

OUTCOMES FROM A TWO-YEAR BEEKEEPING BUSINESS COHORT

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Program Goal

Address the gap in resources available to small-scale beekeeping businesses by training a cohort in:

- business planning
- product development
- digital marketing
- workplace safety

Online courses

How-to videos
Worksheets

In-Person workshops

Learned from experts
Hands on practice
Networking

Individual feedback

Peer reviews
One-on-one meetings
Written feedback

Virtual meetings

Peer discussions
Cohort accountability

Program Delivery



Summary

By establishing a motivated cohort with the same 30 participants working together over two years, this program was able to provide business resources specific to beekeepers as well as a network of peer support and accountability for their new businesses.



Meet the Cohort

- 30 Florida beekeepers
- 1-3 years bee experience
- Young, women, veteran, and/or limited resource beekeepers
- Ready to turn their beekeeping hobby into a business

Outcomes



100%
increased ability to complete key business practices

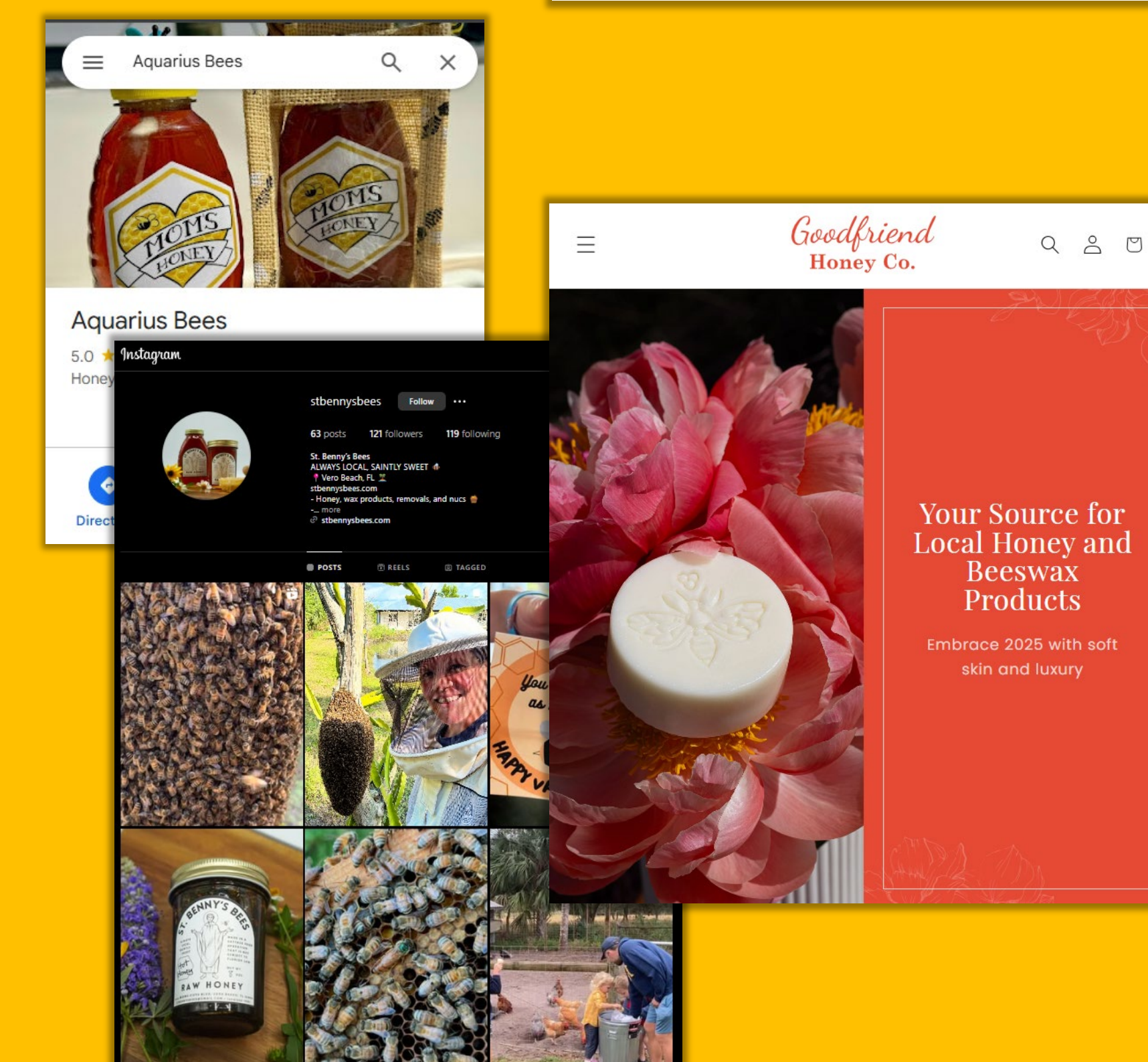
100%
developed a business plan

82%
used budget/product costing spreadsheets

72%
developed a new digital marketing product.

95%
increased knowledge of workplace safety

86%
submitted products for peer feedback



This material is based upon work that is supported by National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 022-70033-38216. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.