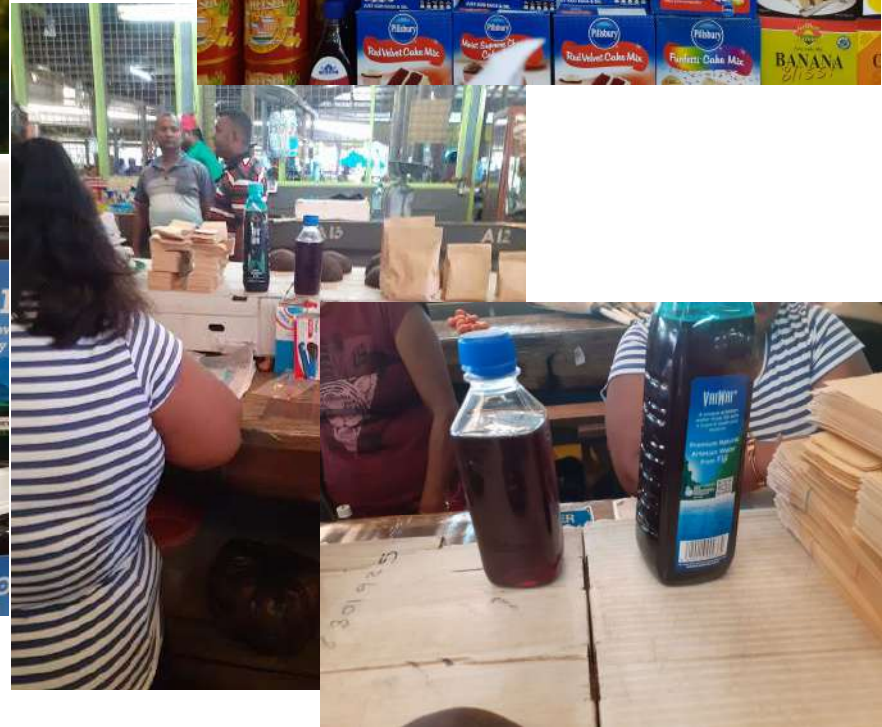


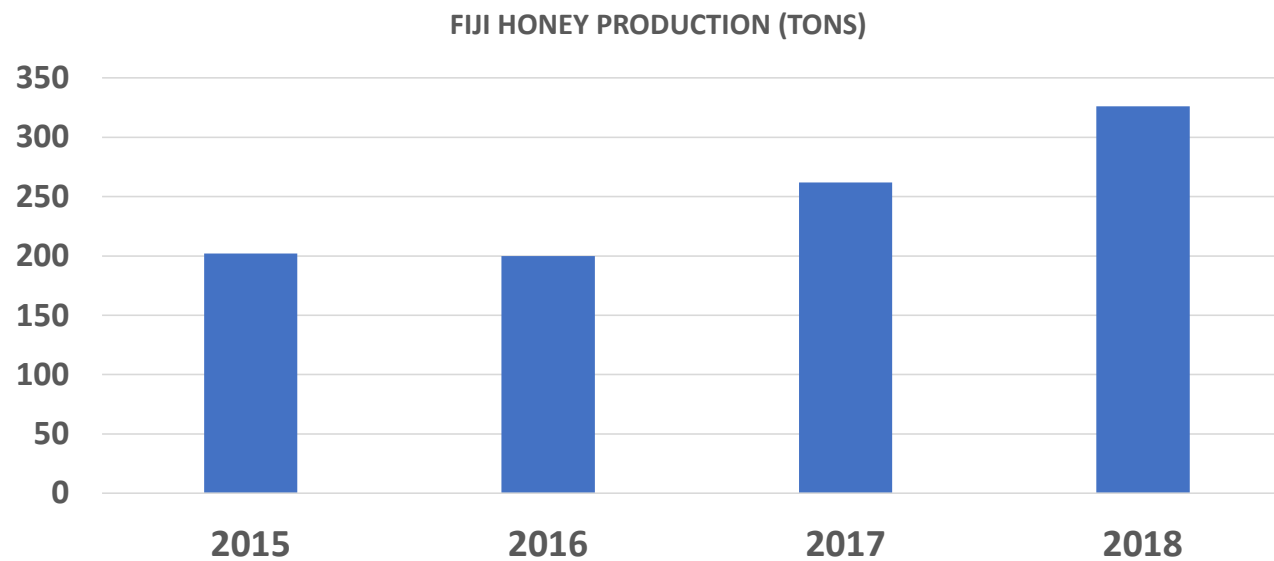


Consumer and Retailer Survey of local honey (2019-2020)





Honey production for past 4 years (Min. of Agriculture)



- Increasing production, slow sales of honey in market, we need to understand current market behaviour.



