

## Latvia

# Implementing Local Development Strategies

### Location

Municipality of Saldus

### Programming period

2007-2013

### Axis

Axis 4 – LEADER

### Measure

413 - Quality of life/diversification

### Funding

Total budget 3 765 EUR  
EAFRD 1 556 EUR  
Private 2 209 EUR

### Project duration

Jun 2014 – Nov 2014

### Project promoter

Ēberliņu Drava

### Contact

Krists Ēberliņš  
[eberlinudrava@gmail.com](mailto:eberlinudrava@gmail.com)  
tel. +371-293-891-29

### Website

[www.eberlinudrava.lv](http://www.eberlinudrava.lv)

A young beekeeping entrepreneur supported by LEADER purchased new and innovative equipment that enabled him to make the honey production process less labour-intensive and develop new products.

## Summary

A young Latvian entrepreneur Kristis Ēberliņš, was seeking ways to improve the competitiveness of his apiary. Specifically, he wanted to both improve his production processes and diversify the range of products he could sell.

EAFRD support provided through LEADER enabled the young entrepreneur to purchase new and innovative equipment and machinery, including machinery for producing creamed honey; a packaging machine and a cold storage box. At the final phase of the project the entrepreneur carried out the certification of the machinery and the production process. As soon as the purchase and set up was completed, the relevant controlling institutions inspected the equipment and the production process and issued the required permissions to begin production.



## Results

The investment helped the young entrepreneur to improve the capacity and speed of honey production using modern equipment and machinery. Wax melting capacity in one melting cycle increased by 90%, while honey packaging speed increased by 75%.

The farm also developed two new products which were successfully introduced to the local market. Eberlin's Apiary now offers a wide variety of products including honey from different flowers, creamy honey, comb honey, sauna honey, pollen, beebread and beeswax candles.

The municipality of Saldus is using Eberlin's Apiary products to promote the local area. As the products are getting known to local customers, the municipality is inviting the apiary to take part in the local products fair "Made in Saldus". In 2015, Kristis Eberlins was nominated by the municipality as "Young Entrepreneur of the Year 2015".

## Lessons & Recommendations

- ❑ For products related to the strictly controlled food industry, it is important that all the equipment is certified by the respective authorities. This process is time consuming and sometimes can raise additional costs; however, professional and supportive attitude of the Paying Agency and the Food and Veterinary Service helped to overcome obstacles.
- ❑ Initially, prices of the new equipment seemed very high, but all indications are that they will justify themselves in the medium to long term.
- ❑ The total cost of the project was not high as the owner of the apiary developed his business plan carefully and in a cautious manner and then took care to successfully implement the plan.
- ❑ Overall, the successful approach being taken to developing the business is to do it 'step-by-step'.

## Context

The area of Local Action Group (LAG) "Sladus District Development Association" is well known for production of honey products. Krists Ēberliņš is a young entrepreneur living in this area who is the owner of the Eberlin's Apiary that is one of the oldest (1857) bee farms in Latvia.

The apiary offered honey and pollen in different size packages, but overall the range of production in the farm was rather limited. To compete in the local and wider market and to develop the activity of the farm, there was a need to expand both the quantity and range of products.

The first phase of the process started before the submission of the project proposal, when Krists Ēberliņš completed a feasibility study for the implementation of new intensive beekeeping practices. Information was collected and analysed to assess the best and most innovative technological solutions for his apiary.

This analysis included an assessment of the technical feasibility of introducing new products in the region, namely a creamy honey and beebread using modern technology.

## Objectives

The project aimed to increase the competitiveness of the apiary using modern technology to enable greater and more efficient production of honey-related products.

To achieve this overall objective, Krists Ēberliņš aimed to:

- Mechanise the production process, to reduce the man-hours needed for each operating cycle in his apiary.
- Diversify production, specifically to introduce new products: a creamy honey; and beebread.
- To obtain the necessary certification allowing production of the new products.

*"After his studies, Krists returned to his family farm in the countryside. He lives and works there and is one of the developing entrepreneurs. Krists gladly welcomes guests, treats them with bee products and talks about honeybees and his work. Krists is a good example of an inspiration for both locals and visitors."*

LAG - Saldus District Development Association

*"The LEADER approach with the support of EAFRD helps to make work easier and also to expand the range of products to local community and wider markets!"*

Krists Ēberliņš, apiary owner

## Activities

The main part of the activities commenced with getting the best price offers for the planned machinery purchases. A public procurement process was organised to purchase machinery for producing creamed honey (400V, 70l), honey frames uncapping/wax melting table (length: 1000mm, 400V / 8kW), honey packaging machine (packaging range: 10gr - 10kg, margin of error: +/- 1gr) and cold storage box for pre-treatment of beebread (capacity: 300l).

Upon purchasing and installation of the equipment, the final phase of the project was the certification of the machinery and the production process. All relevant controlling institutions were invited to check the equipment and the production process and then issue respective permissions to allow production.



### Additional sources of information

<https://www.facebook.com/Eberlinudrava>

<https://twitter.com/Eberlinudrava>

<https://www.youtube.com/watch?v=7VNF7O9mS-A>