B THE NET
Bee Stronger Together

Infographic 2

Practices for Beekeepers in the EU

Consumption of local honey

Advantages at a Glance

Honey has been part of human nutrition since prehistory, and it's a product deeply embedded in the food traditions of human communities worldwide.

Thanks to this long history of flavour and production techniques, in constant balance with the population of honeybees, honey represents a product with extraordinary properties and values:

- **Genuineness**
- **A direct connection to the landscape and its flowers**
- **A wide and local variety of aromas and tastes**

All these aspects need to be considered when we buy honey. Without a proper understanding of the product and its origins puts us at risk of buying fraudulent honey or honey blends that do not reflect the aromatic and pollinic variance expected.

To access honey's true organoleptic properties and make an informed choice that supports the preservation of local biodiversity, it is essential to have a clear guide for consumers.

We aim to help you find the honey that matches your purchasing motivations. We clarify below the advantages of consuming honey – for our taste, local economy and region's biodiversity, and also emphasise the importance of knowing the specific origins of the honey.

Guide for consumers

1 UNIQUE FLAVOURS OF HONEY, LOCAL HONEY AND PGI/PDO HONEY

Depending on the plants the bees pollinate, honey can have unique tastes and qualities that mass-produced honey often lacks.

If you usually don't like honey, you can be surprised by the flavour variance of local honey and if you travel around, get some honey from other places, and you will discover a whole new world of flavours and aromas.

2 MULTIPLE USE AND VERSATILITY

Honey offers a wide range of uses, all waiting to be discovered and shared.

Knowing how to choose the right honey for the right dish is a pleasure, and for many, it's becoming as customary as selecting a good wine.

Using honey in cooking adds a special touch to dishes, a practice made easier by the availability of different types of honey on the market, especially in smaller sizes, which are perfect for experimenting and deepening one's understanding of aromatic characteristics.

3 ECO FRIENDLY

Local honey has a smaller carbon footprint since it doesn't require long-distance transportation.

Additionally, local honey production is often more sustainable, as smaller-scale beekeepers are likelier to use practices that protect bees and the environment.

4 SUPPORTING LOCAL BEEKEEPERS

By consuming local honey, you support local beekeepers, and pollinate local plants and crops.

This helps maintain local bee populations, which is crucial for pollination and biodiversity in your area.

Additionally, you help the local economy and vivid rural development/life, from which you may also benefit.

5 HONEY DURATION

To ensure optimal storage conditions, choosing a short supply chain is advisable: buying honey from local beekeepers and avoiding temperature fluctuations and exposure to light, which can spoil or reduce honey's aromatic properties.

To enjoy its organoleptic properties over time, consumers should also be informed about the correct storage of their honey, just as beekeepers should be.

6 NATURAL ASPECTS

Consuming local honey allows you to enjoy a more natural product because local beekeepers typically produce it.

Local honey is often only sieved to remove larger particles, preserving its natural properties, including its pollen content.

This ensures that the honey you consume is closer to its original form without the need for extensive processing.

Find your neighbouring beekeeper or a shop that sells local honey and check the label!

Want to know more about honey? Check out our infographic guides: **Consumption of Local Honey and Reading honey labels.**

References for further reading

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B-THENET is the first EU thematic network for sustainable beekeeping.

B-THENET brings together different actors and their expertise to co-create and share knowledge to find applicable solutions for EU beekeepers.

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