, might help build tolerance and alleviate seasonal allergies.

Sleep Aid: Consuming Sulai honey before bedtime, possibly mixed with warm milk or herbal tea, may promote relaxation, and contribute to better sleep quality.



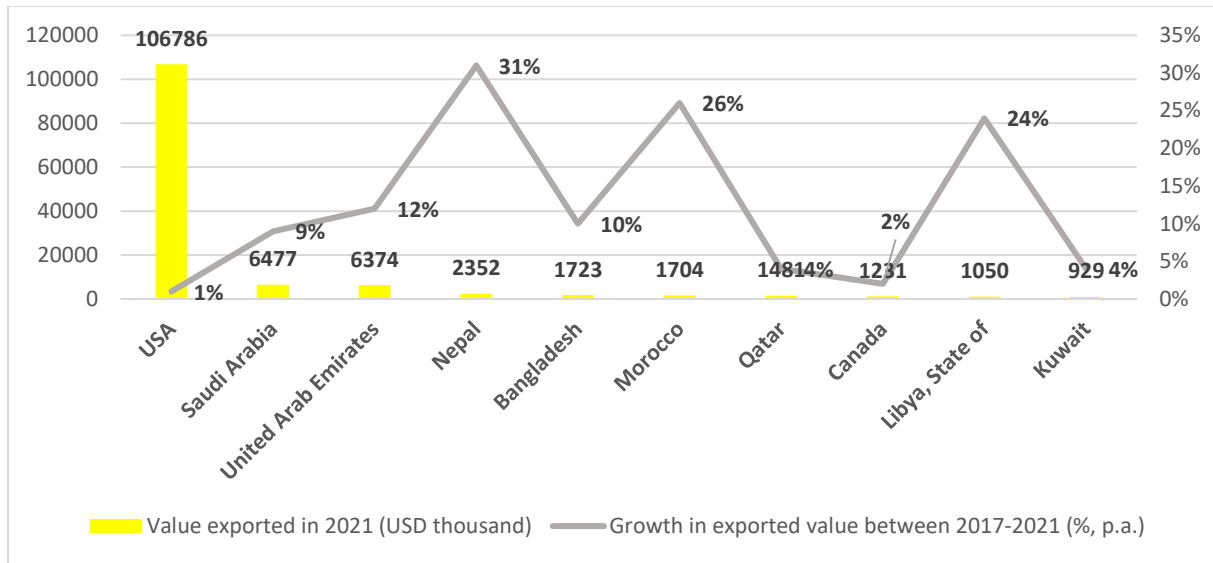
Geographical Identification tag

Sulai Honey from Ramban has earned a unique distinction with the Geographical Indication Tag (GI) No. 772 and Certificate No. 504, awarded by the Patent Authority of India on 28/08/2023. This prestigious recognition validates the historical significance and distinctiveness of Sulai Honey, making it the only honey in the world branded with a GI Tag from India.

