



Save the Bees Uganda

A National Environmental and Agricultural Transformation Campaign spearheaded by **Green Cane Innovations Limited** — officially launched on 20 May 2025 during World Bee Day commemorations by the Ministry of Agriculture, Animal Industry and Fisheries. This briefing is presented to policy makers, agricultural stakeholders, and expo attendees at Harvest Money Expo, **27 February to 1 March 2026**.

POLLINATION IS AN INPUT

Not ornamental biodiversity — it is economic infrastructure at the core of Uganda's food system.

BEES ARE NOT OPTIONAL

Without pollinators, there is no sustainable food system, no export competitiveness, no resilient rural livelihood.

ACTION, NOT AWARENESS

This is a structured agricultural competitiveness strategy — not an environmental slogan campaign.

Why Save the Bees Matters to Uganda

Uganda's agricultural economy is profoundly dependent on insect pollination. **The Nation's most important export and food security crops, Coffee, Fruits, Oilseeds, Vegetables, and Legumes, rely on pollinators to increase yield, improve quality, and enhance uniformity of produce. This dependency is not marginal; it is structural. Removing bees from Uganda's agricultural equation does not merely reduce output, it undermines the entire competitiveness architecture that Ugandan farmers have built over generations.**

At a time when farmers face declining soil fertility, rising input costs, and intensifying climate variability, pollination offers a low-cost, nature-based productivity enhancer that no chemical substitute can replicate. **The economics are compelling: healthier pollinator populations translate directly into measurable improvements at the farm gate, without additional expenditure on synthetic inputs.**

↑35%

Coffee Berry Set

Higher berry set and improved bean weight with active pollinator presence.

↑28%

Fruit Uniformity

Better fruit size and uniformity in horticulture crops drives premium market pricing.

↑40%

Seed Production

Improved seed production in oil crops and legumes across smallholder systems.

Yet Uganda's bee populations face serious and escalating threats. **Indiscriminate pesticide use destroys colonies without farmer awareness.**

1. Habitat destruction eliminates forage corridors that sustain bee populations across seasons.
2. Fumigation of bee colonies discovered in Homes, Schools, Churches, and Warehouses destroys irreplaceable genetics out of fear and misunderstanding.
3. Loss of flowering vegetation due to land conversion strips bees of the nutritional diversity they require for colony health.

SAVE THE BEES UGANDA IS A STRUCTURED, SYSTEMATIC RESPONSE TO ALL OF THESE THREATS.

The Five Campaign Pillars

Save the Bees Uganda is not a single-issue advocacy initiative. It is a multi-pillar transformation platform designed to address the full spectrum of challenges facing Uganda's pollinator ecosystems and the agricultural systems that depend upon them. Each pillar is operationally distinct yet strategically interdependent, creating a reinforcing architecture that moves simultaneously on policy, production, conservation, landscape, and enterprise.

POLLINATION AS AN AGRO-INPUT

- 1 **Promoting formal recognition of pollination services within Uganda's agricultural planning framework.** Integrating pollinator-friendly practices into extension services and agro-input dealer systems nationwide.

COMMERCIAL BEEKEEPING DEVELOPMENT

- 2 **Mobilising farmers** into structured beekeeping groups, improving hive technology adoption, strengthening quality control systems, and linking production to premium domestic and export markets.

BEE RESCUE AND GENETIC PROTECTION

- 3 **Establishing a Bee Rescue Fund** to safely relocate colonies found in buildings and public spaces, protecting rare local genetics from destruction through panic fumigation responses.

BEE-FRIENDLY LANDSCAPES

- 4 Promoting "Bee Restaurants" — zones of bee-friendly flowering plants that provide nectar and pollen corridors across farms, institutions, roadsides, and tourism landscapes throughout Uganda.

