



**BEE & YOU**

FROM THE FASCINATING ANATOLIA

**Scientific Bio Solutions Inc.  
SBS Bilimsel Bio Çözümler San. ve Tic. A.Ş.**

[www.sbs-turkey.com](http://www.sbs-turkey.com)  
[www.bee-and-you.com](http://www.bee-and-you.com)

# Objectives

- development of viable eco-efficient “beehive monitoring system”
- from the hive to your table complete traceable system (Farm to fork)
- to develop eco-innovative new forms of bee products
- to sustain beekeeping



# Target Users



*Beehive monitoring system*

*Eco-innovative  
Bee Products*

*Beekeepers*



*End Consumers*

➤ 80 million beehives



- *Natural and healthy product stores*
- *Pharmacies, specialty gourmet stores*
- *Market value > \$150 billion*
- *>10% increase each year*
- *55% of population prefer natural products*
- *Target Markets: USA, Canada, EU, South Korea, Arabic Countries*

# Short Term Expected Impacts for Beekeepers

- Prevention of beehive theft (\$250-\$350 per hive)
- Prevention of losses by means of knocked overs  
-beehives are knocked over by bears, kids or damaged by weather conditions.
- efficiently use of their main resource (transportation costs, time etc.)



# Long Term Expected Impacts for Beekeepers

- Prevention of winter losses
  - ( >\$10 billion per year economic loss)
  - Losses of honey bee colonies over 2015 winter season
    - in Europe 17.4% (\$ 3.2 billion loss per winter season)
    - in USA 23.7% (>\$8 billion loss)
- Increase in agricultural economy (increase in the number of bee colonies)
  - cross pollination >€153 billion on agriculture



# Expected Impacts for Consumers

- Increase in awareness of consumers in natural and healthy bee products
- Increase in the quality of bee products
- Increase in the consumption of bee products (rather than honey)
- Increase in the health of population



## ***Relation to the work programme***

- The aim of the current project proposal relates to the call challenge particularly with respect to the resource-efficient eco-innovative food production and processing as described
- Beehive monitoring system” enables;
  - an effective and **less labour intensive** apiary management,
  - saving** on their **transportation costs** and **time** due to a lesser extent of side-visits
  - to **efficiently use of their main resource**, their colonies  
(as the sound, temperature and humidity changes would be monitored as indicator of bee health in the hive)
- Eco-friendly and gives no harm to the environment  
in fact it helps cross pollination by helping beekeepers to grow their bee colonies.
- Development of Eco-innovative beeproducts

# Novelty

## ➤ ***Currently, there is no such a system available***

- starvation, swarming, nectar flow, theft alert, GPS system (location)
- Resource efficient (allowing beekeepers to selectively intervene at an appropriate time)
- Automatic e-mail/text message alert is send to beekeeper
- Beekeepers can monitor 7/24 their hives from anywhere in the world

## ➤ ***Contractual Beekeeping***

- first time in the world (keeping production under control in each step)

## ➤ ***100% traceable forwards and backwards***

- Assured product quality

## ➤ ***Sustainable Beekeeping***

- Each time a consumer buys a product, \$0.5 goes back to our beekeepers to sustain and grow beekeeping.

# Novelty

## ➤ ***Fair Trade***

-directly work with beekeepers to gurantee that they have a profitable business for sustainable growth.

## ➤ ***Production of eco-innovative new forms of bee products***

-100% natural

-Healthy

-Biologically Active (Human body can benefit)

-Ease of use

-Good Taste

## ➤ ***Social responsibility***

-Our experts work closely with beekeepers and provide on site training for them to assure product quality

# Market Potential

*Natural, Healthy*

➤ \$150B+Market

➤ 14% Growth

➤ \$23B Market

➤ 5-7% Growth

*Food*



*Supplement*

▶ Low Prices

▶ Low Margins

▶ 3% Growth

*No Health Effects*

# ***WHY SUPPORT THIS PROJECT?***

➤ If you want to;

-Sustain beekeeping and beekeepers

-Increase agricultural variety and yield

-consume/use 100% natural

foods, food supplements, cosmetics

***SUPPORT OUR PROJECT!***

*Thanks...*

