



The Beekeepers Association “Jovan Zivanovic” was funded in mid 20<sup>th</sup> century. It gathers beekeepers from Novi Sad and its surrounding with ultimate goal to foster development and sustainability of beekeeping in the region. The Association is the holder of protected designation of origin for Fruska Gora Lime Honey and actively promotes beekeeping products through annual organization of Honey Festival. The Association numbers more than 400 members with more than 10000 honeybee colonies.



<http://www.pcelarins.org.rs>

### Objectives

- Fostering improvement of beekeeping.
- Simplify access to most relevant knowledge needed for sustainability of beekeeping.
- Networking

### Motivations

- Provide access to expert knowledge required for solving problems in beekeeping.
- Showing –off achievements and solutions for improvement beekeeping practice.

### Topic selection

- Relevant for improvement of practice in the fields of diseases, end products, forage and technology.
- Determined by most active members of association.

### Evaluation peer-to-peer learning environment (out of season knowledge transfer)

- 100-200 participant attending winter lectures, 50-100 attending beekeeping school, about 20 attending debates.
- No multisensory activities, limited hands-on tools opportunities.

### Audience & participation

- Audience: beekeepers.
- No participation fee for the events, only membership fee for the association.

### Demonstration set-up

- Initially top-down, but interest to have more bottom-up.
- Both farmers and researchers demonstrate.
- Usually lectures but sometimes visits to representative apiaries.
- Topics cover: important aspects of beekeeping are presented in a number of lectures outside the main production season.
- Evaluation: no.

- The association is well organized to reach its objectives which are in line with the needs of members (mostly farmers).
- The long-term sustainability of knowledge transfer covering all important aspects of beekeeping and all levels of experience.
- The entire learning process (from topic selection to delivery) is mostly done by farmers. Clear preference to farmer-to-farmer demonstrations.
- Effects of top-down demonstrations outside the farm (apiary) compared to what would be expected from bottom-up and on the farm.

