

Contents

Abstract	ii
Figures.....	v
Tables	v
Graphs	vi
Abbreviations	vii
1 Introduction	1
2 Quality management	3
2.1 Definitions.....	4
2.2 Prerequisite programs	5
2.2.1 Good Agricultural Practices.....	6
2.2.2 Good Hygiene Practices.....	6
2.3 HACCP system	8
2.3.1 HACCP critical appraisal.....	9
2.3.2 Existing evidence of beekeepers' compliance with the HACCP system..	11
2.4 Summary	12
3 Honey; contaminants and hazard analysis	13
3.1 Honey contaminants.....	13
3.1.1 Beekeeping practices.....	13
3.1.2 Environmental contaminants.....	14
3.1.3 Secondary contamination.....	15
3.2 Honey hazards analysis	15
3.2.1 Honey flow diagram.....	15
3.2.2 Honey hazards.....	16
3.2.3 Control measures.....	16
4 Brazilian honey sector.....	18
4.1 Honey chain	18
4.2 Brazilian legislation	20
4.3 Production	21
4.4 Trade	24
5 Honey sector in the State of Ceará/Brazil.....	25
5.1 Socioeconomic conditions	25
5.2 Production aspects.....	26
5.3 Credit opportunities.....	27

5.4	Technical assistance	28
5.5	Beekeepers organizations	28
6	Conceptual framework	28
6.1	The diffusion of innovation process	30
7	Methodology	36
7.1	Survey data	36
7.2	Identification of the population	37
7.3	Sampling procedure	39
7.4	Empirical analysis	41
8	Results	43
8.1	Infrastructure for honey extraction	44
8.2	HACCP-based quality management	46
8.3	Factors influencing beekeepers' knowledge	47
8.4	Multivariate regression model: Knowledge	51
8.5	Outcome from beekeepers' knowledge	52
8.6	Factors influencing the implementation	54
8.7	Multivariate regression model: Implementation	61
8.8	Outcome from beekeepers' implementation	64
8.9	Conclusions from the results	66
8.10	Results' limitations	68
9	Implications	69
9.1	Implications for the beekeepers	69
9.2	Implications for exporting firms	71
9.3	Implications for policy makers	71
9.4	Implications for further research	73
10	Discussion and conclusions	74
11	References	78
12	Annexes	83
12.1	Annex 1: Principles of HACCP system	83
12.2	Annex 2: Questionnaire	84

Figures

Figure 1: Food quality management	12
Figure 2: Honey production and honey extraction flow diagram	16
Figure 3: Brazilian honey chain	19
Figure 4: Appropriate house for honey extraction	21
Figure 5: Brazilian honey destination	25
Figure 6: Conceptual framework	35
Figure 7: Research location	38
Figure 8: Common and adapted houses	44
Figure 9: Constructed houses	45
Figure 10: Conditions of honey extraction	46
Figure 11: Framework of the empirical analysis	68

Tables

Table 1: World honey production in 1999 and in 2008	23
Table 2: Questionnaire contents	36
Table 3: Sampling framework	41
Table 4: HACCP-based quality management	46
Table 5: Beekeepers' characteristics	48
Table 6: Technical assistance (a)	48
Table 7: Technical assistance (b)	49
Table 8: Integration into the value chain (a)	49
Table 9: Membership of associations (a)	50
Table 10: Place of residence (a)	50
Table 11: Distance to the city (a)	51
Table 12: Multivariate regression model: knowledge	52
Table 13: Farm performances	53
Table 14: Condition of the house of extraction (a)	53

Table 15: Knowledge.....	54
Table 16: Technical assistance (c)	54
Table 17: Technical assistance (d).....	55
Table 18: Integration into the value chain (b).....	55
Table 19: Membership of organizations (b).....	56
Table 20: Place of residence (b).....	56
Table 21: Distance to the city (b).....	56
Table 22: Condition of the house of extraction (b).....	57
Table 23: Distance between beehives and extraction house	57
Table 24: Farm size.....	58
Table 25: Beekeepers wealth (BR\$)	58
Table 26: Access to credit.....	59
Table 27: Household characteristics	59
Table 28: Family labor.....	60
Table 29: Hired labor	60
Table 30: Multivariate regression model 1: Implementation.....	62
Table 31: Multivariate regression model 2: Implementation.....	63
Table 32: Honey production costs (BR\$)	66
Table 33: Honey rent (BR\$)	65
Table 34: Importance of the honey rent for the family	65
Table 35: Condition of the house of extraction (b).....	66

Graphs

Graph 1: Evolution of the Brazilian honey production.....	22
Graph 2: Honey production per states in tonnes.....	23
Graph 3: Brazilian exportation rates in the last decade.....	24
Graph 4: HACCP-based quality management	47

Abbreviations

BR\$	Brazilian Reais
CAC	Codex Alimentarius Commission
CCP	Critical Control Points
EC	European Commission
EMATERCE	Empresa de Assistência Técnica e Extensão Rural do Ceará
EU	European Union
FAO	Food Agriculture Organization
FECAP	Federação dos Apicultores
GAP	Good Agricultural Practices
GDP	Good Distribution Practices
GHP	Good Hygiene Practices
GMP	Good Manufacturing Practices
HACCP	Hazard Analysis and Critical Control Point
HMF	Hydroxy-methyl-furfural
IBD	Instituto Biodinâmico
MAPA	Ministério da Agricultura Pecuária e Abastecimento
MRLs	Maximum Residue Limits
PRONAF	Programa Nacional para a Agricultura Familiar
SEBRAE	Serviço Brasileiro de Apoio às Micro e Pequenas Empresas
SENAR	Serviço Nacional de Aprendizagem Rural
SIF	Serviço de Inspeção Federal
US	United States of America
WHO	World Health Organization