

# For bees, trees and people

A large, circular graphic composed of various green plant silhouettes, including trees, flowers, and leaves, arranged in a dense, overlapping pattern. Several stylized bees are scattered around the circle, flying in different directions. The background of the entire image is a gradient from light yellow at the top to a darker yellow at the bottom.

## Latin Honey

**Healthy for the planet, healthy for you**

**BRIEF**

# Latina Honey: Fairtrade certified honeys from Latin America

Latina Honey is a brand that shows the specific virtues and values of honeys from a unique geographical and cultural area.

**Latin American honeys are healthy, energetic and they involve a broader and more comprehensive quality concept.**

Latina Honey honeys are different for their purity and for the peculiarities of the vegetation and the climate of the region. They are developed in special and **protected areas** away from the use of pesticides. There, the power of the honey product is **complemented with ethical responses**, such as environmental sustainability and the equitable distribution and transparency of the profit among those who produce it.

**These honeys have the guarantee of being produced by small beekeepers certified, under Fairtrade quality standards.**

They are the result of the values of the producers' families and their hopes, all together in pursuit of protecting bees and the environment.  
Latina Honey is a product of **unbeatable quality** that is appreciated by consumers for its good taste, consistency and purity.

**By eating Latina Honey, there will be more bees supporting and multiplying biodiversity, by pollinating all native plants.**

In addition, by enjoying our honey, more farming communities and their families will live off and will be well paid for their work. **Many people will smile** as much as you when you enjoy our honey, and they will produce a rich and sustainable product.

**Climate change is the biggest challenge that small-scale honey producers have today. With best practices, beekeepers are facing it.**

By emphasizing the importance of best practices, **producers take care of the environment** and along with the health and nutrition of the bees, beekeepers can gather the proper tools to face climatic events and carry on with sustainable, high-quality production.





**Taking care of bees  
by supporting  
Fairtrade beekeepers**



# Latina Honey at a glance

**Countries  
where  
LatinaHoney  
is produced:**

**Mexico,  
Guatemala,  
Nicaragua,  
Brazil, Chile,  
Uruguay and  
Argentina.**

**4326**  
Beekeepers

**304495**  
Beehives

**27**  
Fairtrade certified coops

**10655**  
Tons produced

**4659**  
Tons sold Fairtrade

**964682** Euros  
Fairtrade premium





# CLAC Fairtrade Network



**The CLAC Honey Producers Network represents more than 4000 beekeepers of Fairtrade certified in Latin America and the Caribbean.** The mission of the network is to represent and promote the interests, the empowerment and the development of its members and their communities, thus protecting the environment. Our objectives are to promote fair trade, its principles and values, combining gender issues, Youth Inclusion, Social Protection, Labour Rights, Climate Change and Food Sovereignty. The Latin American and Caribbean Network of Fairtrade Small Producers and Workers (CLAC) is the voice of small beekeepers in the face of climate change. One of the most visible effects for them is the changes in the rain regimes: these no longer coincide with the flowering seasons, causing a substantial drop in honey production. If producers do not respond with adequate management to face droughts, there is a high probability that the colonies will swarm, the queen will leave the hive in search of new horizons and the entire colony will follow, thus, the beekeeper will lose all the capital invested in the hive and the bees.

In addition, **what is happening is a generalized decrease in the bee population** due to variations in temperatures; increased moisture in honey due to lack of bees; an increase in previously undetected pests and diseases; and a general change in the behaviour of the bees themselves. Faced with these situations, we are seeking the opening of international markets to stimulate the productive development of our honeys, looking for their sustainability as a product, and the environmental effect that their existence generates in the world, by helping biodiversity thanks to the pollination of our bees. At CLAC we promote responsible and sustainable production and consumption patterns. The preservation of bees through caring for the environment, afforestation, which allows wild flora to grow, and planting native species are some examples of how we can give back to bees for their indispensable work for the life of the planet.









# What does a producer say to you?



## Why Latina Honey?

“They are **healthy and energetic honeys** and they save the planet because of the work of pollination by the bees and the conservation of biodiversity”.

“For their **nutritional properties** and for their contribution to human health and for their contribution to the conservation of the planet”.

“They are an **innocuous product** that guarantees all environment-friendly production conditions”.

“Our honey is **high-quality, safe and traceable**”.