AIM OF OUR CONSUMER AND RETAIL SURVEY

- What do we know about our local consumers of honey? Perceptions, motivations and habits?
- How about retailers?
- How does this information help beekeepers in the marketing and branding of their honey?

METHODS – Surveys, consumer and vendors (2019 - PreCOVID)





Understanding Consumer Preferences of Honey in Fiji

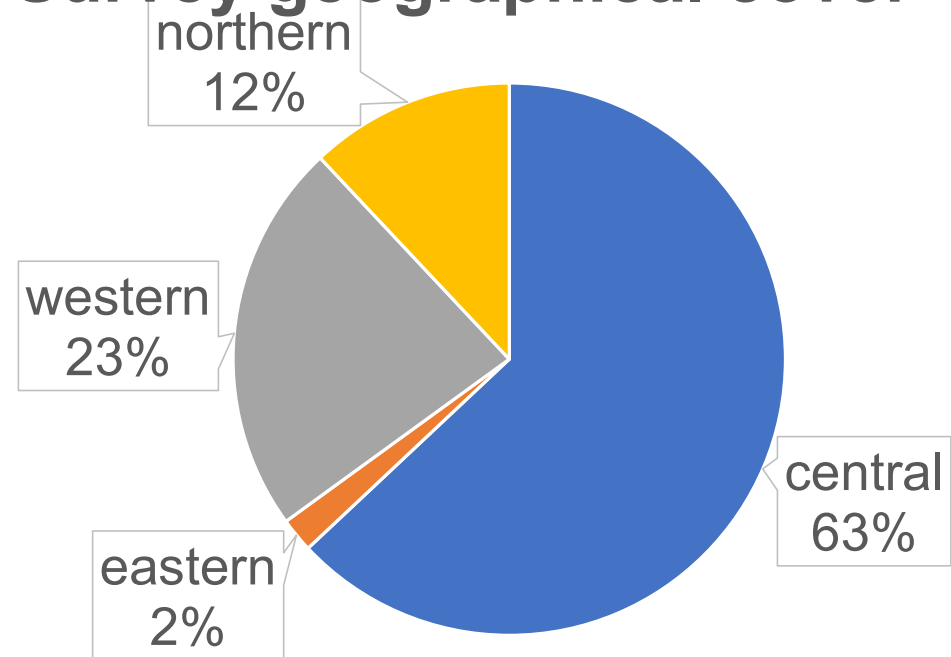
Thank you for agreeing to participate in this brief survey.
Estimated time to complete this survey = 5 - 10 minutes

The Pacific Agribusiness Research in Development Initiative Phase 2 (PARDI2) is a four-year research program funded by the Australian Centre for International Agricultural Research (ACIAR). The project aims to identify and understand how agribusiness development opportunities can improve economic growth and livelihoods in Pacific Islands Countries.

Together with the Fiji Beekeepers Association (FBA), PARDI2 is completing work on Fiji's domestic market analysis of consumer preferences for honey.

This survey will improve our understanding of the local honey market particularly consumers and what influences their choices in purchases and consumption of honey. Results from this survey will greatly inform our local beekeepers and may improve current honey and honey

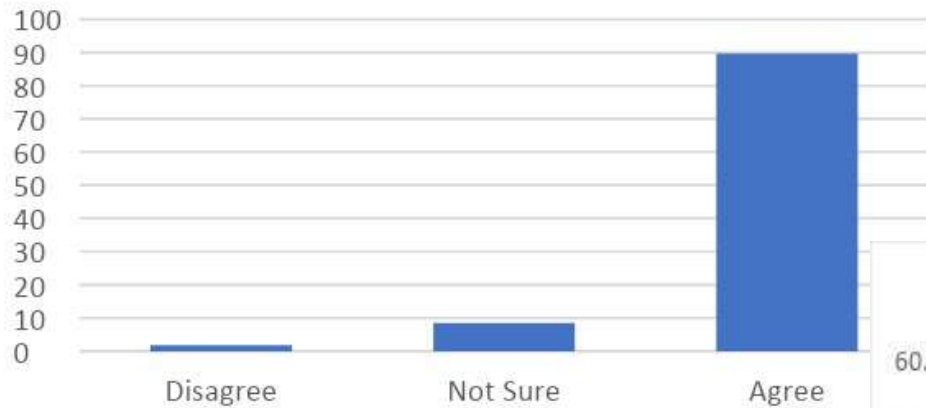
Survey geographical cover



174 surveys completed
- 154 online (2020)
- 20 face to face (2019)

