

Developing the story for West Australian honey

To support the marketing of Western Australian honey as a high-quality premium product, the CRC for Honey Bee Products investigated and compared local marketing strategies in international markets.

International consumers have a low awareness of Australian honey varieties or the ability to differentiate between them. As a result, the price paid for Australian honey does not reflect its quality, unique characteristics, the community of apiarists, or the disease and chemical-free environment from which it was produced.



CRC HBP
FOR HONEY BEE PRODUCTS

Thanks to the development of the B-QUAL traceability system and the new CRC for Honey Bee Products test that identifies dominant nectar sources, Australian honey authenticity can be confirmed.



traceability



quality product



profitability

Qualitative analyses of local honey marketing strategies, interviews with stakeholders and focus groups, and a quantitative experimental study of consumer attitudes identified which factors influence Western Australian marketing and export activities.

The international study identified distinct nuances between each country's willingness to pay premium prices for honey depending on different marketing narratives: Health, Production, Flavour, Terroir, Australia, Western Australia and South Western Australia; and how consumers receive these messages in six target markets: India, Japan, Malaysia, Saudi Arabia, United Kingdom and the United States.

Researchers found that consumers from each country use different attributes to identify premium, high-quality honey products.



There were also distinct nuances between each country's willingness to pay premium prices for honey depending on different marketing narratives. The top three narratives for each country that increase customers' willingness to pay for honey are shown below:

	USA	UK	Saudi Arabia	Malaysia	Japan	India
Terroir	1	1	2			1
South Western Australia	2	3		2		3
Australia			3	3	3	2
Production				1	2	
Health	3		1			
Western Australia					1	
Flavour		2				

To test the lessons learnt through this research, CRC researchers created two social media profiles for WA honey, one on Facebook and the other on Instagram. The platforms were chosen for their ability to provide insights into consumer engagement and access to the appropriate audience demographics. Both accounts were created with the assistance of the Bee Industry Council of Western Australia (BICWA) and are labelled [West Australian Honey](#).

The accounts were designed to act as customer-facing accounts representing commercial beekeepers and honey packers within WA marketing honey from across all brands. CRC research found that although flavour and health narratives drove higher engagement with certain demographics in each country, terroir and production narratives were the most cost-effective when using paid promotions.

CRC recommendations to all honey producers and packers who wish to export their products internationally and achieve the premium price are:



Example post from @WestAusHoney

