

**Type:** Beekeeping, honey and bee products  
**Country:** Slovenia



**Why it is a good practice?**  
 Innovative production of honey and bee products and the professional design of new honey products with the inclusion of functional superfoods. Consequently, via the production of this local Slovenian honey, they are protecting the areas culinary heritage and traditions. Cesar's are capitalizing on the re-establishment of the traditional centuries-old Slovenian beekeeping culture and honey production. They are doing this in a sustainable manner and improving the understanding and use of honey as a functional food, due to its natural characteristics and active ingredients.

**About**  
 Marko Cesar is a young, ambitious, and innovative beekeeper, and he is president of the Maribor Honey Beverage Association. As a child, he loved to watch his Gran-uncle beekeeping, and always found this work interesting. He is a passionate lover of nature, which also guided him towards this role. He received the certificate for Slovenian honey with a geographical indication in 2010. He believes in quality and the controlled processing of honey, (he is also the inspector of the Slovenian Beekeepers' Association). Marko makes all attempts to increase the exposure of quality and controlled honey products like his (with heritage origins) and reduce the invasion of "no name" honey products and low added value honey products. He does this via education of the next generation and via culinary and eco-tourism projects. Cesar Beekeeping offers a remarkably diverse and imaginative sales program of honey and other bee products. They produce just about everything for health and culinary honey pleasures. Marko produces floral, chestnut, acacia, creamy honey, and combinations of new special flavours. He has an extraordinary imagination and a creative streak. Visitors are fascinated by the original varieties like, cinnamon honey, blueberry honey, honey with dried fruit, honey with chocolate and hazelnuts. Marko also produces an extensive range of health-giving bee products, such as propolis, pollen, honey and spruce tops syrup, a mixture of honey-pollen-royal jelly and propolis. They also have a range of premium honey drinks such as mead, sparkling mead, and honey liqueur.

**Healthy**  
 Products prepared from honey and other bee products. Special honey products are prepared by adding functional ingredients for health promotion, from local organic farms and they are consequently transforming eating habits. They are spreading the word on apitherapy (the use of honey bee products in alternative medicine).

**Sustainable**  
 This company promotes the preservation of biodiversity and nurturing of Pohorje mountains and honeymoon garden. They do this by conducting sensory honey tastings that create an in-depth acquaintance of the consumer with honey and give an understanding and recognition of their higher added value that stems from the local biodiversity. They initiate learning in the industry, by conducting beekeeping open days and presentations in schools and kindergartens.

**Ethical**  
 Developing an ethical attitude towards bees is one of their main aims. Cesar's also promote; healthy eating, ethical food production, responsibility in establishing food chains, ethical choice of resources, nurturing local supply and food traditions. They believe in the joint promotion of all stakeholders in the supply chain and the importance of organic production. They use innovative marketing approaches, and pride themselves in educating children about the importance of self-care and production of healthy local food. Cesars are committed to proper labeling of food with truthful and verifiable information and are known to work with charitable food distribution organizations.

**Use of technology**  
 Cashless payment, website sales, delivery.

## Follow Cesar's story