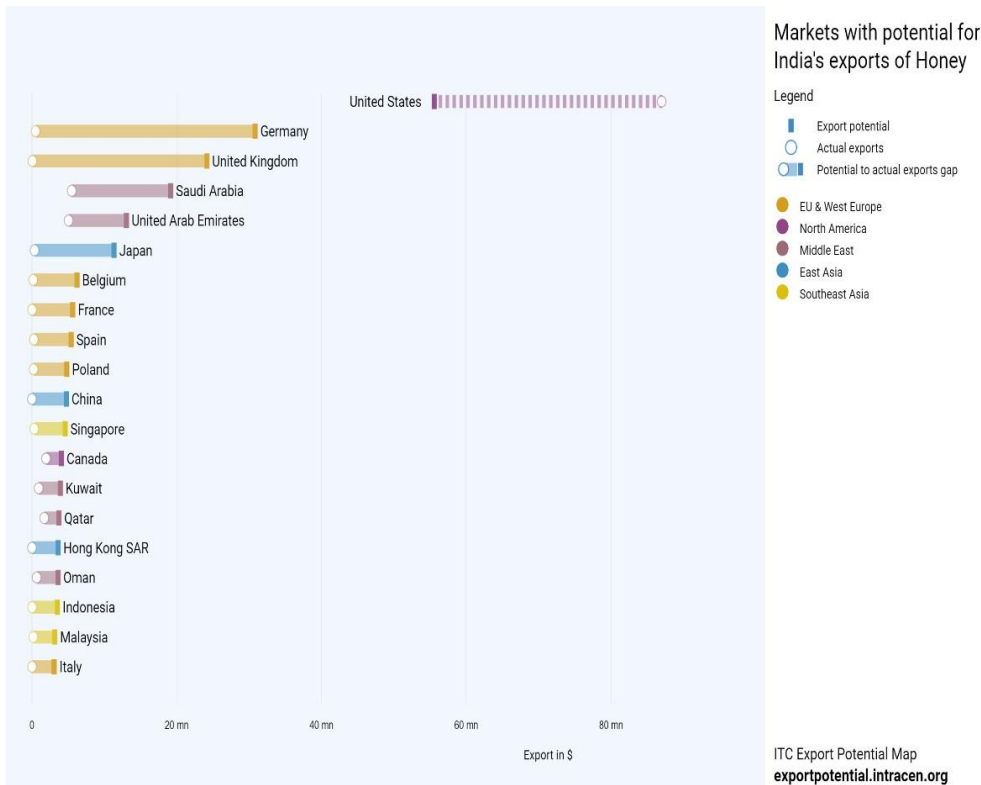


Market Analysis

Value of honey exported from India:



Source: <https://services.gst.gov.in/services/searchhsnsac>



Key Fact of Export

2,719,703 (USD Thousand)

Value of world exports in 2021

136,655 (USD Thousand)

Total Exports from India in 2021

0.00004 (USD Thousand)

Total export from J&K in 2021

Synergies in market targeting for Jammu and Kashmir (J&K) exporters can be classified into two categories:

Immediate Synergies:

Based on Signed FTAs: Countries such as Nepal, Morocco, Qatar, Libya, and Kuwait present immediate opportunities. These markets have the potential to unlock rapidly

with the establishment of effective marketing channels, facilitated by existing Free Trade Agreements (FTAs).

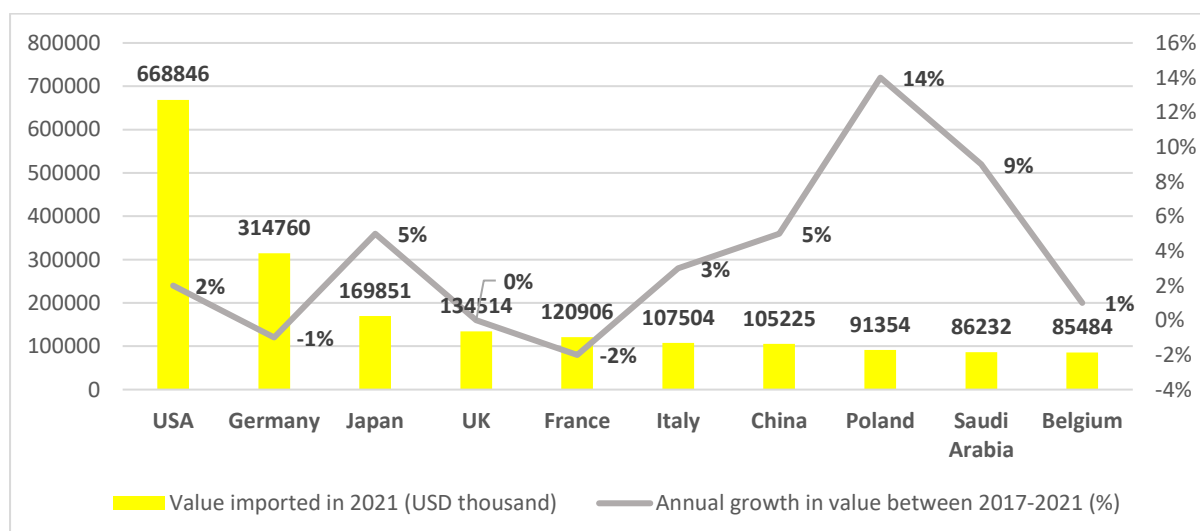
High Growth Markets: The USA, Saudi Arabia, and the UAE are identified as high-growth markets that offer immediate potential. However, successful entry into these markets requires strategic planning, efficient marketing, and leveraging the existing opportunities for growth.

