



Plan Bee

100% NATURAL HONEY

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*Proudly made in Myanmar
since 2015*

**PREMIUM
HONEY FROM
AWARD-WINNING,
MYANMAR SOCIAL
ENTERPRISE**

www.my-planbee.com



**What A Sweet Deal
Supreme Quality Honey
From Mystical Myanmar**

INTRODUCTION

Plan Bee Social Enterprise is the only Myanmar honey brand with a social mandate. We are proud to be the first, and only, social enterprise and community-based project in the Myanmar beekeeping sector.

Plan Bee trains vulnerable people and ethnic minorities in Shan and Kayah states to become beekeepers. We then purchase their honey at fair trade prices. Our aim is for beekeepers to become commercial and efficient producers of quality bee products and help to make Myanmar a global hub for the honey industry.

In 2021, we won the Innovate to Nourish Challenges (I2N) award from the World Food Program (WFP) for our business model.

Our CEO, Ms. Thida Win, is also an award-winning agribusiness specialist who studied in Israel. She draws on case models from other countries, and innovative, inclusive and solution-driven ways to run our social enterprise.

“

My aim is to achieve sustainable income for the beekeepers and recognition in foreign niche markets. I would like to have our own research and development centre and beekeeping farm.”

Thida Win, CEO, Plan Bee Social Enterprise



GOALS

- Promote responsible and high quality honey production in Myanmar
- Create new income opportunities for rural households
- Develop a sustainable, high-quality, fair trade honey industry
- See plan Bee as a market leader in domestic and international honey markets
- Foster inclusivity, and care for the environment, women, youth, ethnic minorities, and health and wellbeing



OUR VALUE

Developing beekeeping in myanmar:
Some have Plan A. We have plan Bee!

Social Enterprise

Plan Bee is the first and only social enterprise, community-based project in the Myanmar beekeeping sector.

Fair trade price

We train beekeepers and we buy honey from them at a fair trade price.

Developed value chain

Plan Bee is directly responsible for the development of the premium honey value chain in Myanmar.

Helping Communities

We are empowering and teaching people from the communities in Shan State to produce bee-related products such as candles and cosmetics.

OUR STORY

Plan Bee Social Enterprise (PBSE) was developed by TAG International Development and funded by the United Nations Livelihoods and Food Security Trust Fund (LIFT).

Situated in Pindaya in Myanmar's Shan State, PBSE started as a community-based enterprise, training over 300 beekeepers in 18 villages from 2013 to 2018. Most were vulnerable people from Shan and Kayah states.

In 2019, the training period ended, and PBSE became independent with Ms. Thida Win as our CEO. We purchase honey from our trained beekeepers at fair trade prices.

Plan Bee's project model has successfully trained and absorbed ethnic minority groups, such as Pa'O and Danu, into our technical delivery team. This has enabled our team to engage more inclusively with a larger demographic of beekeepers.

In 2021, Plan Bee won the Innovate to Nourish Challenges (I2N) award from the World Food Program (WFP).

Our business model was recognised and celebrated for its contribution to sustainable and inclusive local economic development and trade. Awards like this confirm that we are well positioned to continue to create positive and lasting change for the people of Myanmar and our environment.

Today, we work directly with 90 of our trained beekeepers.



WHY PLAN BEE



100% PURE AND NATURAL

- Unadulterated honey (not mixed with glucose syrup, water, sugar or honey from another origin)
- Our beekeepers follow Good Beekeeping Practices with antibiotic and pesticide-free practices in their hive management and pest control



100% TRACEABLE

- We track and verify all details of our beekeepers and their hives
- Production levels and locations are tracked and verified every 1-2 months



MONOFLOWER

- Produced by a single type of flower, monofloral has a unique taste profile depending on the type of flower (unlike mixed honey).
- Our monofloral honey includes jujube, niger, sunflower, mustard flower, and three-step flower.

