



Apimondia

International Federation of Beekeepers' Associations

Apimondia Working Group number	AWG 3
Name	Harmonization of honey contests regulations
Subject	Developing the internationally recognized rules and principles of the beekeeping products assessment for contest purposes.
Date of creation	28 September 2010
Place of creation	Ljubljana, Slovenia
Scientific Commission(s) involved	Technology & Quality + Economy
Regional Commission(s) involved	5 continents
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Document(s) to provide	<ul style="list-style-type: none"> - Apimondia 2009 Honey Contest assessment forms - “What is ”honey contest?” (CARI) - Preliminary Schedule for the 2010 Northern Ireland Honey Show - The Irish National Honey Show – 2010 Rules and Regulations + Schedules - Apimondia 2009 International Honey Contests Bylaws - Apimondia 2009 International Honey Contests Rules - The 1st Ukrainian Honey Chempionship: rules and regulations - 79th National Honey Show – regulations booklet - Honey beverage assessment card (CARI) - Honey contest mini glossary (CARI)
Action(s) to do	<ul style="list-style-type: none"> - Group formation - Introduction of new members - Reference research
Dead line	15 Mai 2014
Target(s)	To publish harmonized international beekeeping products contests regulations – which will serve as a standard for all further international contests, since World Honey Show at XXXXIII Congress in 2013

FULL REPORT

WORLD BEEKEEPING AWARDS

Ultimate results, competitive advantages, organizational strategies

Apimondia Executive Council meeting
Rome, Italy
May '2014



WORLD BEEKEEPING AWARDS

The new standard of world's top apicultural competition

*"We will remember the forty-third Apimondia Congress as a great event for all these aspects: friendly atmosphere, quality of scientific communications, a **very well managed "World Beekeeping Awards"***

From the speech of President Gilles RATIA
Ukraine - Kiev - 03rd October 2013
43rd Apimondia Congress Closing Ceremony



Harmonised rules which reflect cultural specificity of different countries



Jury representing all continents



Challenge Trophies – the new symbols & tradition



Comprehensive program of workshops & ceremonies



Confirmed outstanding effects for the winners' business

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FOREWORD

“WBA is our vehicle to communicate our work to the general public and a way to increase the quality in our products”

Dimitris Papakostas
Honeymell z.p. Ltd
Carl & Virginia Webb Silver
Bowl 2013 – for World’s
best honey

Nowadays honey shows and contests in different countries play major part in the beekeeping culture and an important role in improving and promoting the quality standard of honey and other products offered to consumers, as well as increasing public awareness of the role honeybees play in their everyday lives.

For it’s 5th time since beekeeping products classes have been included to the program in Dublin 2005, Apimondia Contest program was held as a part of the 43rd International Apicultural Apimondia Congress, in the capital of Ukraine – Kyiv, from September 29 till October 3, 2013. Yet for the first time it took place under the new title: World Beekeeping Awards 2013. This change of name reflects the profound re-thinking of the whole contest program paradigm – a result of more than 3 years work that preceded the Kyiv Congress.

First of all great effort is put to get universal recognition of the World Beekeeping Awards results. The rules and regulation of the contest program have been harmonized to reflect different cultural approaches to the quality of bee products in different parts of the world. The Judges brigade comprised of the carefully selected 36 leading experts, representing over 20 countries and all the continents.

The aim of World Beekeeping Awards 2013 was to set the international standard of quality of the beekeeping products as well as assist the most distinguished achievements in beekeeping science and culture to get worldwide recognition.

We would like to offer a special note of thanks to all those participants, judges and stewards who take part in previous contests, and graciously shared their opinions and insights.

We hope all of you would find this paper thought-provoking and actionable. We intend to return to some of the key themes in more depth in future contests and would welcome your comments and thoughts on any of the issues in this paper or others that you would find it valuable for us to cover.

We’re constantly appending, updating and shaping the Contest agenda, to be better than the last, packing it with all the information, advice and inspiration you need to start and succeed.

Yurij Riphyak
Coordinator,
Apimondia Working Group
Harmonisation of regulations
for international honey contests

ABOUT WORLD BEEKEEPING AWARDS

World's foremost apicultural competition

The World Beekeeping Awards (WBA) is a unique and largest international apicultural contest designed exclusively for presentation of the highest quality products of the beekeeping industry, as well as the latest innovations, interesting hobbies and beekeeping-related artistic works.

The Contest has been founded under the name of World Honey Show at the 39th International Apicultural Apimondia Congress in Dublin, Ireland, in 2005. The subsequent Contests were held in such places as Melbourne – Australia in 2007, Montpellier – France in 2009, Buenos Aires – Argentina in 2011 and Kyiv – Ukraine in 2013.

World Beekeeping Awards competition is an exciting trend that is helping businesses and governments around the world tap into some of the smartest minds and technologies to drive apicultural industry:



Technology Discovery

To find the most innovative technologies and companies to acquire, invest or partner with.



Expert & Talent Search

To solve an internal R&D problems or to recruit the best talent.



Finding Partners

To attract and identify the most promising and prospective entrepreneurs in industry for collaboration.



Search for Ideas

To find exciting ideas or new and innovative designs for beekeeping products and services.



Beekeeping Promotion

To attract more people among general public to beekeeping practice.



Quality Standards

To set internationally recognized quality standards that accommodate cultural specificity of different countries.

PARTICIPANTS

World Beekeeping Awards provide an opportunity for both individual and commercial beekeepers, amateurs and professionals, bee product producers, honey traders or packers, inventors and scientist, as well as artists, writers, passionate artisans and all the bee-lovers worldwide to gain international visibility for their products.



WHO NEEDS IT?

"It is an immense pride for us to announce our engineering office APILAB, specialized in the beekeeping industry, won the gold medal of the World Beekeeping Awards 2013, in the Innovation category"

October 2013
APINOV-APILAB, France
From official press release

World Beekeeping Awards is at the forefront of efforts to understand and to help apiculture industry respond to new developments and inventions, to support large-scale open innovation, to provide a setting where beekeepers can compare experiences, to seek answers for common problems, identify good practice and work for establishment of domestic and international cooperation.

World Beekeeping Awards is designed for:



Businesses

That want to present the highest quality beekeeping products, as well as the latest innovations, or that are looking for new technologies to acquire or to use.



