

# WA Bee, Honey and Pollination Industry Strategic Plan 2022-27

FINAL VERSION – JULY 2022

## Vision

The Western Australian bee, honey and pollination industry will be responsible, vibrant, dynamic, diverse and profitable.



## Purpose

To promote improvements in the standard of Western Australian bee, honey and pollination production, processing and manufacturing through leadership, advocacy, responsible resource stewardship, research and active participation in education, policy and planning.



## Objectives

1. Promote the industry through cohesive leadership of a structured system (APC BPC, BICWA and WAAS) and a shared funding model.
2. Achieve a domestic consumption of WA produced honey of 0.75kg/head/annum. (2022 0.44kg/head/annum)
3. Collectively grow WA honey and associated products to an export value of \$20m pa. (2021 \$12.5m)
4. Advance the pollination services sector to support food security and enhance our social licence
5. Industry biosecurity is managed with traceability to every hive in Western Australia.

## STRATEGIES

### 1. Industry Resilience

**Build industry resilience – biosecurity management, targeted R&D, quality and integrity systems.**

1. Protect industry from biosecurity risks by educating all commercial and hobbyist beekeepers on biosecurity, surveillance and enforcing hive registrations.
2. Support enhanced surveillance of WA industry biosecurity risks.
3. Continue to develop industry Best Practice standards including QA and provenance. Support industry to align with B-Qual, and B-Trace.
4. Ensure that WA-specific R&D needs are understood and invested in with extension and adoption, including developments from the CRC and ChemCentre and engagement with universities.
5. Establish standardised industry guidelines for labeling of honey products across the industry.
6. Automate the hive registration system, and allow for production data to be collected.

### 2. Business growth

**Grow existing businesses – build producers' capacity, productivity, efficiency and resource access.**

1. Work with DBCA to review the current apiary site management system, tenure and strategies to improve resource utilisation, access and management.
2. BICWA to liaise with government and private landholders to broker other potential sites.
3. Invest in developing the pollination services sector with other industries including Horticulture.
4. Assist beekeepers to value add and diversify through queen bee breeding, pollen, propolis, bee venom and honey products.
5. Investigate options to assist beekeepers to improve production efficiencies and reduce workloads.
6. Promote capacity development programs and training, mentorship, succession / new entrants, leadership opportunities for beekeepers.

### 3. Hobbyist development

**Engage hobbyist beekeepers – training, biosecurity, standards, regulation, transition to commercial production.**

1. WAAS to lead beekeeper training programs and support BICWA and DPIRD to promote an online training option.
2. Promote the importance of hive registration, the benefits to industry and the potential impact of unregistered hives on the industry.
3. Investigate incentives and penalties to ensure registration of hobbyist hives, liaise with beekeeping suppliers and other stakeholders to promote hive registration.
4. Pressure local councils (WALGA) for consistent beekeeping regulations, and safe disposal of bee material.
5. Where identified, foster ongoing development of hobbyist beekeepers to a commercial status.
6. Encourage and nurture continued growth of hobbyist beekeepers.

### 4. Customer loyalty

**Raise consumer loyalty to WA honey – marketing and promotion of WA honey's unique features, product range.**

1. Invest in a coordinated, professional and contemporary communications plan.
2. Develop an industry-led marketing strategy promoting the unique status of WA's natural honey and bee products to target local, interstate and export markets.
3. Engage with processors, packers and retailers to access industry development funds and capitalise on their marketing campaigns.
4. Collaborate with government departments to target export markets and promote WA honey and bee products.
5. Ensure WA honey and bee products are competitively priced at different product tiers, with the goal to increase industry value.
6. Review the current import agreements to protect industry and include stringent labelling and improved testing.

### 5. Industry leadership

**Support industry leadership and cohesion – secure funding, improve advocacy, engagement and communication, source data.**

1. APC BPC will seek to expand its functions to all of the services in Section 12.1 of the APC Act.
2. APC BPC is responsible for generation of an appropriate FFS and industry accountability, and ensure industry sectors understand their respective roles.
3. Support BICWA to become the WA peak industry body with a modern structure, and funding to support employment of an operational team.
4. WAAS to represent hobbyist beekeepers and provide training, education and is responsible to update and maintain the 'Best Practice guidelines'.
5. Establish the systems for annual collection and reporting of industry production, consumption and trade data to drive future industry development and investment.
6. Manage stakeholder engagement and relationship management with DPIRD, Traditional Owners, DBCA, Ministers.

## TACTICS