



MARKETING HONEY

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OBA Summer Meeting June 2019

As well as being a beekeeper, I'm also a professor at the Pilon School of Business at **Sheridan College**, where I teach Marketing and Advertising.

Marketing honey is no different than marketing any other product or brand. The key is **differentiation**.

You have to find a way to market your honey
which is **unique**.

Other than price, what are some ways you can make your honey **stand out** over another brand?

- Having a unique jar or container

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- Designing an original label

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- Making handmade packaging

- Having a unique jar or container
- Designing an original label
- Making handmade packaging
- Having added elements

Having a **unique jar or container** will set you apart from the competition and add value.



Designing an **original label** will make your honey unique, stand out and heighten value.



Harrods
A CLEAR SWEET GOLDEN HONEY
250g

Harrods
A CLEAR SWEET GOLDEN HONEY
250g

Harrods
A CLEAR SWEET GOLDEN HONEY
250g

Having **added elements** will make you stand out as going above and beyond the competition. This type of add-on increases value.



bee
PURE
organichoney

bee
PURE
organichoney

bee PURE
organichoney

blended

Making **handmade packaging** differentiates your honey from everyone else out there. It's one of a kind, making it more valuable.



Besides **differentiating** your honey from other brands on the market, what do all of these methods have in common?

They all help to **increase the value** of your honey.

If a product holds more value, it's considered a **premium product**, which consumers will be willing to pay a higher price for.

Since the Canadian honey market is flooded with Non-Canadian honey, which is often sold at a low price point.

It's critical to find a strategy to develop your honey into a **premium product**.

With the influx of inexpensive Non-Canadian honey, many Canadian honey producers may feel the need to lower their price point, in order to compete.

This is known as **price matching**.

Once you develop your honey into a **premium product** by increasing value, you no longer need to worry about **price matching** in order to stay competitive. You now have a competitive edge.

However, things jars, labels, packaging and added elements **can easily be copied**, no matter how original you think you're being.

Maybe your **differentiation** was an old fashioned style jar.



A lot of other people likely thought that was an original, unique jar as well.



Local, Raw & Unfiltered



Honey

Ingredients	100% Pure Honey
Allergens	None
Nutrition Facts	
Per 1 Tablespoon (21g)	
Total Sugars	17g
Total Carbohydrate	17g
Calories	60

Bee Well Honey
400 Wood Street SE, Polkton, NC 28073
NET WT. 16 OZ. (454g)





GAISER BEE
COMPANY

**100%
RAW
HONEY**

CINCINNATI
OHIO

UNPASTEURIZED

HARVESTED
BY

GBC-H4



NET WT. 8 OZ



THE BEEKEEPER'S DAUGHTER
Raw & Unfiltered Honey
Wildflower
Berry Apurios
Dallas, PA 18612
570-901-2024
www.bkd.com

THE BEEKEEPER'S DAUGHTER
Raw & Unfiltered Honey
Buckwheat
Berry Apurios
Dallas, PA 18612
570-901-2024
www.bkd.com

THE BEEKEEPER'S DAUGHTER
Raw & Unfiltered Honey
Orange Blossom
Berry Apurios
Dallas, PA 18612
570-901-2024
www.bkd.com

ONE POUND PURE HONEY



To develop a successful long term marketing strategy for your honey, you must find a **differentiating factor that is unique to you.**

This strategy is the most successful because it's **personal**, making it challenging for any competitor to copy.

Besides your jar, label, packaging or added elements, what are some things that you feel are **unique to you** that could be marketed to differentiate your honey?

- It could be your beekeeping philosophy
- Something interesting about why you started beekeeping
- Something unique about how you tend to your bees
- Something unusual about the location of your bee yard
- Something that stands out about you as a beekeeper

Deciding on what's unique to you, your honey or your beekeeping, should be **the starting place or foundation** when beginning to market your honey.

Once you've **clearly defined your foundation**, the rest of your branding such as your logo, wordmark, colour scheme, photography choices, bottling, labeling and packaging should all start to fall into place.

When these branding elements begin to come together, they should be very **consistent**, because they're all built upon the same **foundation**.

For example, my apiary is located on the rooftop of the Japanese Canadian Cultural Centre.

My heritage is also Japanese Canadian. So blending of two styles of writing, along with the Zen philosophies of peace and harmony seemed only natural to me.



ethical & organic beekeeping

HEIWA HONEY

in peace & harmony with nature



ethical & organic beekeeping

HEIWA HONEY

in peace & harmony with nature

JAPANESE CANADIAN
CULTURAL CENTRE APIARY