Beekeepers' associations

That want to represent their countries' beekeepers latest achievements, to improve and promote high quality of apiculture industry of the country.



Individuals & Hobbyists

That want to present the home made beekeeping products, as well as the innovations, interesting hobbies, beekeeping-related artistic works, and establish of domestic and international contacts.



Universities & Schools

That seek answers for common problems, want to identify good beekeeping practice, implement new prospective technologies and establish new international links.



Governments

That want to fund innovative research and start-ups in an effort to drive innovation and foster entrepreneurship.



Publishers

That want to understand and help apiculture industry respond to new developments and inventions.

HOW WILL THIS BENEFIT YOU?

“WBA and our nomination as the best honey in the world help us to promote our honey and boost our marketing campaign. Since the nomination I gave 6 interviews in all news channels, and the event was announced as major news on TV.”

23rd October 2013
Dimitris Papakostas, Honeymell z.p Ltd
From email communication

Visitor Benefits



- **Innovate Faster** – discover number of innovations from all over the world to find solutions to your challenges faster than ever before.
- **Explore** – you can relax and explore the exhibition Contest area.
- **Celebration** – attend a glittering Awards ceremony and Closing ceremony of the Apimondia Congress to network and celebrate with your peers.

Participant Benefits



- **Invest Effectively** – only pay to attend classes that meet your specific requirements.
- **Improvement** – option to receive feedback for your products from international judges i.e. leading beekeeping industry professionals.
- **Global recognition** – opportunity to highlight the success of your business at an international level.
- **Challenge** – chance to prove yourself against the best of the best in the industry.
- **Celebration** – attend a glittering Awards ceremony and Closing ceremony of the Apimondia Congress to network and celebrate with your peers.

Judge Benefits



- **Experience** – receive opportunity to communicate and share experiences with judges brigade made up of top beekeeping industry professionals worldwide.
- **Recognition** – position yourself to the global apicultural community as a top level expert.
- **Celebration** – attend a glittering Opening and Awarding ceremonies of the Contest to network and celebrate with your peers.

WINNER BENEFITS



Prizes

All winners are awarded with correspondent medals, certificates and trophies.



Recognition

Position to the global apicultural community as an industry leader.



Motivation

Receive feedback for your products from international judges made up of beekeeping industry professionals.



Celebration

Attend a glittering Awards ceremony and Closing ceremony of the Apimondia Congress to network and celebrate.



Promotion

Highlight the success of your business within the apiculture industry.

WORLD BEEKEEPING AWARDS FEATURES

New tasks, goals and ways to achieve them

Six main areas are covered in World Beekeeping Awards:

1.

Three categories of Classes

Organization of World Beekeeping Awards with division of the Contest into three categories of Classes to attract more entrants



Individual classes

Classes for individuals are designed especially for those for whom beekeeping is a fascinating, occasionally profitable hobby or an exciting small business and cover all main bee products, such as: extracted honey, comb honey, mead, honey beer and display.



Commercial classes

Classes for commercial firms are specially created and designed for the bee product producers, traders, packers and other apicultural sector representatives from all over the world for whom beekeeping is the principal business and covers all main bee products, such as: extracted honey, comb honey, mead, honey beer and display.



Apimondia Contests classes

Classes for Apimondia contests are for all people for whom apiculture is an academic field, a professional occupation or a hobby beyond the apiary business itself and covers all main classes of beekeeping-related materials, such as: photography's, multimedia, printed materials, collections, innovations, Under 18 classes and classes for ApiExpo Stands.

2.

New rules and regulations

The rules and regulations of the WBA have been harmonized to reflect different cultural approaches to the quality of bee products in different parts of the world.

3.

WBA Ceremonies

Organization of special separate Opening and Awarding Ceremonies to network and celebrate with beekeeping peers and to highlight each small success.

4.

“Open doors program”

“Open doors program” gives Apimondia Congress public an opportunity to watch the judging process and to explore the Contest exhibition area.

5.

Beekeeping lectures and workshops

Organization of beekeeping lecture and workshops to promote the highest quality of honey, mead and wax products and to improve the competitive skills of entrants.

6.

Truly international judging team

The Judges brigade is comprised of 36 leading experts, representing over 20 countries and all the continents.

COMPETITION PROCESS

How to participate and win prizes

The World Beekeeping Awards is the most prestigious, comprehensive and sought after awards programme in the global apicultural industry.

Path to victory

Your product is the best in the world – isn't it? So why not get an official confirmation!



WBA competition procedure

If you really want to participate and win prizes you must follow the current procedure:

- 
1
Read and agree to the official Rules and Regulations
- 
2
Register online for the WBA competition
- 
3
Pay the Contest registration fee
- 
4
Receive the "Confirmation Letter" from the Organizers by email
- 
5
Prepare all exhibits according to the Guidance for Exhibitors
- 
6
Deliver exhibits personally with all documentation to the reception desk of the Contest
- 
7
Staging of exhibits on the Contest exhibition area
- 
8
Assessment of exhibits based on Judging Criteria
- 
9
Winning Ceremony with awarding medals, certificates and trophies