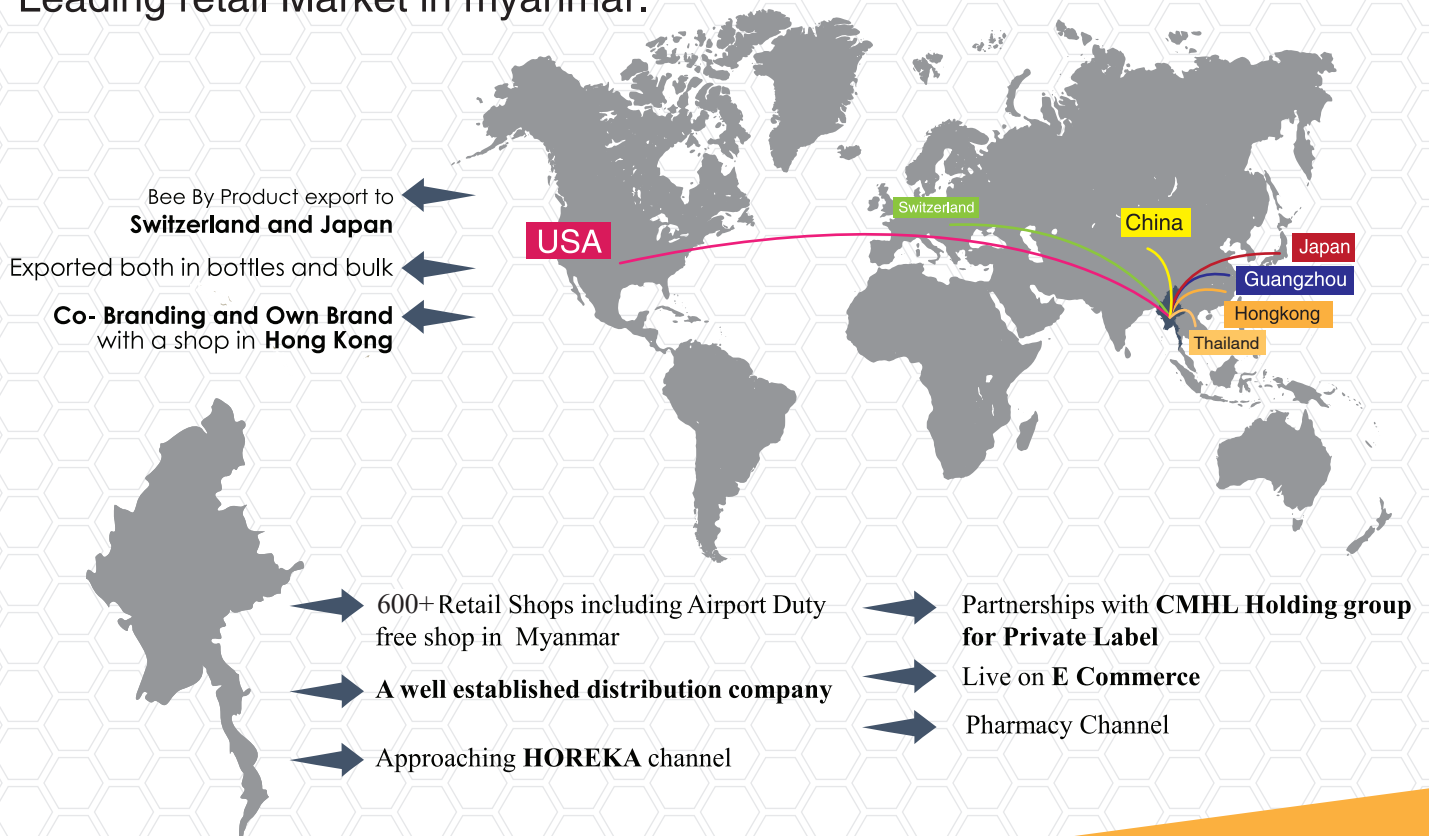


FAIRTRADE

- We train our beekeepers in best practices
- Subsidise their hives and migration costs
- Purchased raw honey at fairtrade prices

MARKET PENETRATION

Leading retail Market in myanmar.



More than **600** Retail Shop

- ➔ Duty Free Shop
- ➔ Hotel and Restaurant
- ➔ E-Commerce
- ➔ Export Country
Hongkong, Japan,
Mainland China,
Switzerland, USA,
Guangzhou, Thailand

BUSINESS PARTNER



NATURAL PRODUCT SOURCED FROM THE BEAUTIFUL SHAN SATATE HILL IN MYNAMAR.

JUJUBE HONEY

Our Jujube honey is collected from August to October in Mandalay, Magway and Sagaing Regions. The sugar content in jujube flower's nectar is around 45%. Jujube honey has a light red color and a sweet floral and fruity taste, with a medium texture and thickness.

