

ZEAS Apícola brings honey from Nicaragua to Europe

The Nicaraguan honey supplier ZEAS Apícola came to Europe to introduce their polyfloral honey to potential buyers. This honey is very tasty with an intense flavor. ZEAS cooperates with the women's cooperative Dulce Miel, which supports rural women of Nicaragua through beekeeping. Zeas Apícola is well known in Nicaragua, and is now ready to start exporting to Europe.

After a thorough preparation through Mercadero's skype training sessions on marketing of honey in Europe, Ms Aurora Zeas Romero, General Director of ZEAS, came to the Anuga trade fair in Cologne to meet potential buyers. She was accompanied by Marketing Advisor Mr Jeff Nagel. After Anuga, ZEAS visited four companies in the Netherlands and Belgium. The assignment was part of the Programme for Strengthening Competitiveness of Nicaragua SMEs, organized by the Nicaraguan government and the European Union. Mercadero is a service provider in this programme.

The business tour to Europe was a big chance for ZEAS to be introduced to the European market. Even if the honey market is experiencing a short dip, with relatively low prices, there are good opportunities to start selling honey in Europe. We found that Zeas' honey is much appreciated in the European market and is valued at the same level as honey from Mexico and Argentina. Europe is very dependent on honey imports to meet domestic demand.