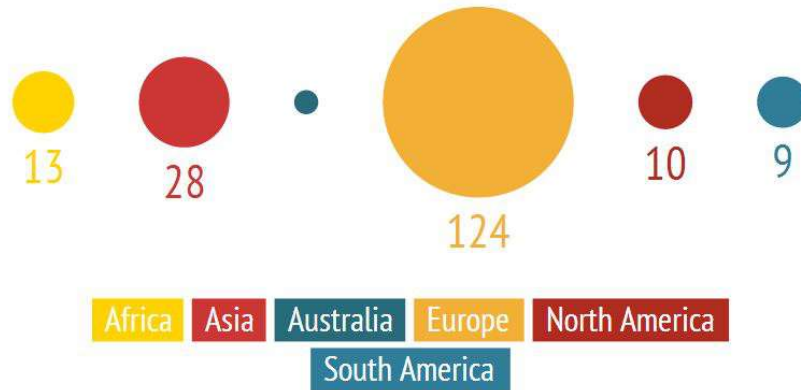
STATISTICS

Participants, judges, categories & classes, financials

PARTICIPANTS

Representation by Persons

186 persons registered for World Beekeeping Awards 2013

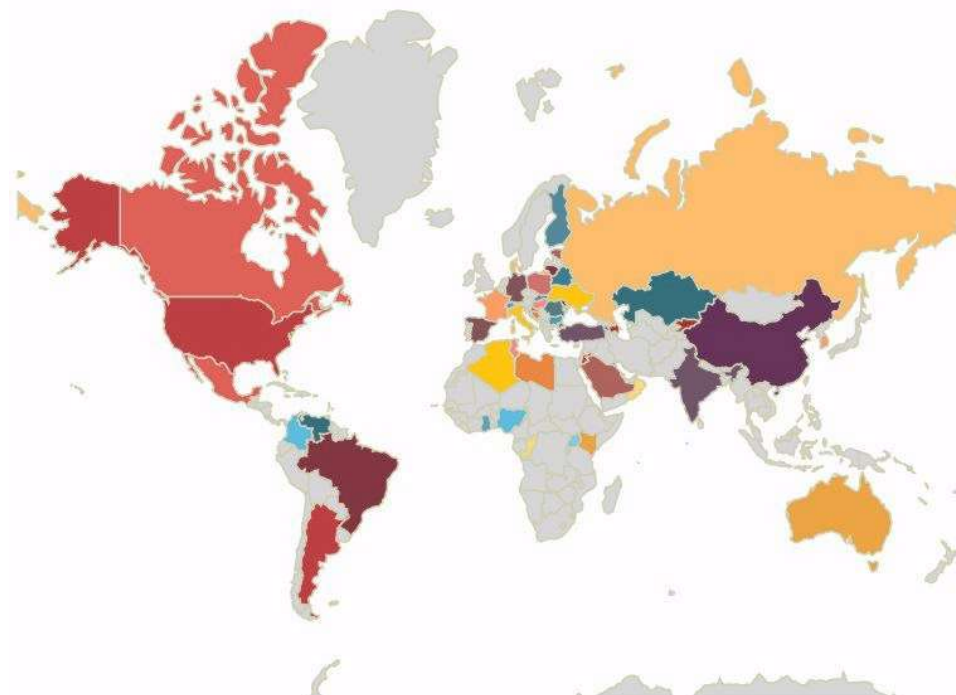


Gender representation

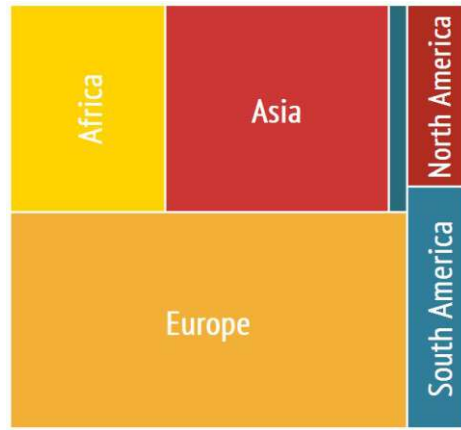
Male 80%  **Female 20%** 

Representation by country

Participants of WBA 2013 represented 54 countries from all over the world: Algeria, Argentina, Armenia, Australia, Azerbaijan, Belarus, Bosnia and Herzegovina, Brazil, Bulgaria, Canada, China, Colombia, Congo, Cote d'Ivoire, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Ghana, Hungary, India, Israel, Italy, Jordan, Kazakhstan, Kenya, Kyrgyzstan, Libya, Lithuania, Martinique, Mexico, Moldova, Nigeria, Oman, Poland, Romania, Russia, Saudi Arabia, Slovakia, Slovenia, South Korea, Spain, Switzerland, Tunisia, Turkey, Uganda, UK, Ukraine, USA, Venezuela.

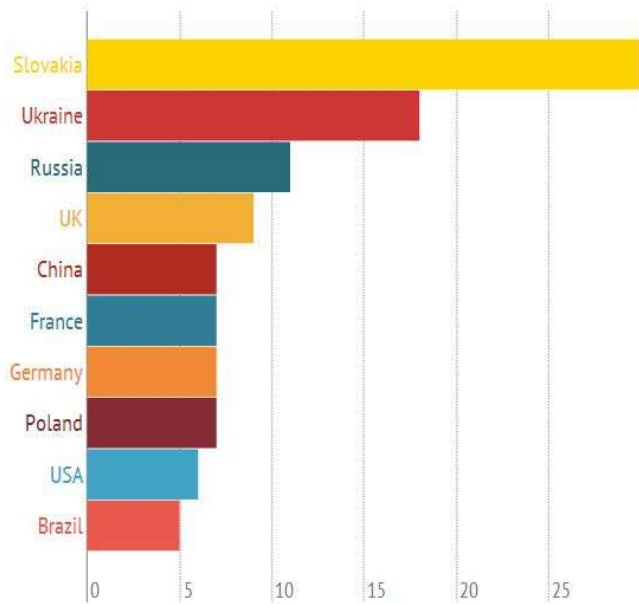


Representation by continent



- Africa – 9
- Asia – 13
- Australia – 1
- Europe – 24
- North America – 3
- South America – 4

Top-10 countries by participants



3 countries - 30% of entrants

30% of all WBA participants represented top-3 countries



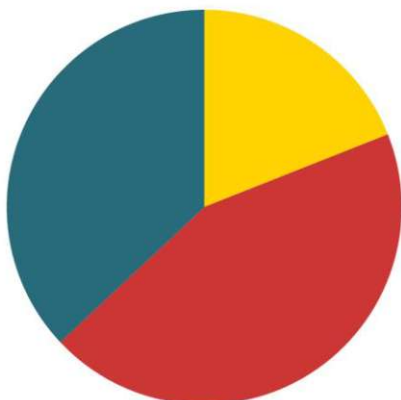
10 countries - 60% of entrants

60% of all WBA participants represented top-10 countries

Correspondence between the number of countries and number of participants

● %, countries ○ %, participants

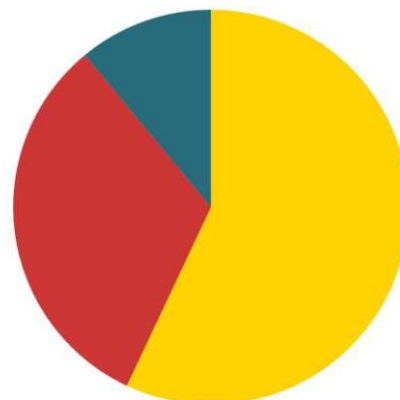
● %, participants ○ %, countries



5-30 entrants 2-4 entrants 1 entrant

54 countries:

- 5-30 entrants – 10 countries (20 %)
- 2-4 entrants – 24 countries (45 %)



5-30 entrants 2-4 entrants 1 entrant

186 participants:

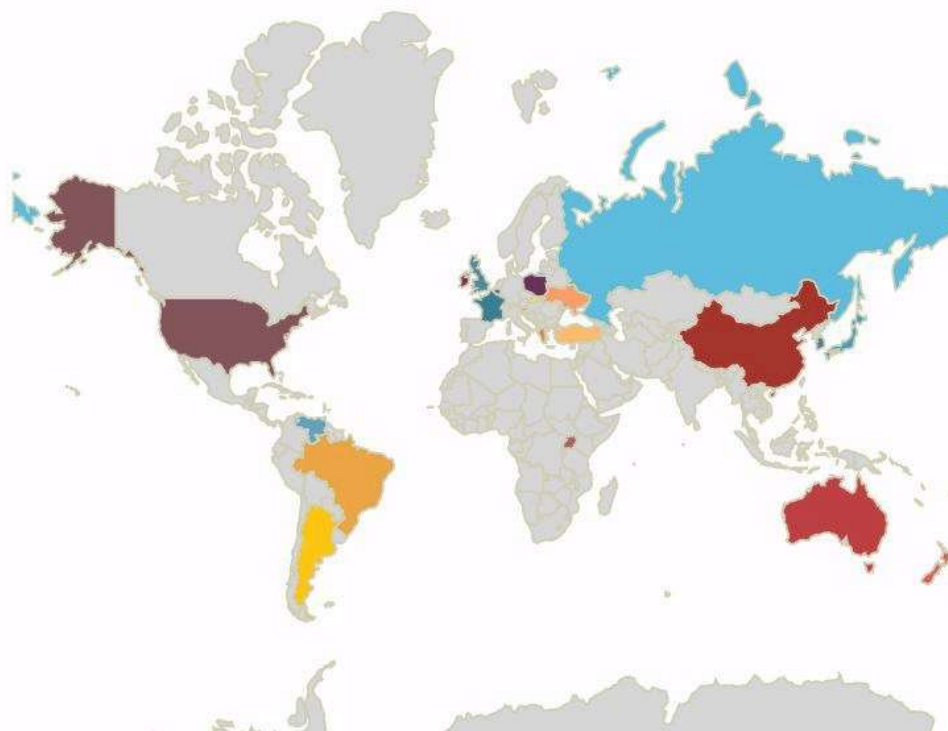
- 107 total participants (60 %)
- 59 total participants (30 %)

1 entrant – 20 countries (35 %)

– 20 total participants (10 %)

JUDGES

The Judges brigade is comprised of 36 leading experts, representing 23 countries and all the continents.



World Beekeeper Awards 2013 Judges Referee

Margaret Davies Europe – UK

Commercial Classes Judges

Alexei Antonov	Europe – Ukraine
Bosco Okello	Africa – Uganda
Bruce White	Oceania – Australia
Celina Pennisi	Americas - Argentina
Christine Matthews	Europe - UK
Jose Augusto G Sattler	Americas – Brasil
Maureen Maxwell	Oceania - New Zealand
Peter Badan	Europe – Slovakia
Peter Matthews	Europe - UK
Robert Chlebo	Europe – Slovenia
Virginia Webb	Americas – USA

Apimondia Contests Classes Judges

Charlotte Lietaer	Europe - Belgium
Choul Goo, Kim	Asia – S. Korea
Cleofas Cervancia	Asia - Philippines
Dimitris Selianakis	Europe - Greece
Emre Yildirim	Asia - Turkey
Illia Rosenthal	Europe - France
Jack Thomas	Americas - US
Julia Sivak	Europe - Ukraine
Kyoon-Hwan Cho	Asia – S. Korea
Lyubomyr Koval	Europe - Ukraine
Mike Duffin	Europe - UK
Mulufird Ashagrie	Africa - Ethiopia

Individual Classes Judges

Alexei Antonov	Europe – Ukraine
Bosco Okello	Africa – Uganda
Christine Matthews	Europe - UK
Elena Zubova	Europe - Russia
Jose Augusto G Sattler	Americas – Brasil
Matsuo Matsuka	Asia - Japan
Patricia Vit	Americas – Venezuela
Peter Matthews	Europe - UK

Philip McCabe	Europe - Ireland
Prof. Zhang Fuxing	Asia - China
Rafał Krawczyk	Europe - Poland
Richard Jones	Europe - UK
Robert grace Kisenyi	Africa - Uganda
Sebastian Owen	Europe - UK
Susan Spibey	Europe - UK
Tetyana Fotina	Europe - Ukraine
Viktor Fedyuk	Europe - Ukraine

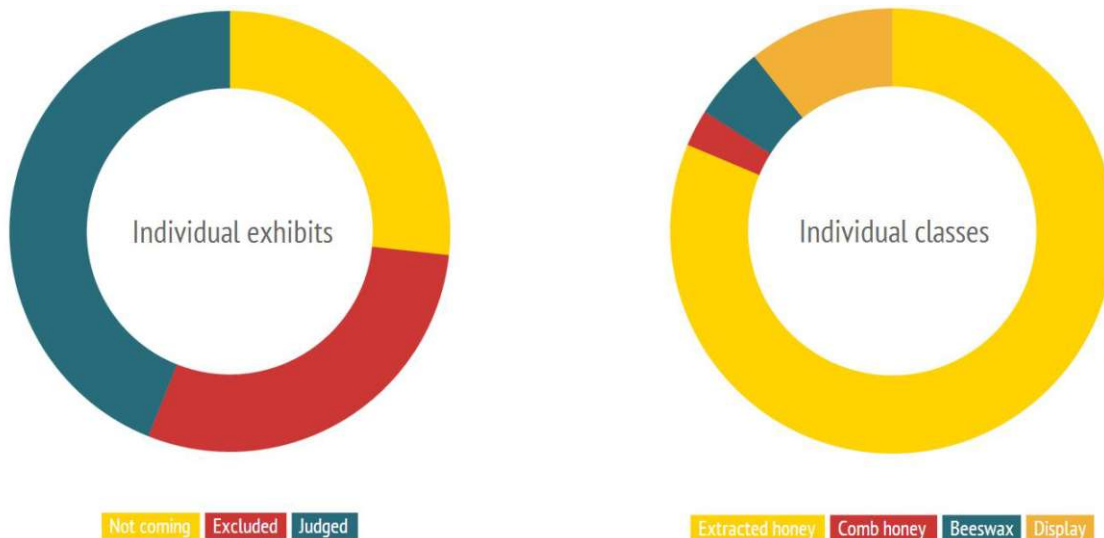
CATEGORIES & CLASSES

Totally the WBA contest comprised 48 classes across 3 categories



Individual classes

In Individual category of classes 116 exhibits from 47 participants were registered online, which are representatives of 25 countries. But the actual numbers after the on-desk registration at the Contest area are: 85 exhibits from 41 entrants, which represent 15 countries.