Key Results and Messages for Beekeepers

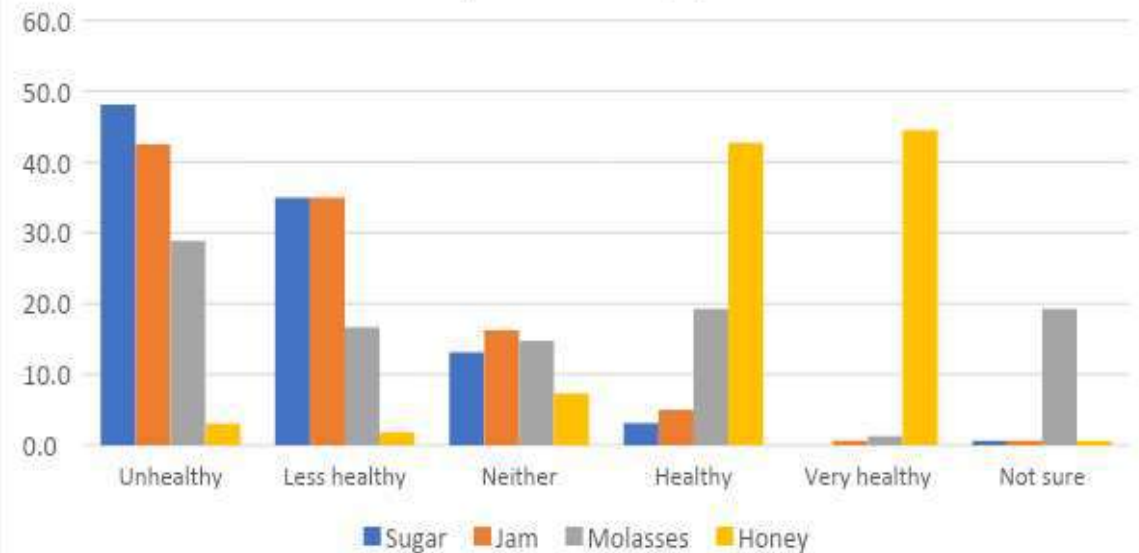
Honey has medicinal purposes (%)



