



## *OUR STORY*

Tiara nature's royal honey (a registered trademark) is packaged by Chraiden company Ltd a Kenyan company registered in 2020.

The idea to value add our honey emanated from:

As beekeepers and producers of honey with 145 beehives in Kerio Valley, our honey is simply processed which ensures it retains its active properties and natural nutrition with a deep-rich flavor, smooth texture and a delicious taste.



**UTAMU WA  
KENYA**



## *Our Promise*

- To always guarantee consistent raw and pure honey.
- To offer the most efficient service delivery.
- To deliver exemplary customer experience.
- To contribute to the strategic growth pillar of all our clients.

## *Our Mission*

To give honey the value it deserves by uniquely and conveniently packaging it- you don't have to look bad to be genuine.

## *Our Vision*

To be Kenya's most consumed and trusted honey brand and substitute processed sugars.



## *Our unique product*

Tiara, Nature's Royal Honey is uniquely packaged in convenient and hygienic 10gms foil sachets which are packed in boxes of:

- 24 sachets \* 10gms-240gms Net weight
- 45 sachets \* 10gms-450gms Net weight

Tiara, Nature's Royal Honey - Kenya's very own liquid "Gold" is extracted from Kerio Valley, between the hills of Tugen and the Elgeyo escapement an area whose vegetation is mainly natural forest comprising shrubs and woody or thorny trees. Tiara Honey contains high amount of antioxidants, vitamins and minerals which supports the immune system, overall health and athletic performance.



# *SUSTAINABILITY PLAN*

## *Tiara's Community*

We are building a community of contracted beekeepers by targeting to empower 500 farmers (1women: 1youth: 1men) each with a minimum of 20 bee hives translating to 10,000 beehives by the end of 2022.

Our model is based on providing the contracted farmers with hives at half the market prices with a percentage of the balance deducted over a period of time during the harvesting of honey. Moreover, the model provides opportunities in the mid and long term to advance financial support to the farmers to meet their obligations say school fees, develop their homesteads and to meet their daily financial needs by projecting their production and thus be in a position to extend financial advances.

The role of bee extension services and harvesting of the honey will be done by a dedicated team of technical experts employed by the Chraiden company. The team of experts

will also train the farmers on the best apiary management practices to increase production.

The contract with the farmers includes a hedging concept that safeguards both the farmers and Chraiden when there are uncontrollable external environmental changes. Such price stability enables both parties to plan adequately creating an efficient supply chain beneficial to the final consumers.

Undertaking such a model will guarantee the quality of our honey and will also ensure that we meet the ever increasing demand for our honey. The model will also enable us to maintain our prices to our clients.

By creating a steady market for the honey, we shall encourage more farmers to invest in the honey eco system.



# Conservation of *bee floral sources translates to maintenance of honey quality.*

## *Environmental conservation*

As strong advocates of environmental conservation and improvement, our packaging is made up of 95% biodegradable boxes. Bees play a critical role in pollination thus a major source of food. It is therefore inherent for us to protect them in order to protect the environment and thus promote food security.

### **Bee Protection:**

Chraiden company promotes the use of modern bee hives (the top bar and the Langstroth bee hives) since they not only increase the ease of managing the hives, have a

higher honey production capacity but most importantly protects the important egg laying queen bee and the rest of the colony. As part of our sustainability plan we understand the impact of pesticides used by farmers and thus we encourage alternative measures by our contracted farmers to protect the bee colonies which are diminishing due to the chemicals in the pollens.