“Buy Latina Honey because it is unique; it meets the highest quality standards and it is associated with productive areas where there are **still endemic forests with pure and pollution-free waters**”.

“They are honeys with a guarantee of being produced by **certified beekeepers**”.

“Latina Honey is a **denomination of origin** that shows the specific virtues and values of the commitment of the producers and their communities to the care of the environment”.

“They are different honeys originally produced in an **associative peasant economy**, under the concept of protection of the environment and biodiversity promoting reforestation with an attached seed”.

“They are honeys where the intrinsic nature of the product is complemented with qualitative variables such as the fight for the **equitable distribution** of wealth, long-term commitments, environmental sustainability, equality, transparency, democracy”.

“It is a **natural** and healthy product from young countries”.

“Latina Honey **is a treasure for the world**, which has been cultivated and harvested in conjunction with the bees, the environment and the idiosyncrasies of each region, thus maintaining a healthy balance”.

“You are buying a quality product that **does not pose risks** to the health of consumers and will still be helping to improve the lives of surrounding producers”.

“It is **good food for you** and it is the support for our families”.

“This honey **promotes a more dignified life** for its invaluable nutritional properties for human health. Its quality and its multiple benefits are good for the environment and for the generation of employment in Latin American communities”.

“It is an **unadulterated honey**, originated in still uncontaminated territories”.



An aerial photograph of a dense, lush green forest. The trees are tightly packed, creating a vibrant green canopy. The lighting suggests a sunny day, with some areas appearing brighter than others. The text is overlaid on the upper left portion of the image.

**Threats through climate change is the biggest challenge that small-scale honey producers are facing today. Climatic events affect production and cause unforeseen situations for beekeepers. For this reason, producer's organizations are focusing on capacity-building and climate change adaptation, as a priority for farming families in Fairtrade.**



**By emphasizing the importance of best practices, along with the health and nutrition of the bees, **beekeepers can gather the proper tools to face climatic events** and carry on with sustainable, high-quality production.**

**Raising awareness of the causes and effects of climate change is key to generated reflection on current production systems, consumption patterns, energy use and the importance of the activity of the bees to contribute to the biodiversity. **In this sense, Fairtrade continues to be an important ally advocating for change.****



# The importance of the activity of bees for the environment.

Bees are best known for their ability to produce honey. However, the main contribution of bees is linked to their great environmental value. Bees are sentinels of ecosystems and they favor the biodiversity of species. Bees play a central role in the reproductive life of ecosystems and consequently in the survival of humanity. An increase in the death of bees is a clear indicator of the degradation of biodiversity.

Bees are the most valuable pollinators in the world. Pollination is the transfer of pollen grains from the male organs of a flower to the female organs. This process is essential for the production of many high-value crops, such as almonds, apples, avocados, blueberries and cherries, which depend almost entirely on the pollination that bees carry out. The intervention of pollinators creates the necessary conditions for the production of most of our food. The role of these small insects in agriculture is gigantic since one of every three bites of food that we eat depends on honey bees for pollination.

We, the producers want to invite you to reflect on what actions we can take to help protect bees. Consuming pure honey like Latina Honey is an opportunity to take care of our bees and support the sustainable expansion of the beekeeping activity for the benefit of us all.





In fact, crop harvests vary according to the degree of benefit received from pollination <sup>(1)</sup>. Intervention by pollinators creates the necessary conditions for the growth of nearly 85% of the Earth's cultivated plants <sup>(2)</sup>.

## Bees are the most valuable pollinator in the world

Products derived from beekeeping have medicinal properties that contribute to naturally strengthening the immune system and can help to diminish the risk of contracting viral illnesses <sup>(3)</sup>.

Also, honey can be more effective in treating coughs and colds than over-the-counter medicines, according to a recent study by the Nuffield Department of Primary Care Health Sciences at the University of Oxford <sup>(4)</sup>. These characteristics of honey are even more important in the context of the COVID-19 pandemic.

## Organic beekeeping contributes to protecting bees

It is also important to note that Fairtrade beekeeping plays a key role in assisting communities in maintaining a connection to their land and promoting food sovereignty, since a dignified income from beekeeping activities can diminish rural migration.

(1) **FAO** (Food and Agriculture Organization), "**Beekeeping and sustainable livelihoods.**"

(2) **INTA** (Instituto Nacional de Tecnología Agropecuaria), "**La polinización, una problemática con impacto sobre la productividad de los cultivos.**"

(3) "**Los Productos Apícolas: Un complemento en la dieta para enfrentar mejor el COVID-19,**" Laboratorio de Estudios Apícolas, Departamento de Agronomía, Universidad Nacional del Sur, Bahía Blanca, May-June 2020.