Individual classes exhibits:

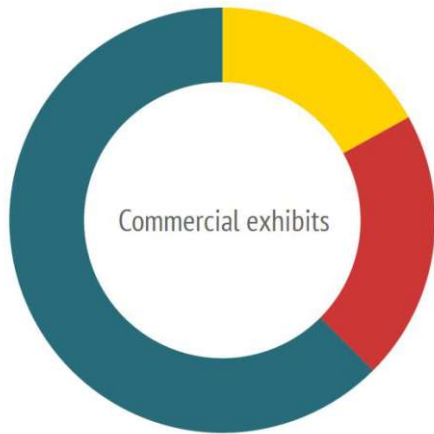
Not coming – 31 exhibits
 Excluded – 34
 Judged – 51

Individual classes exhibits by representation:

Extracted honey classes – 61 exhibits
 Comb honey – 2
 Beeswax – 4
 Display classes – 8

Commercial classes

In Commercial category of classes 112 exhibits from 48 participants were registered online, which are representatives of 25 countries. But the actual numbers after the on-desk registration at the Contest area are: 93 exhibits from 39 entrants, which are representatives of 19 countries.



Not coming Excluded Judged

Commercial classes exhibits:

Not coming – 19 exhibits
 Excluded – 23
 Judged – 70



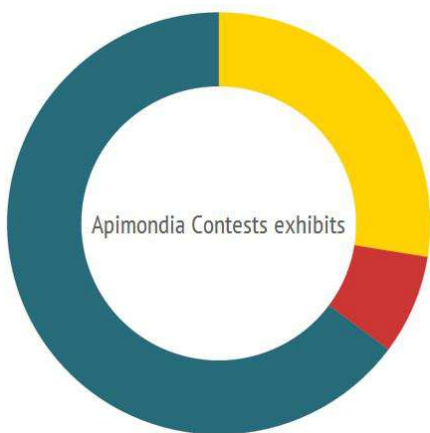
Extracted honey Comb honey Mead Beeswax Display

Commercial classes exhibits by representation:

Extracted honey – 44 exhibits
 Comb honey – 5
 Mead – 33
 Beeswax – 4
 Display – 7

Apimondia Contests classes

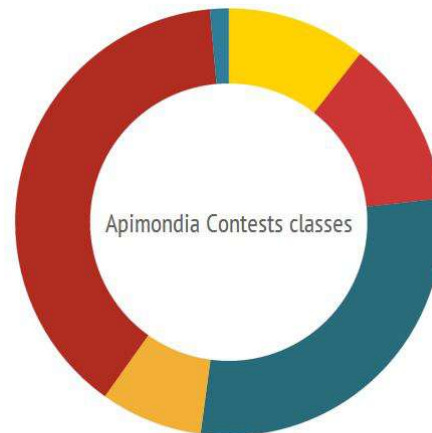
In Apimondia Contests category of classes 196 exhibits from 89 participants were registered online, which are representatives of 38 countries. The actual numbers after the on-desk registration are: 142 exhibits from 68 entrants, which are representatives of 31 countries.



Not coming Excluded Judged

Apimondia Contests classes exhibits:

Not coming – 54 exhibits
 Excluded - 15
 Judged – 127



Photography Multimedia Printed materials Collections
 Innovations Under 18

Apimondia Contests classes exhibits by representation:

Photography – 15 exhibits
 Multimedia – 18
 Printed materials – 41
 Collections – 11
 Innovations – 55
 Under 18 – 2

FINANCIALS

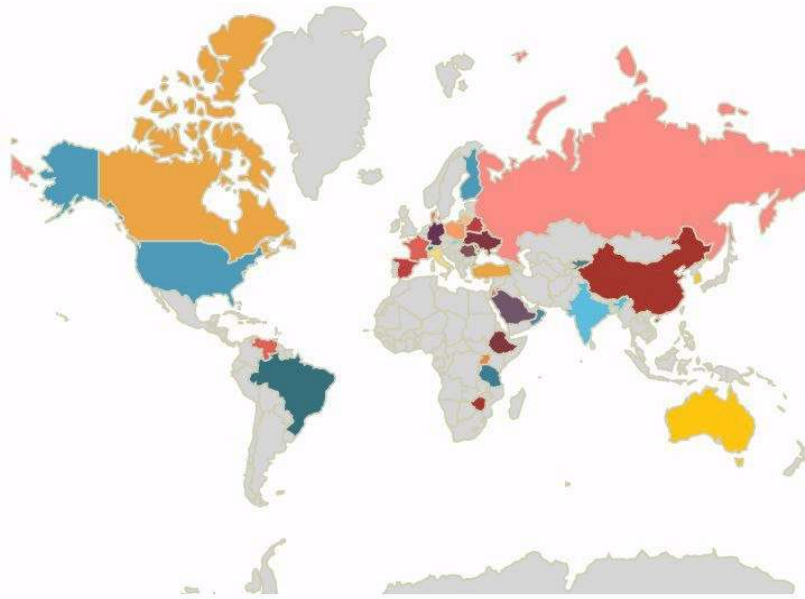
Income	2013
Registration fees	€ 20 350
Registration fee, Individual classes: 85 x 25	€ 2 125
Registration fee, Commercial classes: 93 x 100	€ 9 300
Registration fee, Apimondia Contests classes:142 x 50	€ 7 100
Late Registration fee, Individual classes: 11 x 25	€ 275
Late Registration fee, Commercial classes, 9 x 100	€ 900
Late Registration fee, Apimondia Contests classes, 13 x 50	€ 650
Sponsorship	€ 6 000
Trophy sponsorship, Carl and Virginia Webb	€ 3 000
Trophy sponsorship, Sodruhestrvo Ltd (part of the Congress Platinum Sponsorship)	€ 3 000
Other	€ 420
QSI commission	€ 420
Total	26 770
Outcome	2013
Awards	€ 2 900
Medals	€ 1 200
Trophies	€ 1 700
Stand	€ 8 600
WBA area: space rental, stand constructions, lights, carpet	€ 5 800
Furniture, show windows: rental, making	€ 2 300
Banners	€ 500
Printed materials	€ 1 650
Brochures	€ 900
Certificates	€ 300
Labels	€ 350
Other printing	€ 100
Staff	€ 5 500
2.5 FTE: salary + 2-week relocation to Kyiv	€ 5 500
Judges	€ 1 090
Judges Referee, registration fee, flight	€ 440
Equipment and materials for judges	€ 650
Champagne buffet	€ 860
Opening WBA Ceremony	€ 320
Closing WBA Ceremony	€ 540
Total	20 600
Profit before tax	6 170

