

HEALTHY LIVING PLATFORM WITH HONEY AND OTHER BEE PRODUCTS

SUMMARY

“Healthy Living Platform With Honey And Other Bee Products” shortly “Bee Platform” is a project supported by the Istanbul Development Agency under the Financial Assistance Programme for 2010 of Istanbul Development Agency. The purpose of this project is to increase the awareness, besides the delicious flavor that the honeybees, as miraculous creatures, offers to mankind, also on the contribution of honey and other bee products to a healthy life and environment, via a platform established by collaboration of universities, non-governmental organizations, public agencies and private sector.

By this way to promote R&D of these products and the development of products based on advanced technologies and increase the number of patents. Also using visual and auditory information technology products to create awareness in society about the benefits of honey and bee products, and as a consequence raise awareness of the beekeepers and the consumers. Increase the production and consumption of honey and other bee products, focusing on knowledge-based economic activities to contribute to the increase in the level of global competitiveness. As a result of the works undertaken by the platform, it is also aimed to increase the consumption of products, and promote overall production of bee products.

OUR MISSION: Performing activities to increase community and industry awareness and conscious production and, consumption for bee products, by producing new information, laying down the true value and the contributions of these products, to health, regional development, society, environment and cultural heritage.

OUR VISION: Being the world leader platform producing the necessary practical and scientific knowledge about the bee products in a sustainable way and sharing it with the society.

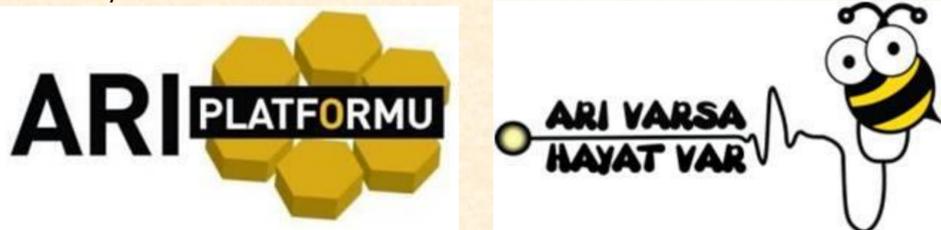


Figure 1: The Logo and Icon of the Platform

PROJECT COORDINATOR, PARTNERS & PARTICIPATORS



Table 1 : Beneficiaries of the Platform

BENEFICIARIES

- ▶Bee Product Consumers
- ▶Professional and Hobby Beekeepers
- ▶Doctors and Other Health Professionals
- ▶People Who Are at The Risk of Primarily in Cancer, Cardiovascular and Metabolic Inflammation Diseases
- ▶Bee Product Packers, Exporters and Industrialists
- ▶Related Unions and Associations
- ▶Universities and Academicians Engaged in Research on Bee Products

Table 2: Activities of the Platform

ACTIVITIES OF THE PLATFORM

- Investigation of the effect of honey and propolis in the treatment of breast cancer
- Determination of the antioxidant contents and bioavailability characteristics of honey and other bee products
- Establishment of Honey Plants Herbarium of Istanbul
- To inform the sector and beekeepers with Honey Plants Book
- Informing the public with the documentary and the book on Beekeeping and Bee Products in Istanbul
- Making short films about beekeeping and the bee products
- Organizing seminars and symposiums related to the Effects of Bee Products on Health
- To inform the sector and the producers with the Guidebook on Good Hygiene Practices on Bee Products Production and the trainings.
- Informing the public and all interested parties with the book on Health Effects of Bee Products

WEB SITE OF THE BEE PLATFORM

www.ariplatformu.org is the website of the Bee Platform. It is online since April 2012. Has 50 members by now. You can also register to the website to become a member and you'll have full access to the contents of the site. Project results, documentaries, photos, presentations, books etc. Please send an e-mail to info@ariplatformu.org for more information.

PROJECT COORDINATOR

BALDER Honey Packers, Exporters and Manufacturers Association is the Project Coordinator: Coordinates the project to achieve the main goals of the project. Communicates between the partners, participators and works on disseminating the project.

PARTNERS & THEIR ROLES

1. Istanbul Technical University Food Engineering Department, Faculty of Chemical and Metallurgical Engineering: They will work on the project to measure antioxidant capacity and bioavailability of honey, pollen and royaljelly.
2. Istanbul University Experimental Medical Research Institute: On the project they will work on the impact of honey and propolis on breast-cancer by in-vitro method.
3. Directorate of National Education of Istanbul: During the project they will organize the distribution of honey in schools and also organize trainings to teach the children about honeybees and honey.
4. Istanbul University Faculty of Pharmacy Department of Pharmaceutical Botany: They will form Honey Plants Herbarium by collecting Honey Plants all over Istanbul.
5. Sabanci University Faculty of Arts and Social Sciences Department of Visual Arts: Will be involved in documentary and photo shoots and in the design of sounds.

PARTICIPATORS & THEIR ROLES

1. Prefecture of Beykoz: They will take part in providing communication with the beekeepers and creating public awareness in the community in their district.
2. Prefecture of Şile: They will take part in providing communication with the beekeepers and creating public awareness in the community in their district.
3. Prefecture of Sarıyer: They will take part in providing communication with the beekeepers and creating public awareness in the community in their district.
4. Prefecture of Silivri: They will take part in providing communication with the beekeepers and creating public awareness in the community in their district.
5. Prefecture of Çekmeköy: They will take part in providing communication with the beekeepers and creating public awareness in the community in their district.
6. Governorship of Istanbul They will take part in the evaluation of the project results and disseminating to the community.
7. Istanbul Beekeepers Association: They will take part in the project for providing communication with the beekeepers, providing beekeepers with the project results and announcing the closing meeting to the beekeepers.
8. Directorate of Health of Istanbul: They will take part on evaluation of project results and disseminating them in the field of medicine with the health sector and community.
9. Directorate of Agriculture of Istanbul :They will take part on announcing the project results to beekeepers and food sector and also announcing the closing meeting to the beekeepers.
10. Association of Apitherapy: They will take part on disseminating the project in the field of medicine with the health sector and community.
11. Altıparmak Food: It is the main Sponsor of the Project