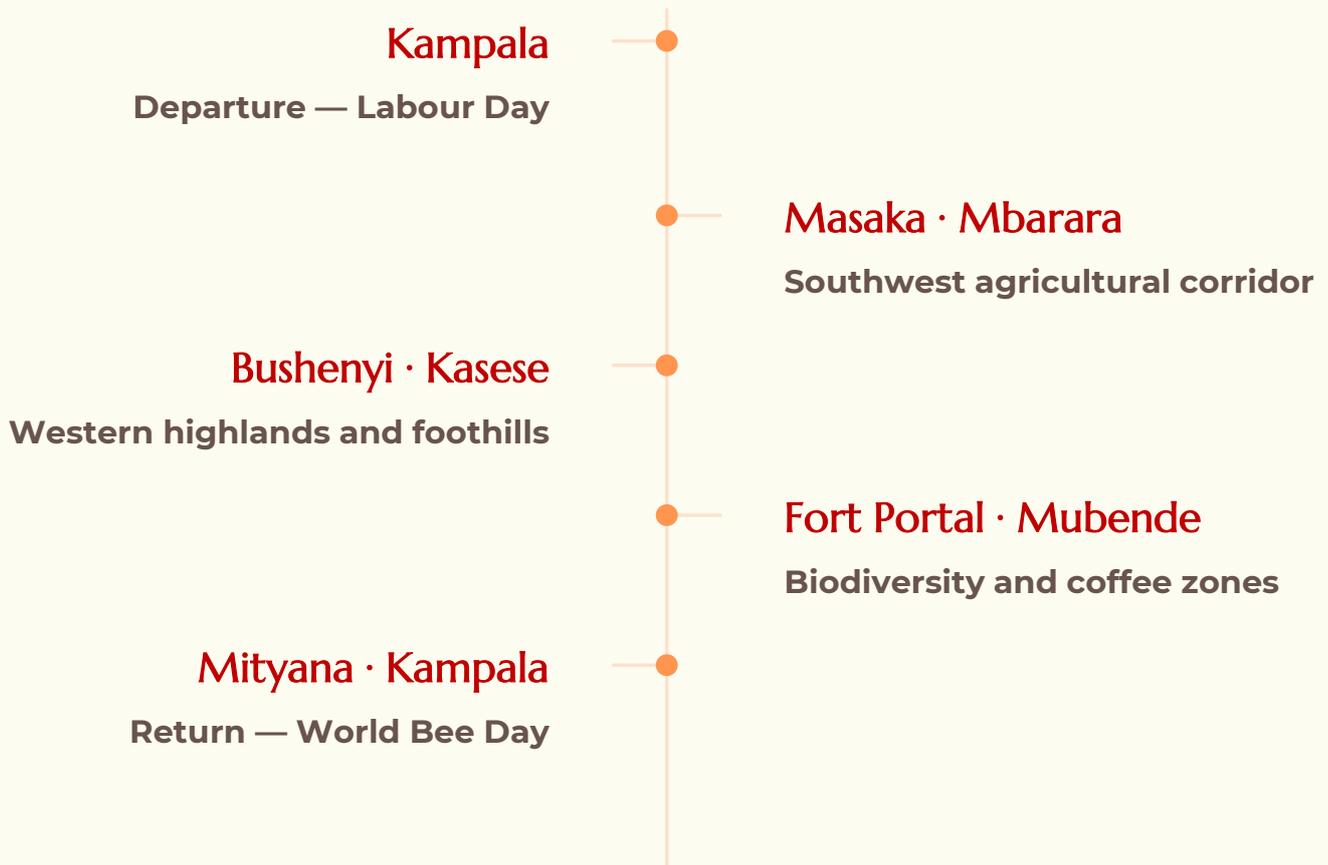
YOUTH, INNOVATION AND GREEN ENTERPRISE

- 5 Engaging youth through e-mobility rides, eco-tourism models, honey value addition enterprises, and technology-enabled hive monitoring systems that create green jobs at scale.

Ride for the Bees: Labour Day to World Bee Day 2026

NATIONAL CAMPAIGN HIGHLIGHT · 2026

A major highlight of the 2026 campaign calendar is the national **"Ride for the Bees"** circuit — a powerful, symbolic, and strategically designed journey that begins on Labour Day and culminates on World Bee Day, 20 May 2026. The ride is not merely a sporting or awareness event; it is a rolling mobilisation platform that carries the message of pollinator protection into the heart of Uganda's most important agricultural and ecological corridors.





LABOUR DAY SYMBOLISM

Labour Day recognises Farmers, Workers, and the Production systems that sustain National Economies. It is a natural moment to acknowledge the invisible labour of pollinators who work alongside every farmer in every field.