RESULTS

Winners of the competition

WINNERS BY COUNTRY

Winners represent 37 countries of the world: Australia, Austria, Belarus, Brazil, Canada, China, Cyprus, Denmark, Ethiopia, Finland, France, Germany, India, Italy, Jordan, Kyrgyzstan, Lithuania, Moldova, Oman, Poland, Romania, Russia, Rwanda, Saudi Arabia, Slovakia, Slovenia, South Korea, Spain, Switzerland, Tanzania, Turkey, Uganda, UK, Ukraine, USA, Venezuela, and Zimbabwe.



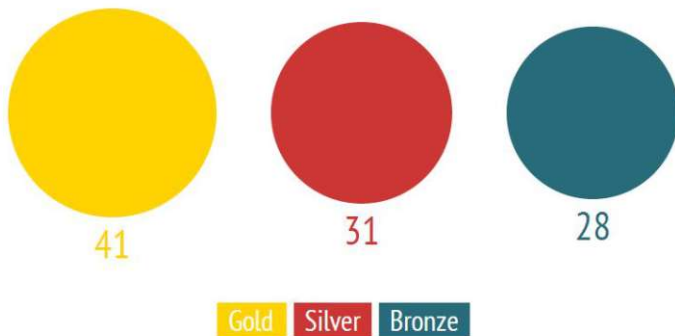
More than 60% of participated in the Contest countries have at least 1 WBA medal winner



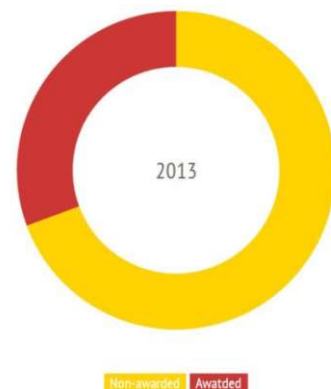
> 60% of countries have winners

MEDALS

100 medals have been distributed, including:
41 Gold, 31 Silver and 28 Bronze Medals.



1/3 of WBA entrants received awards



MOST AWARDED ENTRANTS

57 entrants from 186 WBA 2013 participants were awarded with medals.

Also 10 ApiExpo-2013 participants were awarded with medals.

20 % of all awards were equally divided between 4 WBA entrants. Ms Irene Claire WARING (UK), Ms Virginia WEBB (USA), Tentorium Apicompany (Russia) and Ms Aida ISKENOVA (Kyrgyz Union of Beekeepers, Kyrgyzstan) were the most awarded participants - they received 5 medals each.

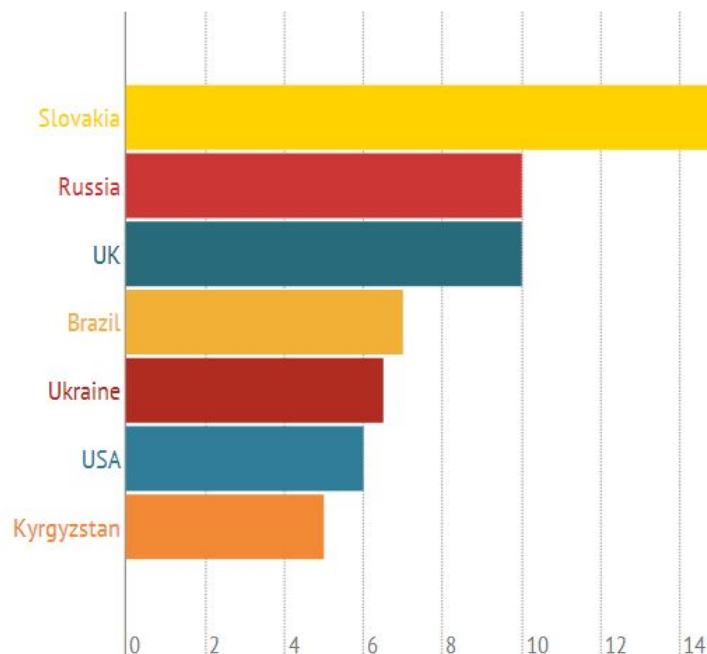


MOST AWARDED COUNTRIES

"It is an international recognition of Brazilian honey. We work with beekeepers from all over Brazil. This award belongs to all Brazilian beekeepers who provide us with honey as well as our employees who process our honeys with different quality standard. This is recognition for the Brazilian honey and the quality of the company. All gain from the producer to the country!"

Tarciano Santos da Silva,
Manager, Export - Prodapys

Participants from Slovakia brought home the greatest total number of medals - 15, Russia and the UK share 2nd place with 10 medals each and 3rd place with 7 medals went to Brazilian beekeepers.



60 % of all medals received participants from Top-7 most awarded countries



TROPHIES

The attention of all participants was focused on the Closing Ceremony of the Apimondia Congress where the best of the best were awarded with World Beekeeping Awards 2013 Trophies.