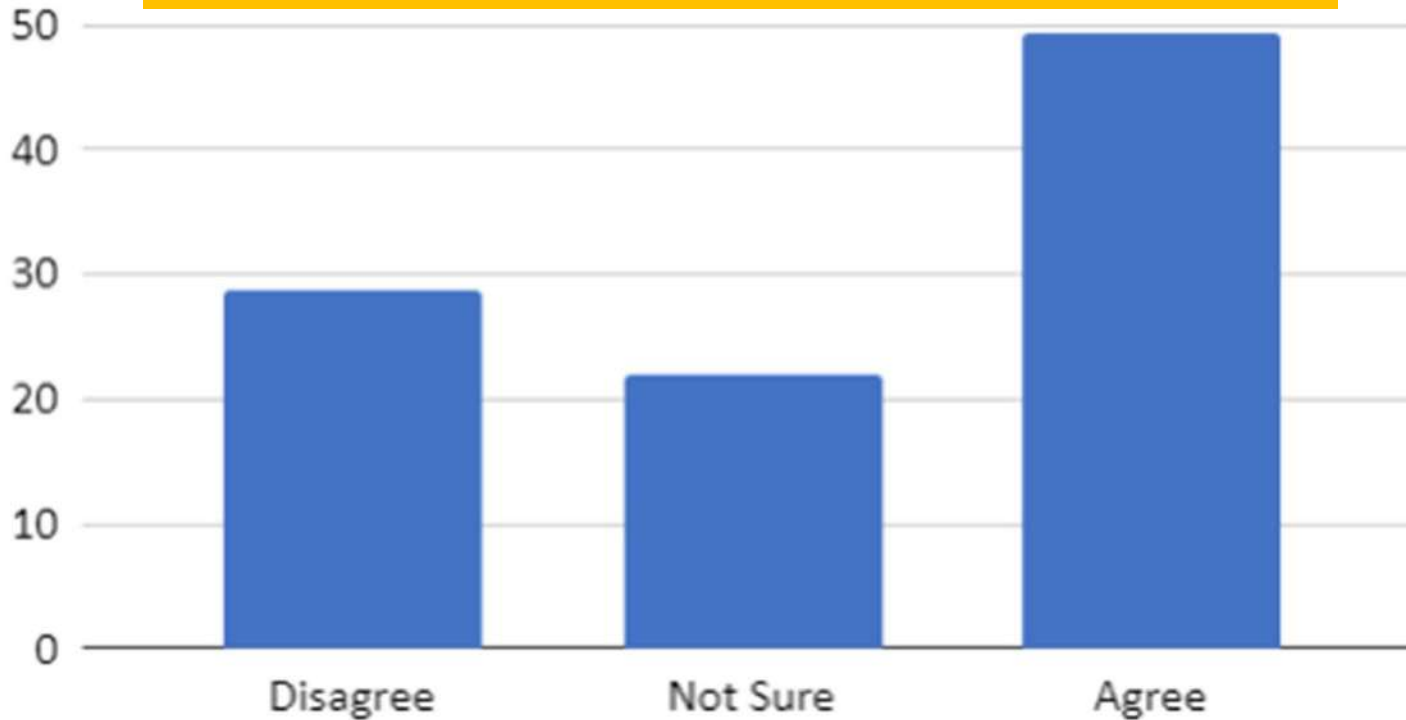
Local consumers are health Conscious

Aware of the medicinal properties of honey

How healthy do you perceive the following sweeteners and spreads to be? (%)



I buy honey because of the story behind it (%)



Customers are interested to hear your story.

They can be influenced by your story.

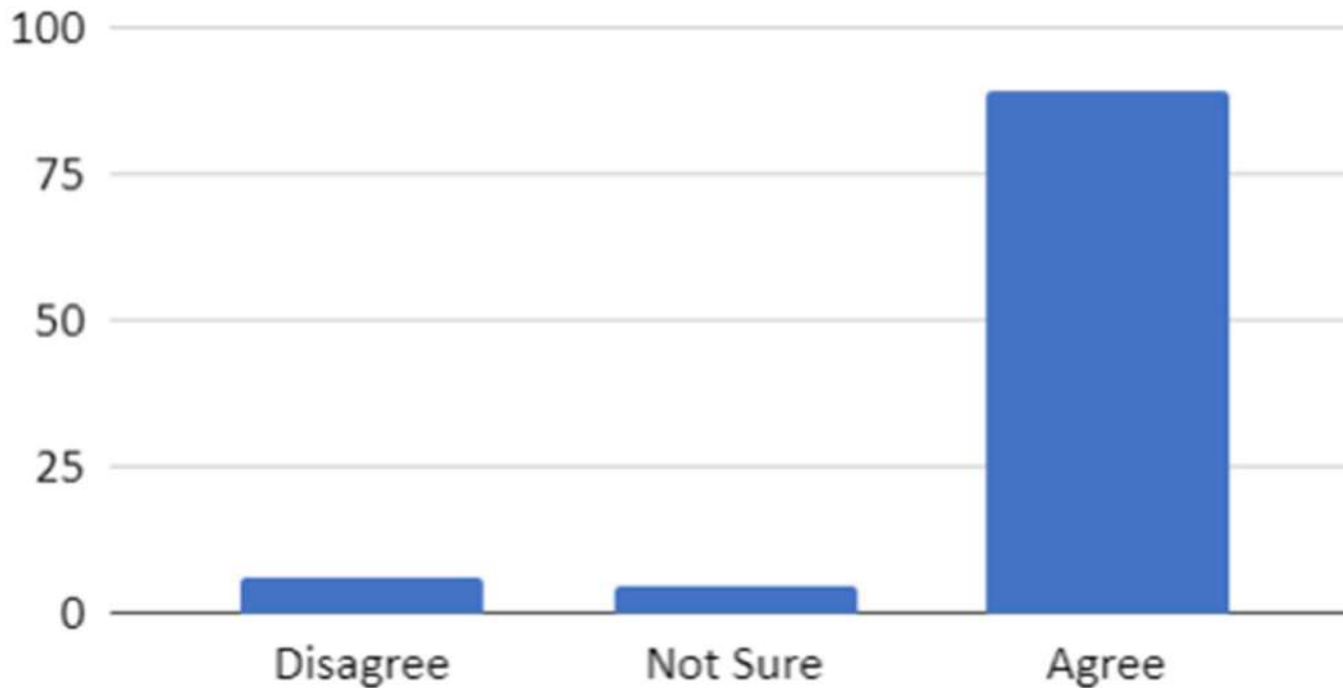


Australian Centre
for International
Agricultural Research



WHAT ARE CONSUMERS SAYING?