WORLD BEE DAY CULMINATION

World Bee Day recognises pollinators as the invisible labourers of agriculture — unpaid, unacknowledged, and increasingly endangered. The ride connects these two moments into a single, unified narrative of productive systems and the nature that sustains them.

Alignment with Harvest Money Expo Objectives

Harvest Money Expo is Uganda's premier Agricultural Exhibition platform, focused on productivity, Agribusiness growth, Mechanisation, and Farmer transformation. **Save the Bees Uganda does not arrive at this platform as a peripheral environmental exhibit. It arrives as a core agricultural competitiveness argument, one that speaks directly to every objective that Harvest Money represents and every challenge that Uganda's farming communities face today.**

The alignment is not rhetorical. It is structural and operational. Every pillar of Save the Bees Uganda addresses a dimension of the farm productivity and value chain challenge that Harvest Money exists to solve. The campaign brings to the expo a nature-based productivity solution that requires no new chemical inputs, no prohibitively expensive machinery, and no external technology dependency, only the protection and mobilisation of a biological asset that Uganda already possesses in abundance.



FARM PRODUCTIVITY

Pollination enhances yield and quality across Uganda's most important crops without increasing chemical input costs

a direct answer to the productivity challenge facing smallholder farmers.

DIVERSIFIED INCOME STREAMS

Commercial beekeeping provides supplementary and primary income streams for rural households, reducing dependency on single-crop revenue and building financial resilience.



CLIMATE-SMART AGRICULTURE

Bee-friendly landscapes and pollinator corridors build ecological resilience, supporting climate adaptation strategies at the farm and landscape level across diverse agroecological zones.

EXPORT MARKET READINESS

Premium honey production and certification pathways connect Ugandan farmers to high-value domestic retail and international export markets, including the Middle East and European Union.

Pollination improves yield. Beekeeping improves income. Value addition improves margins. Export linkages improve foreign exchange earnings. This is not an environmental slogan campaign. It is an agricultural competitiveness strategy.

ECOHIVE: Premium Honey Value Chain

COMMERCIAL BRAND • GREEN CANE ECOSYSTEM

COMING
SOON



ECOHIVE
WILDFLOWER
HONEY

ECOHIVE is the premium Honey Brand developed under the broader Green Cane ecosystem to commercialise quality-controlled, traceable honey sourced from structured beekeeping groups across Uganda.

It represents the commercial engine that transforms Save the Bees Uganda from an advocacy campaign into a sustainable, self-financing agricultural enterprise model. ECOHIVE is the market signal that tells farmers their investment in beekeeping has a guaranteed, premium off-take destination.

THE ECOHIVE MODEL IS BUILT ON A FULL-CIRCLE VALUE CHAIN ARCHITECTURE.

1. Contracted beekeeper networks in organised communities supply raw honey that meets defined quality standards.
2. Traceability systems ensure provenance and build consumer confidence in both domestic and international markets.
3. Quality testing and certification pathways unlock access to premium retail positions and export market entry requirements.
4. Premium packaging and branding communicate the Ugandan origin story and the ecological credentials of the product in a competitive global honey market increasingly driven by provenance and sustainability narratives.



- **ECOHIVE will purchase Honey from organised communities supported under Save the Bees Uganda, ensuring that farmers are linked to real, remunerative markets not merely to training programs and awareness workshops that end without commercial impact.**
- **This purchasing commitment is the critical difference between a development project and a sustainable enterprise.**
- **The local retail positioning targets Uganda's growing urban middle class with an aspirational, health-conscious product.** The Middle East export positioning captures a high-demand market for natural, traceable honey products with strong premium pricing potential.

Bee Rescue and the Genetic Imperative

The Problem: Fear-Driven Fumigation

Bees naturally establish colonies in roofs, school ceilings, church structures, and warehouse cavities because these spaces mimic natural tree hollows and provide protection from predators and weather. When these colonies are discovered by building occupants, fear is the typical first response — and fumigation is the typical first action. This reactive, fear-driven approach results in three cascading harms: the loss of rare local bee genetics developed over millennia of adaptation to Uganda's specific ecological conditions; the destruction of active pollinator populations that serve surrounding farms and gardens; and environmental contamination from fumigant chemicals in occupied structures and surrounding soils.