(4) Abuelgasim, Hibatullah; Albury, Charlotte; and Lee, Joseph. "**Effectiveness of honey for symptomatic relief in upper respiratory tract infections: a systematic review and meta-analysis.**" 2021, 10.1136/bmjebm-2020-111336. BMJ (Evidence-Based Medicine <https://ebm.bmj.com/content/26/2/57.citation-tools>)





# Faring for bees requires that all social and economic stakeholders support Fairtrade, organic, environmentally friendly beekeeping. To this end, we:

**Urges governments:** to promote policies and legislative initiatives on caring for bees and protecting biodiversity; to design and implement better policies in response to the economic and productive challenges faced by families of small beekeepers; to promote environmentally friendly agriculture and beekeeping with reduced use of genetically modified crops and agrochemicals; and to emphasize the importance of beekeeping in pollinating crops and preserving biodiversity

**Urges civil society and consumers:** to purchase the products of Fairtrade beekeepers in order to support the preservation of bees; to promote the consumption of pure organic and Fairtrade honey produced by small beekeepers; and to increase the general population's awareness of the important role played by bees in maintaining biodiversity.

**Urges other stakeholders in the chain:** to collaborate with small beekeepers in mitigating the effects from climate change by promoting co-responsibility in adaptation; to promote the purchase of pure Fairtrade and organic honey; and to increase overall society's awareness of the negative effects from climate change on the livelihoods for beekeepers' families and on ecosystems.

**Urges the educational community:** to promote the consumption of pure honey in schools; to educate students on the role played by bees in biodiversity, and to teach children and adolescents to not be afraid of bees.

**Urges small beekeepers:** to improve their abilities in adapting to climate change from a focus on family agriculture; to produce organically; and to continue to bring visibility to measures they are taking to mitigate the effects of climate change. Also, to promote more synergy in working together to find solutions that will guarantee the sustainability of pure honey production.







# **Agricultural practices promoted include:**

**Not using agrochemicals.**

**Reforesting large areas.**

**Conserving water.**

**Establishing beehives in strategic zones in native forests.**



**However, for beekeeping to remain sustainable, it is necessary for beekeepers to receive a fair price for their products.**


**This allows them to cover their costs and obtain a profit that will guarantee dignified living for their families. Fairtrade and the sale of organic honey enable beekeepers to receive a living income that motivates them to continue to produce.**







# A market with many challenges



**International consumption of honey has continued to rise in recent years. However, adulterated (or falsified) honey introduced into the market at low prices has caused a drop in international prices for pure honey.**

Unfair competition practices, such as honey adulteration <sup>(5)</sup>, constitute a threat to sustainability for beekeepers and are deceptive to consumers. This is especially true in the context of the COVID-19 pandemic, during which consumers are trying to improve their eating habits and are aware that pure honey is a healthy food product.

The Latin American and Caribbean Network of Fairtrade Small Producers and Workers (CLAC) recognizes the importance of preserving bees and expanding their populations in order to conserve ecosystems, and it supports Fairtrade and organic beekeepers. In order to “take care of bees,” it is also necessary to promote good practices in sustainable honey production that is resilient to climate change.

CLAC is working together with local Fairtrade certified, through the Honey for the Future project (part of the development assistance program financed by Finland’s government and the National Fairtrade Organization in Finland) to promote actions that will assist beekeepers in adapting to climate change and improving their productivity. Efforts include creating resilience through reforestation with native melliferous species, genetic improvement, renewal of queen bees, promotion, and distribution of educational and communication materials on climate change in local languages, and other practices aimed at maintaining beekeeping as a sustainable livelihood that is environmentally friendly and that helps to preserve biodiversity.

(5) “Positioning on adulteration of honey,” CLAC Honey Network, 2019. (<http://clac-comercio-justo.org/wp-content/uploads/2019/04/posicionamiento-sobre-miel-adulterada-Red-de-Miel-CLAC-2019.pdf>)





**The power  
of change that  
consumers have  
when deciding  
to buy  
Fairtrade  
honey...**

**...because by  
consuming  
Latina Honey,  
you will help  
save biodiversity**



# Contact us

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