



European

# HONEY

Breakfast Initiative



*Raising public awareness of the importance of bees and apicultural products*

*Contributing to agriculture, food security, environment and biodiversity*

*Emphasising the importance of breakfast as a vital part of a healthy lifestyle*

*Underlining the significance of locally produced food*

European  
**HONEY**  
Breakfast Initiative

As part of our efforts to protect the beekeeping sector, raising public awareness of the importance of bees and apicultural products is vital.

Since the majority of our habits originate from childhood, it is essential to impart positive values

already from an early age.

We therefore propose that on every third Friday in November the European Honey Breakfast is carried out in schools and kindergartens throughout the European Union.



REPUBLIC OF SLOVENIA  
MINISTRY OF AGRICULTURE  
AND THE ENVIRONMENT