The Honey Grand Prix – Carl & Virginia Webb Silver Bowl and “Best Honey in the World” title is awarded to Tziverti Company, Cyprus (represented by Mr. Dimitris PAPAKOSTAS)



The Mead Grand Prix – Apimondia Silver Cup and “Best Mead in the World” title is awarded to Mr Radoslav Opalek, Vcelco s.r.o., Slovakia



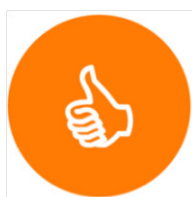
The Display Grand Prix – Sodruzhestvo Shield for the Display Excellency is awarded to Ms Aida ISKENOVA, Kyrgyz Union of Beekeepers, Kyrgyzstan

CONTEST MANAGEMENT

Past and future

We constantly work hard for developing, appending, updating and shaping the WBA agenda, to be better and more creative than the last time, packing it with all the information, advice and inspiration you need to start and succeed. Our aim is to welcome more people than any other beekeeping contest in the World and to garner the attention of all apicultural audience.

We ensure the contestant experience from entry to getting the prize is easy, fun and memorable!



Past work

- ✓ Developed Rules & Regulations, Categories & Classes list, Guidance of exhibitors and all other materials needed for website, and for printing
- ✓ Design and Organisation of production of medals, trophies and all printed materials
- ✓ Organisation of WBA contest exhibition area
- ✓ Pre and post communications with entrants
- ✓ Communication with Judges
- ✓ Legal Review and Approval
- ✓ Database Management
- ✓ Preparation and administration of Exhibits Delivering–Staging–Collecting Process, Assessment Process & Winners Selection
- ✓ Preparation and administration of Contest Ceremonies: Opening and Awarding
- ✓ Work with sponsors & partners
- ✓ **Preparing of WBA 2013 Full report**



Future work

- Improvement of WBA rules and management based on previous experience
- Preparing all needed materials for the next Congress
- Organisation of production of all materials
- Re-Design and organisation of WBA contest exhibition area
- Planning and supervision of all relevant pre and post communications
- Judges engagement
- Database Management
- Work with sponsors & partners
- Preparation and administration of all processes during contest
- Legal Review and Approval
- Workshops and lectures organisation
- Preparation of WBA 2015 Full report

WORKING ON MISTAKES

Issues and fixes

As it's said, everyone makes mistakes. But we sincerely cheer for the fate of the WBA competition and want to make it better. So we try to collect as much feedback as we can to improve all aspects of the competition and make it truly the best beekeeping competition worldwide. We learn in order to improve.



Issue

- **No proper competition in particular classes**
- **Some exhibits didn't arrive**
- **A lot of exhibits were excluded for non-compliance with the rules – time wasted on giving reasons to the exhibitors**
- **Not enough space for visitors**
- **Not enough space for exhibits**
- **Some judges didn't turn up**
- **Stewards sometimes didn't know their functions**
- **Theft of books, magazines and some small items**
- **People don't know WBA rules and regulations**
- **Some requirements are scattered between rules & regulations and guidance for exhibitors**



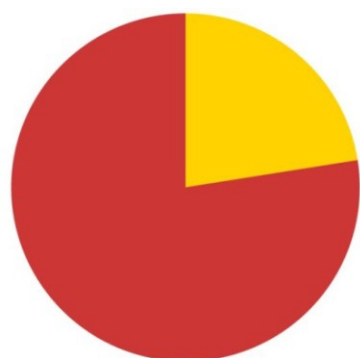
How to fix it?

- Have fewer classes in categories: beeswax, photography, under 18 etc.
- Expected exhibits will be marked with an orange card - "not coming"
- Add to the official Rules and Regulations:
IF NOT COMPLIANCE WITH THE RULES YOUR EXHIBITS WILL BE DISQUALIFIED
- Bigger open space for WBA Contest area
- More tables and show windows for exhibits
- Have reserve judges, especially for busy classes
- Write manual for stewards and hold two briefings, one before the WBA registration and other before judging. Affix stewards to particular classes
- Books and other printed materials should be demonstrated in acrylic book stands or holders, which are designed to keep open on chosen page. Small items should be exhibited in closed show window. The remaining show area must be surrounded by a barrier.
- Key details with each class description. Send a paper WBA book to every exhibitor a month before the Apimondia Congress.
- Create clear block of official Rules and Regulations with new complete section "Requirements for exhibits".

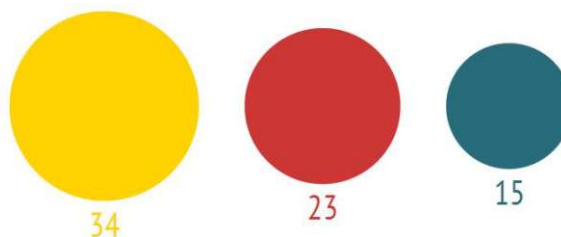
Disqualifications and their reasons

22.5 % from all registered exhibits were excluded.

Every 5th exhibit was disqualified, from total quantity of 320 samples – 72 were excluded.

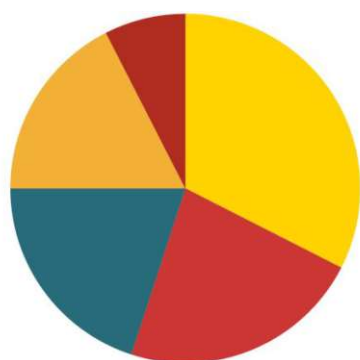


Excluded Judged



Individual classes Commercial classes Apimondia Contests

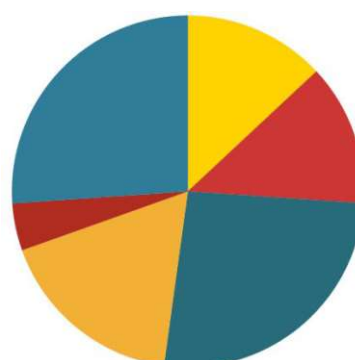
In individual and commercial categories only honey exhibits were excluded for such reasons:



1 Sample Wrong colour Label Granulation Proof seal

Reasons to exclude honey exhibits in Individual classes:

1 Sample – 13 exhibits
Wrong colour – 9
Label – 8
Granulation – 7
Proof seal – 3



1 Sample Wrong colour Label Granulation Dirt Overweight

Reasons to exclude honey exhibits in Commercial classes:

1 Sample – 3
Wrong colour – 3
Label – 6
Granulation – 4
Dirt – 1
Overweight – 6

In Apimondia Contests category some exhibits were excluded in classes Books, Albums, Journals and Innovations for one same reason – lack of English descriptions.