Jujube honey is believed to have detoxing properties, while helping digestion, skin health and metabolism.



Glass: 500g / 350g / 50g
Pet: 1kg / 500g / 250g

Color: Light Red
Taste: Sour sweet, floral and fruity
Sweetness: ★★★★★

NIGER HONEY

Our Niger honey is collected in October/November in South and North of Shan State and Sagaing Region. The sugar content in Niger flower's nectar is around 29%. Niger honey has an intense yellow and gold color and a bittersweet floral and smoky taste, along with medium consistency and thickness. Our Niger honey is believed to have many health benefits, including aiding heart and digestive health, while reducing toxins and inflammation.



Glass: 500g / 350g / 50g
Pet: 1kg / 500g / 250g

Color: Intense yellow/gold
Taste: Floral, Bittersweet, Smoky
Sweetness: ★★

3 STEP FLOWER HONEY

Our 3step flower honey is produced from spider-wort plants that are growing and blossoming in March and April.

The sugar content in 3step flower's nectar is around 38%. 3step flower honey has a characteristic dark yellow color, along with a bittersweet taste, with medium consistency and thickness. Our 3step flower honey has many health benefits, including the reduction of sugar level in people affected by diabetes.



Glass: 500g / 350g / 50g
Pet: 1kg / 500g / 250g

Color: Dark Yellow
Taste: Sweet, fruity
Sweetness: ★★★★★

MULTIFLOWER HONEY

Our Multiflower honey is prepared mixing jujube and Niger honey.

This procedure is resulting in a sweet, intense and floral taste, with medium consistency and thickness. Multiflower honey has the same health benefits of Niger and Jujube honey, including aiding heart and digestive system, reducing inflammation and helping metabolism.



Glass: 500g / 350g / 50g
Pet: 1kg / 500g / 250g

Color: Dark Yellow
Taste: Sweet, fruity
Sweetness: ★★★★★

SUNFLOWER HONEY

Our Sunflower honey is collected throughout the year in Mandalay, Magway, Sagaing, Ayeyarwady, Bago Regions and Shan State. The sugar content in Sunflower flower's nectar is around 37%.

Sunflower honey has a light-yellow color and a sweet floral and fruit taste, along with medium consistency and thickness. Sunflower honey is believed to have many health benefits, including aiding respiratory and digestive system, while reducing cholesterol and helping skin health.



Glass: 500g / 350g / 50g
Pet: 1kg / 500g / 250g

Color: Light Yellow
Taste: Sweet, floral and fruity
Sweetness: ★★★★★

MUSTARD HONEY

Our Mustard honey is collected from Kachin and Shan State and Sagaing Region from December to February. The sugar content in Mustard flower's nectar is around 43%. Our Mustard honey has a light yellow/gold color with a strong sweet taste and floral and fruit aroma, along with a light consistency. Mustard honey is believed to have many health benefits, including lowering blood pressure and preventing headaches.



Glass: 500g / 350g / 50g
Pet: 1kg / 500g / 250g

Color: Light Yellow
Taste: Sour sweet, floral and fruity aroma
Sweetness: ★★★★★

BEE BY PRODUCT



Pure Bee Wax
သန့်စင်ပြီး ပျားဖယောင်း



Bee Wax Candles
ပျားဖယောင်း



Honey Comb
ပျားသလက်



Garlic Honey and Garlic Honey Paste
ကြက်သွန်ဖြူပျားရည်နှင့် ကြက်သွန်ဖြူအနှစ်



Bee pollen
ပန်းဝတ်မှုန့်



Spreadable Halva 100% Natural
နှမ်းပျားရည်



Bee wax balm
ပျားလိမ်းဆေး

PRODUCT

In 2022 we produced 30,000kg of conventional honey for retail market. Year on year, enterprise increasing the production and expanding the market, local and foreign. Varieties: Jujube, Three-step flower, Sunflower, Niger, Mustard, Multiflower .

Final Products (24 cases of premium honey) | Glass Jar (50g,350g, 500g) | Pet Squeezer (250g, 500g, 1000g)

Not only final product, we are going to supply with various types of bulk for different industries.

Shipping modes: Sea and Air

Bee by Products: Beewax balm with different essential oils such as lemon grass, lavender, citronella, orchid, jasmine, frangipani, tulip. Pure beewax block, purified and ready to use. | Handmade beewax candles with different mold and shapes.