Important to know where honey is produced (%)



Consumers want to know where your honey is produced.

Locations = associations, for e.g Sigatoka - the salad bowl of Fiji, the burning West, etc

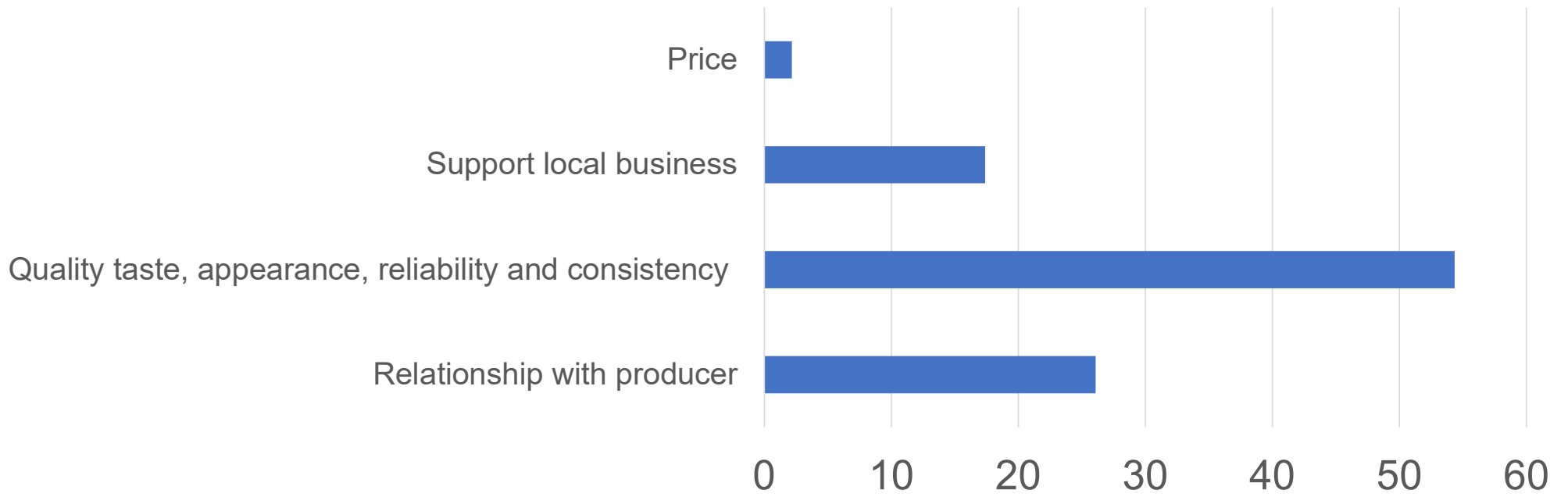
Labels = Origin of honey



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Why do you buy this honey brand? (%)