The destruction is largely invisible to those who carry it out. Few farmers or building managers understand that the colony they are eliminating may carry genetically distinct traits — disease resistance, foraging efficiency, honey production capacity — that cannot be recovered once lost. Uganda's native bee genetics are a national biodiversity asset of potentially enormous agricultural and commercial value.

The Response: Bee Rescue Fund

Save the Bees Uganda is establishing a **Bee Rescue mechanism** to safely relocate colonies from buildings and public spaces to managed apiaries and conservation centres. Trained Bee Rescue Officers respond to colony reports, extract colonies safely using non-destructive techniques, and transfer them to productive beekeeping environments.

The Bee Rescue Fund finances equipment, training, transport, and the establishment of conservation apiaries that serve as genetic banks for Uganda's native bee populations. Communities that report rather than fumigate receive education on coexistence strategies and, where appropriate, are connected to local beekeeping groups who can manage the relocated colony productively.

This transforms a moment of fear into an act of conservation — and a moment of destruction into an act of national economic value creation.



Research, Data, and Evidence-Driven Policy

Save the Bees Uganda recognises that sustained policy influence requires more than compelling narrative — it requires robust, Uganda-specific data that can withstand rigorous scrutiny in policy and budgetary decision-making environments. The campaign is actively collaborating with research institutions, universities, and agricultural development partners to build the evidence base that will move pollinator protection from the periphery of agricultural policy into its mainstream planning frameworks.

Pollinator-Plant Interaction Data

Systematic documentation of bee-crop interaction patterns across Uganda's major agroecological zones, building a national dataset that quantifies pollination contributions to yield and quality in Uganda's key crops. This data will support economic valuation of pollination services as a formal agro-input category.

Pesticide Impact Studies

Collaborative research into the acute and sub-lethal effects of commonly used pesticides on Uganda's native bee populations. These studies will inform integrated pest management guidelines and responsible pesticide labelling requirements that protect pollinators while supporting pest control objectives.

Bee Health Monitoring

Establishing baseline metrics for colony health, population density, and genetic diversity across Uganda's agricultural landscapes. Technology-enabled hive monitoring tools deployed through the youth enterprise pillar will contribute real-time data to this monitoring framework.

Climate Resilience Modelling

Modelling the interaction between climate change projections, flowering phenology shifts, and pollinator population dynamics to anticipate and mitigate future risks to pollination-dependent crop systems under different climate scenarios relevant to Uganda's agricultural regions.

The long-term objective is clear and ambitious: to move Save the Bees Uganda from advocacy to **evidence-driven policy influence** — embedding pollinator protection within Uganda's national agricultural development planning, budget allocation frameworks, and extension service mandates in a manner that outlasts any single campaign cycle or administration.

Tourism, Agro-Ecology, and Uganda's Eco-Brand

The Save the Bees Uganda campaign deliberately extends its reach beyond pure agricultural productivity into the growing intersection of conservation, hospitality, and experiential tourism. Uganda's tourism brand is anchored on natural assets, gorillas, national parks, crater lakes, and biodiversity — and bees are a compelling and underutilised addition to that brand narrative. Integrating beekeeping and pollinator education into Uganda's tourism offering creates new revenue streams for rural communities while reinforcing the nation's credentials as a responsible, nature-positive destination in competitive East African tourism markets.

Community Honey Trail Tourism



Curated routes through beekeeping communities offering visitors authentic engagement with honey harvesting, beeswax products, and the agricultural landscapes that pollinators sustain. These trails generate direct income for participating households while educating visitors about pollinator ecology.

Bee Experience Visits



Structured educational visits for schools and tourist groups to accredited apiaries and bee demonstration centres. Designed to build public understanding of pollinator ecology and dissolve the fear and misunderstanding that drives colony fumigation across communities.

Hospitality Integration



Promoting the integration of beekeeping and bee-friendly gardens within hospitality facilities — from boutique lodges to major hotel groups — creating on-site honey production, pollinator habitat, and authentic local food story assets for Uganda's premium tourism market.

What We Are Calling for at Harvest Money 2026

CALL TO ACTION · HARVEST MONEY EXPO

At Harvest Money Expo 2026, Save the Bees Uganda brings a clear, structured set of calls to action directed at every category of stakeholder present at this platform. These are not vague aspirational requests — they are specific, actionable commitments that each stakeholder category can begin implementing immediately, with measurable outcomes that will be tracked and reported through the campaign's monitoring framework.



