



# Research, innovation and technology transfer in the agri-food sector in the Western Balkan countries/territories: Phase II

## Case study Montenegro

Cross-Country Meeting on Agricultural Research, Innovation and Technology Transfer in the WB

Mirsad Spahić

Ministry of Agriculture, Forestry and Water Management

Podgorica, Montenegro

# Introduction

Research, innovation and technology transfer in the agri-food sector in the Western Balkan countries/territories:

- Phase I
- Phase II + Focus group + Case study



# Case study: Kuća meda (The Honey House)



kuća meda

1. General Information
2. SWOT analysis
3. Ways to overcome in order to successfully implement this case on a much broader scale



# General information

General information	The Honey House
Type of innovation	Organisation innovation
Key actors involved	<ul style="list-style-type: none"> <li>- Government of Montenegro,</li> <li>- Ministry of Agriculture and Rural Development of Montenegro</li> <li>- Association of Beekeeping Organizations of Montenegro</li> </ul>
Selection criteria	Success case; it is an example of benefit of farmers' association for achieving capacity for technology adoption; involves a cooperation between USAID and the Ministry of Agriculture and Rural Development of Montenegro.
Addition information	The general goal of the Honey House project is a centre for the development of beekeeping in Montenegro. The plant enables wax processing according to the most modern standards. The main target group are beekeepers who want to connect with other actors, civil society, etc.



## Results of the project:

- Honey filling and packaging line
- Wax sterilization and processing plant
- Plant for the production of invert syrup
- Plant for the production for feeding bees
- Beekeeping equipment and accessories store



# SWOT: Strengths vs Weaknesses



Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Good will and perseverance for by self-education of beekeepers</li><li>• Interest in additional education</li><li>• A small market where it is easier to make a distribution product</li><li>• Good infrastructure</li><li>• Ecological principles</li><li>• Increase added value</li></ul>	<ul style="list-style-type: none"><li>• Non-existence of a school for beekeepers by which they would acquire licenses</li><li>• Non-existence of beekeeping as subjects in schools</li><li>• Insufficient education of citizens on the importance of honey in the diet</li><li>• Insufficient knowledge about the connection between production honey and other agricultural activities</li><li>• Lack of adequately trained veterinarians</li><li>• Use of substances for bees that create negative effects</li></ul>

# SWOT: Opportunities vs Threats

Opportunities	Threats
<ul style="list-style-type: none"><li>• Organizing a beekeeping school, seminars, training</li><li>• Application of good practices</li><li>• Customer education</li><li>• Cluster formation</li><li>• Organizing the purchase and sale of honey</li><li>• Greater representation on the domestic market</li><li>• Creating conditions for export</li><li>• Improvement of marketing activities</li><li>• Brand creation</li><li>• Raising the awareness of potential buyers about the importance of honey as a healthy food</li></ul>	<ul style="list-style-type: none"><li>• Non-existence of legal regulations related to education in the field of beekeeping</li><li>• Lack of financial means of organizing beekeeping schools and other forms of education</li></ul>



# Evaluation collaboration and interaction between actors

The Honey House has achieved the following:

- associated beekeepers working diligently,
- successful workers in the Honey House plant,
- interested students and scientists.



# Lessons learned

## **Beekeepers**

- It is possible to work on all environmental standards and reduce production costs.

## **Association of Beekeeping Organizations of Montenegro**

- Montenegrin honey products from the Center for the development of beekeeping and raise education to a higher level, with the association and gathering of beekeepers, experts and administration.

## **Ministry of Agriculture**

- "House of Honey" is the cornerstone of new ideas, new ways of thinking, forms of cooperation and association. This project is the originator of many ideas in other sectors of agriculture and examples of good practice.
- Joint, continuous and partnership activity of the Government and beekeepers, ie the Ministry of Agriculture and the Association of Beekeeping Organizations of Montenegro created conditions for improving the beekeeping sector, strengthening agribusiness in this area and branding quality Montenegrin honey.



# Thank you for attention!