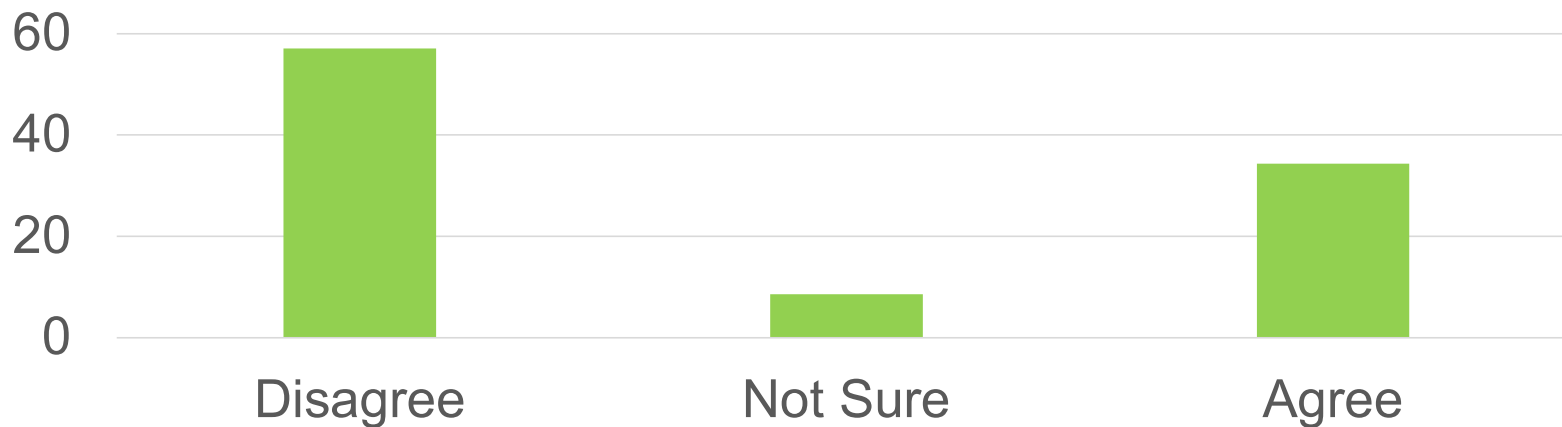


A great honey brand is about a quality product and a good relationship with the producer.

I compare prices of available honey brands (%)



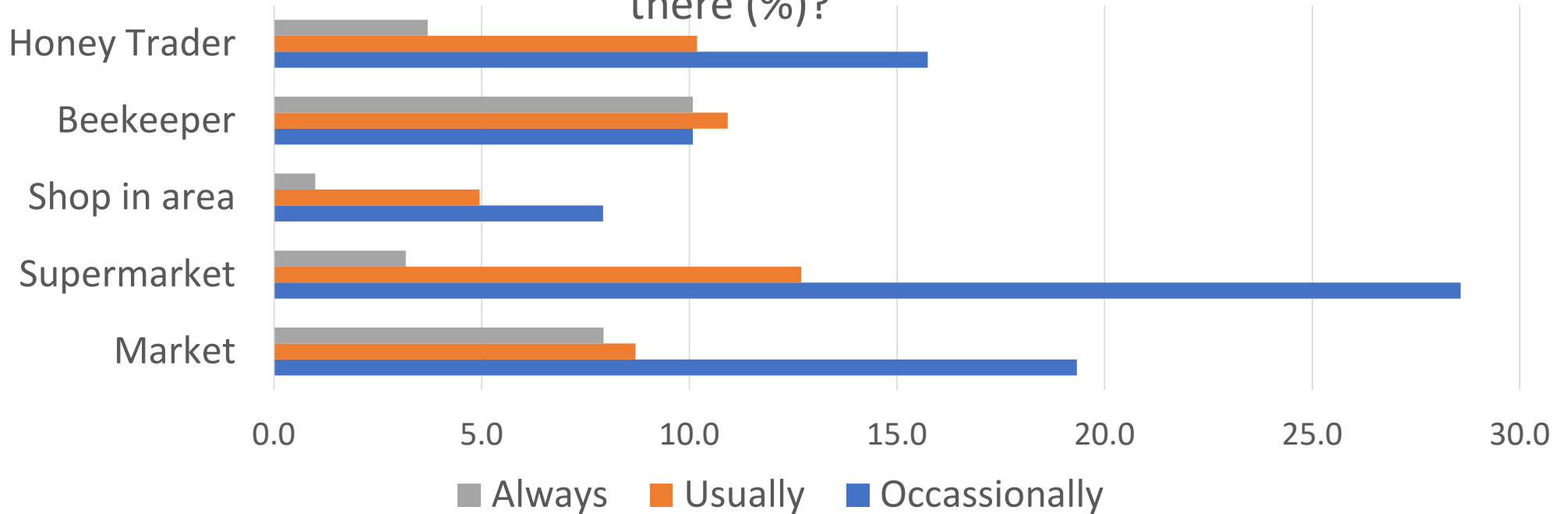
I tend to buy a cheaper or affordable brand (%)



Consumers will compare prices BUT price is not a main driver for purchase.