Long-Term Synergies:

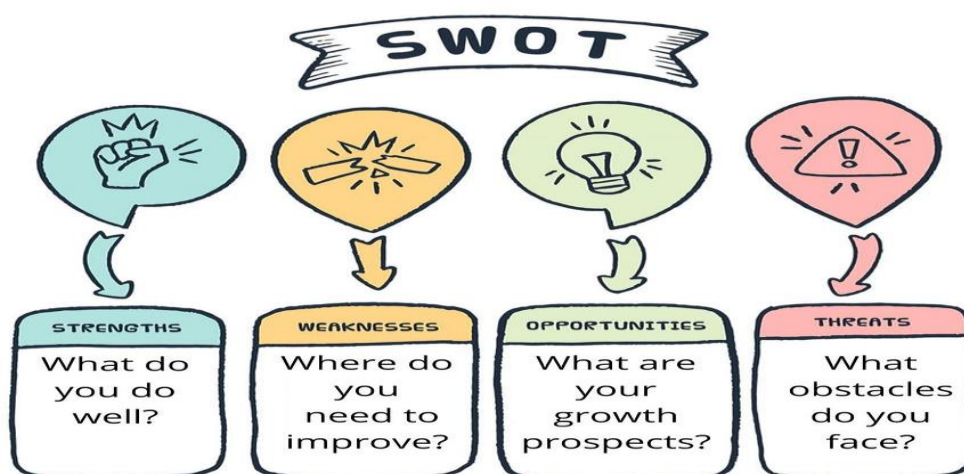
USA, Saudi Arabia, UAE: These countries are also considered long-term priority markets. Although they offer untapped potential, achieving success in these markets necessitates a more sustained effort. Key factors for success include compliance with stringent quality standards, subsidized freight rates, and a comprehensive marketing strategy, all of which may require time to implement effectively.

By understanding the immediate and long-term synergies, J&K honey exporters can tailor their strategies to maximize opportunities in markets that align with their capabilities and timeframes.

Top importers of the Honey



SWOT Analysis of J&K Honey



STRENGTHS:

Availability of Diverse Flora & Fauna: The district boasts a rich ecosystem with varied flora and fauna, including lush forests, grasslands, and wetlands. This biodiversity contributes to the district's ecological wealth, supporting a range of plant and animal species.

Organic Honey Demand: There is a growing demand for organic honey in both the local and national markets. Local beekeepers are capitalizing on this trend by adopting organic practices, ensuring the quality of their honey, and leveraging unique floral sources present in the district.

Favourable Climatic Conditions: The district enjoys favourable climatic conditions that are conducive to agricultural activities, particularly beekeeping. Moderate temperatures, ample rainfall, and seasonal variations create an ideal environment for honey production and support the growth of other agricultural sectors.

Progressive Industrial Policy in UT: The Union Territory has implemented a progressive industrial policy, offering incentives, subsidies, and a supportive regulatory framework. This policy encourages entrepreneurship and innovation, fostering the growth of businesses, including those involved in honey production.

WEAKNESSES:

Low Presence of Cold Storage: The district faces a challenge due to the limited availability of cold storage facilities. This deficiency impacts the storage and preservation of perishable goods, including agricultural produce, hindering the overall efficiency of the supply chain.

Lack of Quality Testing & Certification Facility: The absence of dedicated facilities for quality testing and certification poses a hurdle to ensuring and maintaining the quality standards of products. This gap may affect the marketability and competitiveness of locally produced goods.

Lack of Industrial Infrastructure: Insufficient industrial infrastructure, such as a Common Facility Centre, Food Park, and proper transportation and packaging facilities, hampers the growth of various industries. The lack of these essential components can hinder the efficient processing and distribution of goods.

