



Case study of AGRI Programme «EU Honey – tasty and environmentally friendly»

EU Promotion Info Day, PRAGUE

Janis Kronbergs
Latvian Beekeepers association

9/09/2026



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Key messages

- **Industry challenge** - Honey consumption decline
- **AGRIP programme** – A sustainable add-on for industry
- **Main activities** – Holistic approach
- **Lessons learned**



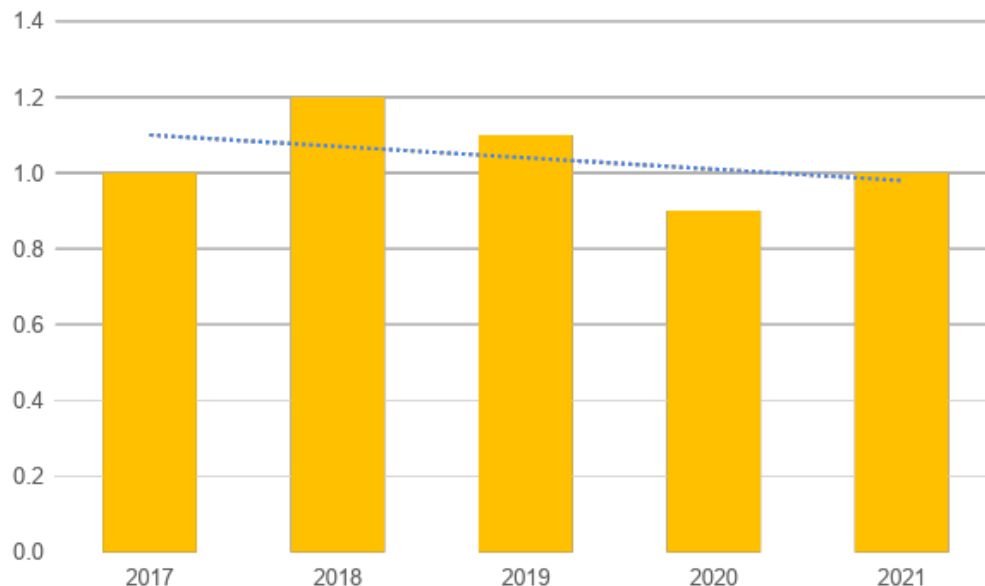
Industry challenge - Honey consumption decline

Honey consumption has been on a downward trend since 2018.

Consumer surveys indicated less honey awareness and consumption for younger respondents.

Most of honey consumers demonstrated potential for greater honey consumption in their daily diet.

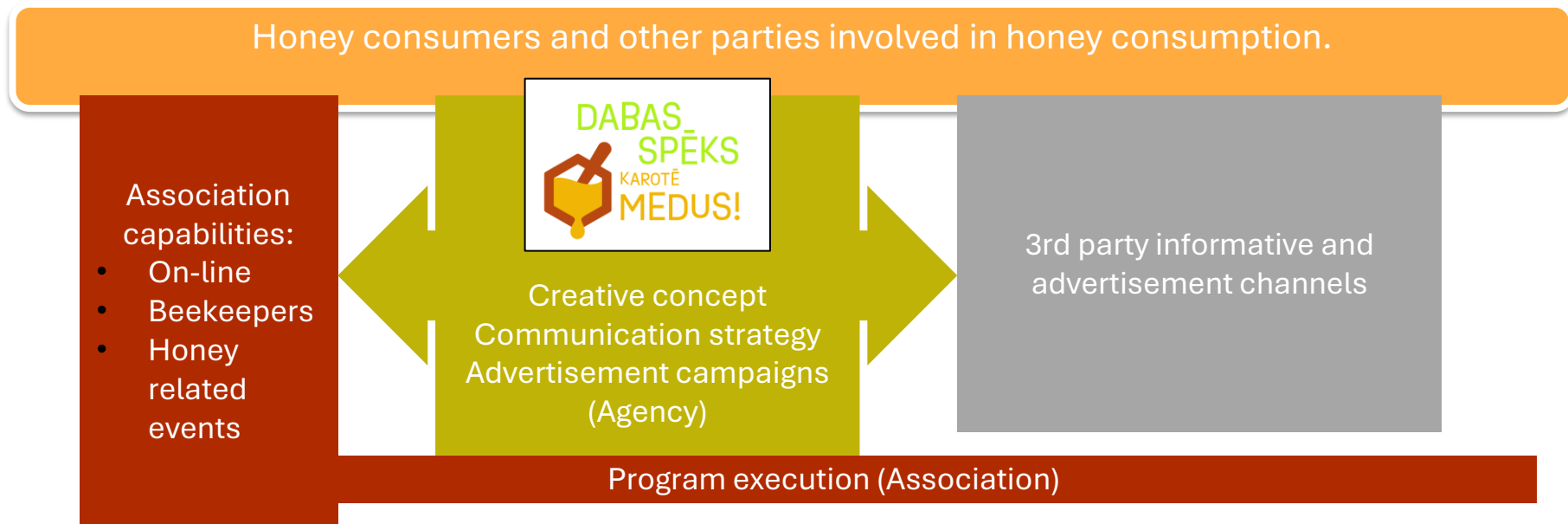
More than half of consumers buy honey directly from beekeepers.



Annual honey consumption per capita



Fit for the AGRIP programme – a hybrid model to enable sustainability



Applicant – Latvian Beekeepers association (Association)

Executor – Latvian Beekeepers association (Association) in collaboration with selected agency ADELL (Agency)

Total 3Y budget - 384K EUR



Main activities

Social media and webpage – a continuous digital buzz...



Digital campaigns



Europe honey breakfast



Outdoor campaigns



Trade shows



Apiary days

And other activities ...





Lesions learned

- Knowing consumer and ecosystem stakeholders is crucial to create a successful and sustainable program.
- Application preparation and program execution brings valuable framework enabling challenges and lessons learned to promote AGRI products.
- Long term vision and understanding of in-house and external capabilities helps to select and attract best resources for the Program period and even longer.



Honey ambassadors training



Thank you!

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