



Ibee Products,
a company
that produces
and
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100% gourmet
honey

UPS and Ibee Products, sweetening palates around the world

Beekeeping in Mexico has great socioeconomic importance since, according to data from the Ministry of Agriculture and Rural Development (SADER), more than 43 thousand beekeepers depend directly on apiculture, while at the international level, our country ranks in the top 10 in honey production*.

A clear example of the quality of this food substance and its global exposure is Ibee Products, a company that produces and distributes 100% gourmet honey with the highest quality standards, and has been certified as Kosher, Halal, and safe food by SENASICA (National Service of Health, Food Safety and Agro Food Quality), among the most relevant.

Ibee Products produces two types of honey: the liquid version, made from the nectar of different types of flowers available all year round, and creamed honey, extracted in a 100% natural way from honeycombs near chamomile, mesquite and avocado crops during the months of October and November.

With approximately 25 years of experience sweetening palates, the beekeeping company has managed to position its products by distributing to the most important hotel chains and restaurants in Mexico.





The challenge of producing and expanding their business during the Coronavirus pandemic

2020 has been a year of great challenges in the history of Ibee Products. Due to the Coronavirus crisis, the company was hit by a decline in customers, impacting the business of the company.

However, perseverance and constancy are part of the company's values and this time was no exception. Focused on reducing the impact that the pandemic has had on them, they made the decision to enter the retail market and export their products to locations as far away as Qatar in the Arabian Peninsula.

In order to get their products to other parts of the world, it was necessary to break away from the existing business models and learn everything related to export procedures by consulting customs agents and sometimes by trial and error. Therefore, it was crucial to have a logistics partner to help them with customs procedures, as well as guide and familiarize them with the new challenges they were taking on without neglecting the punctuality and quality that have characterized them.

The logistics partner that contributed to its growth

The first connection between UPS and Ibee Products was through the UPS Women Exporters (SheTrades) program, which is run jointly with the International Trade Center (ITC), an agency of the World Trade Organization and the United Nations. This is a global initiative, which hopes to connect about 3 million women entrepreneurs to the international marketplace by 2021 and to teach women entrepreneurs about export regulations, documentation, packaging requirements and more.

After almost two months of working together, Ibee Products has seen a "before and after" difference by working with UPS, as the solutions and customized advice have contributed to the simplification of the shipping process and customs requirements such as handling the applicable sales tax for orders.

"Many people told me that exporting is not enlarging your business, it's like having another business, but UPS has really helped us with everything. Being able to start exporting is the best thing that could have happened to us. UPS really takes us by the hand," said Jacqueline Garcia, CEO of Ibee Products.



For a better delivery service and control of shipments, Ibee Products relies on different UPS solutions such as UPS Worldwide Express Saver™, a service that allows them to make their deliveries quickly and guaranteed in Qatar; UPS Quantum View® Manage, which provides visibility of their shipments at all times, as well as proactive notifications on the status of the packages for both the company and their customers; and UPS CampusShip® that allows multiple users with Internet access the ease of generating waybills.

Thanks to the success they have had exporting their products to the Middle East, where culturally honey has a great demand due to its different essential uses, Ibee Products is about to start distributing to the United States taking advantage of the benefits of the new T-MEC (USMCA), which entered into force at the beginning of July, 2020.

“Yes, there is a market for honey at this time, one must simply know how to search,” said Jacqueline, who knows that going global gives the opportunity to show the authenticity of Mexican honey to the world, and predicts acquiring a return on investment of approximately 30% for her company.

UPS is committed to the development of small and medium businesses. In addition to the UPS and ITC She Trades program, UPS has initiatives that encourage entrepreneurs to achieve their business goals, teaching and facilitating the shipping process for those who, like Jacqueline, are growing or just starting to expand their business either locally or internationally.

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