Weak Marketing Support: A challenge faced by businesses in the district is the limited marketing support. The absence of robust marketing strategies and promotional activities can impede the visibility and market reach of local products, affecting their competitiveness.

Skill Deficiency: Skill deficiency among the workforce poses a significant challenge. The lack of adequate training and skill development programs affects the efficiency and productivity of various sectors, hindering overall economic growth and innovation.

Addressing these challenges requires strategic planning and collaborative efforts from both public and private sectors. Investment in infrastructure, skill development programs, and initiatives to enhance marketing support can contribute to overcoming these hurdles and fostering sustainable economic development in the district.

OPPORTUNITIES

Develop Organic Honey of Various Types: There is a significant opportunity to diversify and develop various types of organic honey. Capitalizing on unique floral sources in the district can create a distinct range of organic honey products, catering to diverse consumer preferences and expanding market reach.

Untapped Food Processing Sector: The district holds untapped potential in the food processing sector. Exploring value addition and processing activities can enhance the economic value of local agricultural produce, generating employment and contributing to the growth of the overall food industry.

Opportunity to Explore National & International Markets through E-commerce: Leveraging e-commerce platforms provides a valuable opportunity to tap into both national and international markets. Online platforms offer a global reach, facilitating the marketing and sale of organic honey products to a broader consumer base.

Marketing Branding as Organic Product: Strategic marketing and branding efforts emphasizing the organic nature of the honey can enhance its market appeal. Highlighting the natural, sustainable, and health-conscious aspects of the product can attract environmentally conscious consumers.

Implementing these strategies requires collaboration between local businesses, agricultural stakeholders, and governmental support. By focusing on product diversification, market expansion, and effective branding, the district can unlock its full potential and establish itself as a key player in the organic honey and food processing sectors.

THREATS:

Competition from Top Brands at National Level: Local businesses in the district face stiff competition from well-established national brands. The presence of these top brands poses a challenge in terms of market share, brand recognition, and consumer loyalty. Strategies focusing on differentiation, quality, and effective marketing can help local businesses carve a niche in this competitive landscape.

Low Technological Investment in the Sector: The sector suffers from a lack of significant technological investment. Insufficient use of modern technologies and

machinery can lead to lower productivity, efficiency, and overall competitiveness. Encouraging technological advancements and facilitating access to modern tools can uplift the sector's performance.

Use of Chemical Fertilizer: The prevalent use of chemical fertilizers raises concerns about sustainability, environmental impact, and product quality. Shifting towards organic and sustainable farming practices can address these concerns, meeting consumer preferences and contributing to a healthier and more eco-friendly agricultural ecosystem.

Direct Export of Vegetables & Fruits: Direct export of vegetables and fruits may impact the local supply chain and availability. Collaborative efforts to balance export demands with local consumption needs, along with strategic planning for diversified crops and value addition, can ensure sustainable development in both local and export markets.

Addressing these challenges requires a multi-faceted approach, involving a combination of strategic planning, technological adoption, sustainable practices, and effective market positioning. Collaboration between local businesses, government agencies, and industry stakeholders is essential to navigate and overcome these hurdles successfully.

Join Us in This Sweet Symphony:




We invite you to relish the essence of Jammu & Kashmir through our exquisite honey. Dive into the natural sweetness and unparalleled quality that define J&Ks honey. Join us in this flavourful journey and let your taste buds embark on an adventure of unparalleled delight. Each drop of our honey is a golden invitation to experience the unique and exquisite taste that sets J&Ks honey apart. Sweeten your moments with the nectar of J&Ks honey!

From the pristine landscapes of the Himalayan region, our organic and diverse flora contribute to the creation of a unique honey that has captured the palates and hearts of consumers worldwide. As we continue to expand our market reach, the recognition bestowed upon Sulai Honey, marked by the prestigious Geographical Indication Tag, stands testament to the unparalleled quality and authenticity of our golden elixir. We

express our gratitude to our dedicated beekeepers, passionate stakeholders, and the unwavering support from our global clientele. Together, we look forward to scaling new heights, fostering sustainability, and sharing the sweet essence of J&K's honey with the world. Thank you for being a part of our sweet success story.

Syed Mujtaba Safvi

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