Ways to minimise disqualification

1 Sample

- Change name of classes F. e. from “Light honey” to “Two jars of light honey”

Label and proof seal in individual classes

- Add to the description of every honey class in individual category - “No labels, no proof seals”

Label (no weight) in commercial classes

- Add to the description of the category “NB: Requirements for labels” with all conditions and a sample of honey label with correct data

Wrong colour

- Add some visual information about classes (photo or video)

Overweight

- Add weight requirement to the description of every class “mass from 350 up to 500 g”

Granulation

- Add “no granulation” to the description of every class

No English description

- Add “English description needed before judging” to the description of some classes in Apimondia Contests category

COMPETITIVE ADVANTAGES

Key achievements

In today's highly competitive environment the goal of each organisation is to defeat competition and win new customers.

Key areas of WBA competitive advantages:

Optimizing

- Simple and harmonised rules and regulations which reflect diverse cultural approaches to the quality of bee products in different countries
- Three categories of classes for individual beekeepers, commercial organisations and other apiculture practitioners to attract more entrants of different types
- Implement wider risk monitoring to avoid critical chains

Innovating

- Comprehensive program of beekeeping lectures and workshops to promote the highest quality of honey, mead and wax products and to improve and raise competitive skills of entrants
- "Open doors program" for general Apimondia Congress public to watch the judging process and explore the exhibition Contest area
- Challenge Trophies – the new symbols and tradition
- Special separate Opening and Awarding Ceremonies of the Contests - to network and celebrate with beekeeping peers and to highlight each small success

Fundraising

- Diversify funding sources to minimise risks and raise profit:
 - Different registration fees for different categories of classes and even different types of entrants
 - Late registration fee for those who want to participate and register a month before the Congress
 - Wide range of possibilities for partnership and sponsorship

Enabling

- Adapt and improve planning, budgeting and forecasting to enhance control, discipline and flexibility
- Implement short-term cash and working capital planning that enables early warning and intervention
- Upgrade strategic decision-making tools and capabilities to enable speed and adaptability
- Confirmed outstanding effects for the winners' business
- Really international judging team – the Judges Committee is comprised of leading experts, representing over 20 countries from all over the world

Key achievements

Participants

Registered

186 persons

From **54** countries

6 continents

48 classes

424

exhibits

Judges

1 judges referee

36 judges

12 stewards

23 countries

6 continents

Winners

100

medals:

41 Gold, 31 Silver, 28 Bronze

67 entrants awarded

From 37 countries

3 trophies

“Since the nomination I gave 6 interviews in all news channels, and the event was announced as major news on TV. So WBA are in my opinion the most important event after Apimondia Congresses and we (the beekeeping world) should promote it.”

23rd October 2013
 Dimitris Papakostas, Honeymell z.p Ltd
 From email communication



World Beekeeping Awards
 1,179 likes · 426 talking about this

Update Page Info Follow

Community
 International apiculture contest.
 Founded in Dublin in 2005.
 Held every two years during Apimondia Congresses.

About Photos Likes Events

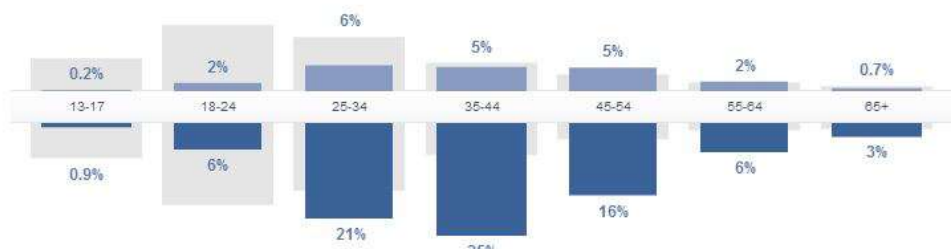
The people who like your Page

Women

21% Your Fans
 46% All Facebook

Men

77% Your Fans
 54% All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
Argentina	69	Cairo, Al Qahirah, Egypt	14	English (US)	202
United States of America	64	Athens, Attiki, Greece	14	Spanish	158
Portugal	49	Tunis, Qabis, Tunisia	13	French (France)	70
Italy	45	Bogotá, Cundinamarca, ...	9	Spanish (Spain)	66
Brazil	43	Buenos Aires, Distrito Fe...	8	English (UK)	55
Romania	43	Sofia, Grad Sofiya, Bulgaria	8	Arabic:	54
Greece	43	Zagreb, Grad Zagreb, Cro...	8	Portuguese (Portugal)	46

30+ publications in various beekeeping media worldwide.

WBA results published in 3 languages on the Congress website landing page and dispatched in a separate press-release.

CONCLUSIONS

Summing up of the points and a statement of opinion

The Report reflects and consolidates wide-ranging work on the WBA 2013 organisation and also takes into account important work by other international bodies in this area, in particular the National Honey Show (UK), and inputs from the WBA judges and business community.

Based on the evaluation of the World Beekeeping Awards 2013 results, it is possible to summarise the following:

- The importance of participation in WBA is equal for different types of entrants, regardless of the size of registration fees.
- Honey is the widest represented product both in individual and commercial classes.
- Mead classes was also well represented, but beeswax classes turn to be rather poor.
- Innovations are a key source of a competitive advantage that determines the economic success of each organisation - classes for innovations and inventions were the most attended in the WBA 2013
- Workshops & beekeeping lectures had moderate success. Need more advertising.
- WBA victory does have a profound and outstanding effects on the winner's business.
- "Open doors program" attracted lots of interest. The exhibition are must be larger (sizes of exhibits communicated in advance), open from all sides and surrounded by a barrier.
- Challenge Trophies tradition must be continued. They get additional publicity.
- Separate Opening and Awarding Ceremonies of the Contests were well attended by press, participants, judges, and all interested persons. Only trophies should be awarded at the Congress Closing Ceremony.
- WBA management requires at least 1 person 1 year before the Congress, 2 – 6 month before, 3 – 3 month before and 4-5 (+stewards) on site. Main activity: communication with participants.

This report was prepared for the Executive Council of the International Federation of Beekeepers Associations Apimondia to be presented in Rome on May 2014. It was written by Apimondia Working Group “Harmonisation of regulations for international honey contests”, to review the recent experiences, summarize the World Beekeeping Awards 2013 results, and describe competitive advantages and organizational strategies with recommendation for future.

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