

# NEWS

## Sweet data

Technological possibilities between beehive and glass

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The production side is occupied. BeeWise, Wolf, 3Bee, ApisProtect, BroodMinder, Bruker - everyone serves their section of the chain. What is missing is the layer behind it. In the EU-wide control campaign "From the Hives" (results 2023), 46% of the import samples taken at the borders were considered suspicious for added sugar syrup. High-precision sensors in the hive, a static "beekeeper's honey" label on the jar. This gap between data richness and visibility is the biggest communicative weak point in the food industry and display platforms have been bridging precisely such gaps for three decades.

The resulting role is that of a neutral intermediary, not a sensor manufacturer, not a laboratory, not a beekeeper. ScreenWay places an open layer between existing data sources and consumers and makes information visible exactly where the purchase decision is made. The structural advantage of this position is that anyone who does not produce anything of their own can integrate any... Stock scales from Wolf, brood sensors from BroodMinder, NMR findings from Eurofins, theft trackers from aproneX, all at the same time. The fragmented market needs an open layer above it; there is currently no serious competition for this in German-speaking countries.

Five modules form this trust layer for regional foods. HiveStory brings visible provenance to the farm shop shelf, HoneyHost integrates premium honeys into hotel breakfasts and manufactory stores, HivePartner is the foyer cockpit for companies with CSR bee sponsorships, PA-Guard closes the regulatory gap in the authenticity testing of pyrrolizidine alkaloid risks. HiveGuard is a new addition. It aggregates the GPS LoRaWAN trackers of specialized providers across manufacturers on one map, links alarms with the beekeeper app, initiates a prepared police workflow in an emergency and displays the positions of the CSR sponsorship hives live on the HivePartner display if desired. This turns a security function into a communication value at the same time.

The customer landscape is divided into four layers: 1. around 2,500 German professional beekeepers and their producer associations, who refinance a subscription from the direct marketing surcharge; 2. direct sales chains such as Alnatura, Denn's and the health food store association, which have been looking for consumer information systems beyond pure advertising for years; 3. the premium hotel industry, in which ScreenWay is already at home via the Munich sales logic; and 4. the most economically attractive, the corporate and CSR business. Corporations with company beehives pay for foyer displays from the ESG budget, not from the beekeeper's marketing budget. A location with several displays, live connection of the corporate hives and ESG reporting snippet is a five-figure annual contract. Around three hundred such companies in DACH can be connected.

There are rarely markets in which the intermediary earns more than the producer. The digital food trade is becoming one. Sensor, NMR analysis and tracker together cost a few hundred euros. The price premium achieved by visible provenance adds up to a multiple per season. Whoever builds the bridge between sensor and consumer first, in Bavaria, Austria and Switzerland, wins a vertical that can then be transferred to wine, cheese, olive oil and venison. Honey is not the end point, but the door opener. Bees are not a symbol, they are the proof.

**SOURCE** EU Commission / JRC, Coordinated Action "From the Hives", published March 2023 (147 of 320 import samples, 46 % suspicious) - Council Directive 2001/110/EC (Honey Directive) - Market and customer data: ScreenWay internal survey.