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
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.