



# A single origin, organic and fair trade Argentinian honey contributes to stop deforestation

Bees For Hope was founded to create a direct link between Argentinean beekeepers living in Argentina's poorest province, the Chaco, and consumers in Europe. These small producers practice organic beekeeping without any kind of chemical treatment. They produce an exceptional and unique honey, often their main source of income, forced to sell their harvest at a derisory price to wholesalers.

Bees For Hope was founded in partnership with a local co-operative, Coopsol, to support these beekeepers by purchasing their harvest at a fair price and to sell their honey directly to European consumers through specialized outlets.

Our first two varieties of honey, an atamisqui flower honey and a wild flower honey are both officially certified fair trade and organic (AB). We pack our products locally by the cooperative, we demand full traceability and our honey is 100% single origin from the Chaco region.

Tessi Romell, Laurent Marais and Pierre Laburte are the three main drivers of Bees For Hope. By bringing their experience in the fields of marketing, sales management and distribution they have a goal to make a difference to the industry by requesting full transparency and stricter regulations. Furthermore, the goal of Bees For Hope is to be at break-even ensuring the added value remains in the hands of these producers. Bees For Hope provides support and expertise to the local team to ensure we develop the business and making beekeeping a development tool.

A very close partnership has been established with Coopsol in order to increase the number of hives for the beekeepers which is not only developing the beekeeping communities but even more importantly beekeeping is a great way to stop deforestation. Organic honey development demands nature protection as three kilometres around the hives must be wild and untouched.

Join the movement and source single origin, organic honey and fair trade honey demonstrating full transparency and superb quality, as well contributing to protecting our planet.

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