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World demand for honey and hive products is in excess of marketed production. In Africa, honey is the most important hive product and is the main driver of producers venturing in beekeeping. Despite the enormous demand for honey both locally and internationally, production is still below potential and this is attributable to multiple challenges. They include lack of Apiculture policy, decline in the number of bee colonies, habitat destruction, and lack of data on bee population trends, low key conservation strategies and absence of structured marketing of honey and hive products. Data on pollinator populations and production trends in Kenya is scarce. The present work aims to critically examine the current state of honey bees and stingless bee production, marketing, conservation, diseases, recording and contribution to rural households in Kenya. Strategies to overcome the challenges and achieve more sustainable bee production are discussed. The number of bee colonies in Kenya has reduced by 16.76% whereas national average honey production per hive has increased from 3.77 kg/hive/year to 13.38 kg/hive for the last ten years. Seven species of stingless bees and three subspecies of Honey bees are recognised in Kenya. Forest fires, habitat destruction, pesticide use, and climate change are the major threats to these pollinators. Conservation programs in Africa do not target bees per se but forests. The establishment of bee conservation programs that involve rural communities is critical for the preservation of the genetic diversity of bee populations. Establishment of honey hubs for bulking and marketing honey and hive products is a viable option in marketing apicultural products and also an incentive for conservation. Enactment of apiculture policy and a paradigm shift in land use systems, climate change mitigation strategies, providing alternative livelihood options and involvement of rural communities are key in reversing the effects of low apiculture productivity.