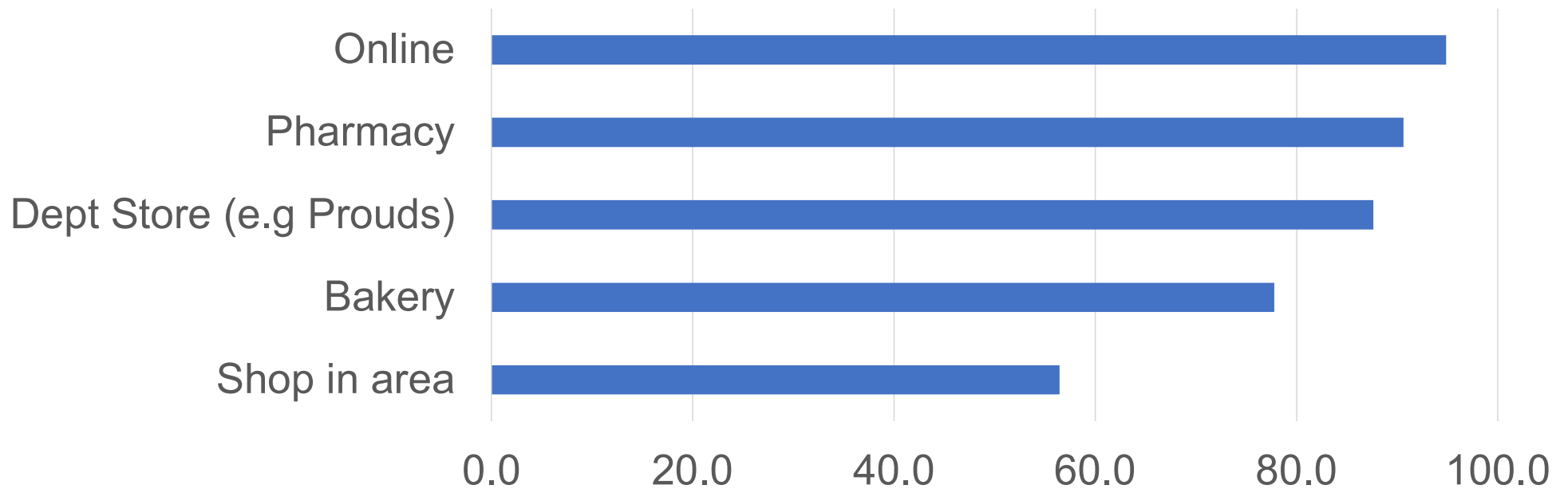
Choice of honey goes beyond price.

Popular places to buy honey and how often are they buying there (%)?



- Loyalty to established beekeeper brands.
- Direct contact with beekeepers or honey sellers is important.
- Consumers usually buy from supermarket and the municipal market.

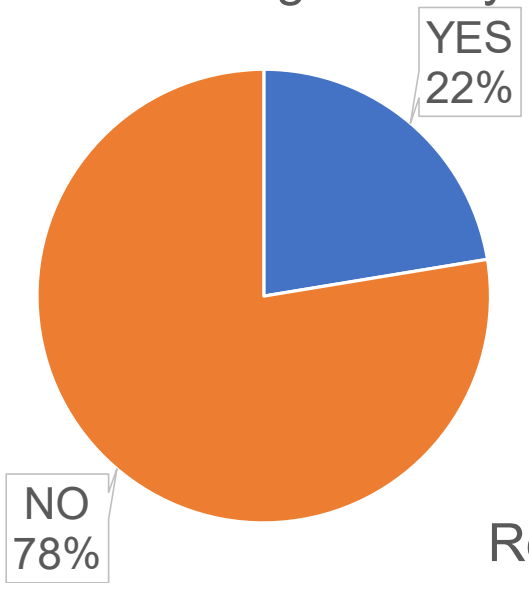
Where do consumers NEVER buy honey (%)?



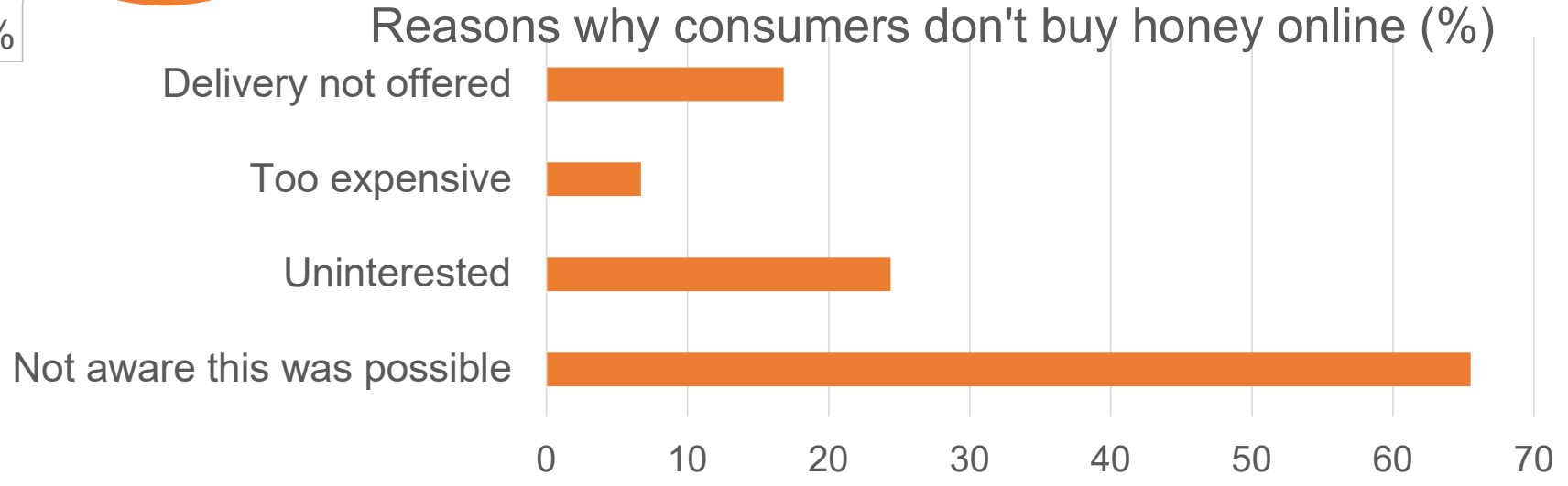
There are markets and outlets that beekeepers have yet to explore.

