

Մեղր....քաղցր բիզնեսի պատմություն

Honey.....a sweet business case

George Tabakyan



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About me

- Born in Lebanon, worked in Dubai for 8 years
- Graduate of American University of Beirut in 1999 as Electrical and Electronical engineer
- Repatriated to Armenia in 2011
- Private entrepreneur
- Cofounder of Repat Armenia Foundation and SAHMAN NGO
- Established MERSARER LLC in March 2014 which owns honey.am brand



Beekeeping and Nature

- Support to Nature 100%
- Pollination
- Natural medicine:
Propolis and Pollen
- Natural Honey



How we started

- Regular visits to border villages of Tavush
 - Research on the main difficulties of beekeepers in the regions (high prices and no access to markets)
 - Research the honey market and quality in Armenia
- Remote areas have no factories in the neighborhood, villagers have no means to use expensive chemicals. Result: high quality honey
- Studying honey types and standards
 - Research on International Market
 - Cooperation with EPBF (European professional beekeepers' Foundation)



Where we are now

- Company established in March 2014 and based on social responsibility
- State of the Art processing unit for honey filling and packing.
- Operate our own beehives
- 90% of the honey is purchased from beekeepers.
- Support for a network of 40 beekeepers all over Armenia (incl Artsakh region)
- 8 types of different honey
- 15 honey products
- Export in small quantities



Our Beekeepers' Network

- New Income
- Training
- Medication
- Consultancy
- Production Increase
- Focus on border villages



Support to local manufacturers

- Local produced

- Beehives
- Gift box
- Beeswax

Almost 20 local manufacturer



Support Women team in Berkaber Village

- Berkaber is a border village in Tavush region
- Women Team specialized in handmade items was established 2 years ago
- First project with team: “Border bear cub”
- Empowering women with ne income generation



Supporting the Armenian Mouflon Project with NABU

- The Armenian Mouflon helps restore and strengthen biodiversity – its home is Syunik region.
- NABU is the largest environmental organization in Germany
- Armenian honey will be sold in Germany with NABU logo
- Certain percentage of the return will go directly to NABU's project in Armenia



Organic Honey

- Partnership with Ecoglobe LLC (Certification body)
- EU GC and USDA NOP certification
- Two types: Mountain honey and Wild flower honey
- Certified since 2015



AM-BIO-112



www.ecoglobeorganic.com/

Project with OASI

- Organic Agriculture Support Initiative has started a large scale initiative in promoting and encouraging organic agriculture in Armenia
- Introducing 550 new organic hives in 3 locations in Armenia
- Strengthening 2 bee farms in Sisian and Ararat region
- Establishing new organic bee farm in Tavush region
- Scientific research on healthy bee colonies
- Promote organic medication





Հնորհակալություն
Thank you