

## **ABSTRACT**

Kenya has unexploited potential for creating monetary value from original and unique honey. High quality and unique honeys can be labeled with Geographical Indication (GI). The study was a preliminary survey that aimed at; (i) assessing; honeys with a potential for GI labeling, perceptions on their reputation and quality; (ii) understanding the initiatives that add value to the local honey sector in Kenya. 20 honey consumers at the national level where different kinds of honeys are supplied were interviewed. Also, 40 honey consumers and 40 honey producers at the local level where honey is produced were interviewed. Results showed that honey quality is linked with the area where it is produced.