Farmers

Integrate beekeeping into your farm system as a productive, income-generating enterprise. Adopt pollinator-friendly practices in your crop management. Report, do not fumigate, bee colonies found on your land.



Agro-Input Dealers

Promote pollinator-friendly pest management solutions. Provide clear guidance on responsible pesticide use. Stock and recommend integrated pest management products that protect both crops and pollinators.



Financial Institutions

Develop structured beekeeping financing products — equipment loans, value chain credit, and group lending models — that make commercial beekeeping accessible to smallholder farmers and youth entrepreneurs.



Policy Actors

Formally recognise pollination services within Uganda's agricultural planning, budgeting, and extension frameworks. Mandate pollinator impact assessments in agricultural development projects and pesticide registration processes.



Development Partners

Support the Bee Rescue Fund, conservation apiary infrastructure, research data collection, and the youth green enterprise programmes that give this campaign long-term operational and financial sustainability.

You cannot mechanise your way out of pollination dependency. You cannot spray your way into sustainability. You must work with nature.

Strategic Vision: From Campaign to Movement

Save the Bees Uganda is designed from inception not as a one-time campaign but as the foundation of a sustained, institutionalised national and regional platform for pollinator protection and agricultural transformation. The strategic vision is ambitious, measurable, and grounded in a clear theory of change that connects pollinator health directly to national food security, rural income, and export competitiveness outcomes that Uganda's development agenda demands.

ANNUAL NATIONAL CAMPAIGN

A recurring, high-visibility national platform anchored on World Bee Day and Labour Day, building cumulative public awareness and policy momentum year over year.

STRUCTURED DEVELOPMENT PROGRAM

A formal pollination and beekeeping development programme with government partnership, extension integration, and financial institution support providing operational scale and longevity.

COMMERCIAL HONEY EXPORT CATALYST

ECOHIVE and partner brands scaling Uganda's honey export volumes and value, building a recognised Ugandan honey origin story in Middle East, European, and Asian premium markets.

REGIONAL EAST AFRICAN PLATFORM

Expanding the Save the Bees model across East Africa, positioning Uganda as the regional leader in pollinator-centred agricultural transformation and establishing cross-border pollinator corridors.

Farm Yields

Measurable increases in yields of pollination-dependent crops across participating farm communities.

Rural Incomes

Increased household income through commercial beekeeping and honey value addition enterprises.

Pesticide Misuse

Reduced indiscriminate pesticide application through integrated pest management adoption.

Export Earnings

Enhanced foreign exchange earnings from premium honey and pollination-boosted export crop volumes.

Protect the Pollinators. Empower the Farmers. Strengthen the Nation.

Save the Bees Uganda is a national productivity agenda expressed through the language of conservation. It reframes bees not as insects — not as symbols, not as peripheral biodiversity concerns — but as **infrastructure**. Infrastructure as essential to Uganda's agricultural output as irrigation, fertiliser, or mechanisation. Infrastructure that, unlike those alternatives, is self-replicating, free at point of use, and ecologically regenerative when protected.

At Harvest Money Expo 2026, we do not come to raise awareness alone. We come to catalyse structured, committed, measurable action from every stakeholder in Uganda's agricultural ecosystem. The opportunity is real. The evidence is clear. The mechanisms are in place. What is required now is the collective will to act — and the wisdom to recognise that working with nature is not a compromise of agricultural ambition. It is the foundation upon which sustainable agricultural ambition must be built.

Protect the Pollinators.

Uganda's native bees are a genetic and ecological asset of incalculable national value. Their protection is an act of agricultural policy, not sentiment.

Empower the Farmers.

Commercial beekeeping, premium honey markets, and pollination-enhanced crop yields create the rural prosperity that Uganda's development agenda requires.

Strengthen the Nation.

A Uganda that works with its natural systems is a Uganda that builds durable food security, competitive export capacity, and biodiversity wealth for future generations.

Save the Bees Uganda is led by Green Cane Innovations Limited. For partnership, investment, and campaign collaboration inquiries, engage the Save the Bees Uganda team at the Harvest Money Expo 2026 exhibition platform.