Potential also to enter the tourism market (HoReCa)

Have you ever bought honey online?



Consumers will buy online if they knew it was possible.
Social media helps, so can they can order online also.



Comments from Retailers

- More promotions/messaging on its use and nutritional value of honey - it's healthy food.
- Good relationships with supplier
- Attractive packaging and labelling
- Boost marketing effort from producer or supplier end
- Know when to boost marketing (such as around national events, public holidays, etc)

Potential COVID-Related Impacts/Causes

- Convenience, Safety and Price

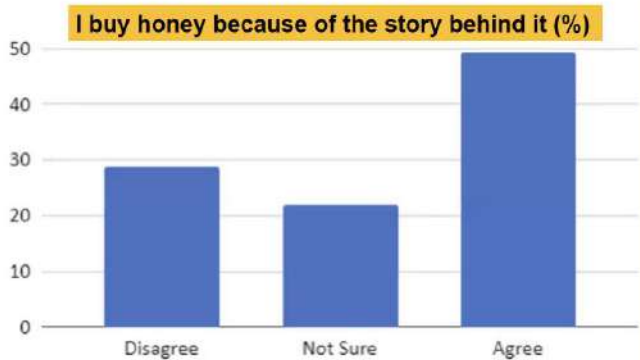


- Delivery
- Online shopping
- Payment gateways

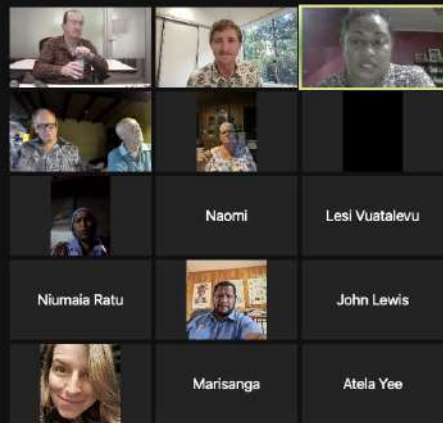
Presentations to FBA



WHAT ARE CONSUMERS SAYING?



Customers are interested to hear your story.
They can be influenced by your story.
Labels can include your story.



-YHER Incubator program for Women entrepreneurs

- Mentoring critical

- Webinars

Next steps

- Development of marketing and branding content for training
- Selection of key enterprises interested in strengthening marketing and branding
- Connecting with other enterprise support programmes

<https://yherpacificislands.org/program/>



Attention!

WOMEN ENTREPRENEURS

**APPLY TODAY TO JOIN
ACADEMY FOR WOMEN ENTREPRENEURS**

WHO CAN APPLY

- Women who own a business or want to start a business.
- Women of any age with basic computer skills
- Women who are innovative and willing to commit to a 7-month program

HOW TO APPLY

Write an Expression of Intent (EOI), no more than 400 words:

- Sharing your story
- Demonstrating capacity or ideas for business
- Explaining why you should be part of the program

Send EOI to webc@fcef.com.fj

DEADLINE: SATURDAY APRIL 17, 2021



Challenges, plans and recommendations

- Encountered two waves of COVID19
- Report submission and circulation (publication)
- Google form generated is a good online tool for FBA to continue updating consumer preferences.
- Incubator/Accelerator/Mentoring programs post COVID...along value chain?