American Beekeeping Federation NEWSLETTER

March/April 2010 • Vol. 68, No. 2

Who You Gonna Call? ABF!

ABF Continues to Respond to Needs of the Industry

by Troy Fore, ABF Director of Government Relations

For those of you who recall the 1984 movie "Ghost Busters," one of the most famous lines to come from that film is the title of this article. At the American Beekeeping Federation (ABF), we don't wear special backpacks or drive a converted 1959 ambulance around New York City, but we are the people that are called whenever any serious problems arise in the beekeeping industry.

Many years ago, I recalled hearing a report of a conversation that took place well before my tenure with the ABF. A beekeeper remarked to a friend on some urgent news he had heard through the ABF lines of communication. The response was, "There is always a crisis at ABF!"

Now, some 30 years later, I recognize that there is always a crisis – or something requiring urgent action – in the beekeeping industry and that the industry always looks to the ABF to respond.

Whether a beekeeper is an ABF member or not, the ABF is usually on the "to-call" list when a problem crops up, a question requires an answer, a resource needs locating or support is needed at the national level (or even the state and local level).

A company needs help getting registration for a beehive pesticide or drug? Chances are good that the ABF will be called in to assist. Government agencies are also quick to contact the ABF when checking the pulse of the industry or seeking solid, reasoned information for a decision in the making. Congressional offices and agency bureaucrats alike recognize that ABF staff and officers are excellent sources of information and can be counted on for straight answers.

"And yes, the phone lines are always open."

The news media, whether daily newspaper reporters or producers of documentaries, call on the ABF staff and officers for quick answers, for substantive interviews, and for guidance on articles, features and videos.

Now, none of this would be possible without the hard work and support of hundreds of loyal ABF members who have served on committees, encouraged their neighbor beekeepers to join, spoken up for the ABF in local and state meetings, and maintained their own ABF memberships throughout the years.

Armed with our own tools of the trade and in all ways working for the best interest of the membership, the ABF will continue to lead the industry into the future, pressing Congress to fund beekeeping research, encouraging researchers to seek answers to CCD and other beekeeping issues, and cooperating with regulatory officials to curtail transshipment of imported honey and adulteration of both imported and domestic honey. And yes, the phone lines are always open.

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Directors Miller, Rouse, Ruby and Talbert, along with the officers, comprise the ABF Executive Committee.

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From the President

by Dave Mendes, ABF President

Dave Mendes
ABF President

I recently read that the Standard of Identity for honey has been approved in the state of Wisconsin. This action follows the similar approved actions in the states of Florida and California. I am very happy that this momentum began in my home state of Florida and is continuing to spread across the country.

I can assure you that the ABF is committed to speak out against the problems with "funny honey." Recent estimates claim that up to 44 percent of the product coming into the United States as honey may be something less than pure honey as we know it. This has created a lot of chaos in the commercial honey market, and it has also divided packers into three or more groups: those that refuse to buy funny honey; those that are profiting greatly from this product; and many in the middle that wish to deal only with pure product but are feeling intense pressure to lower their prices to keep their customers. The easiest way to sell cheaper is to buy cheaper. It has become very difficult for these "packers in the middle" to survive.

"It is refreshing to see a whole new audience bring passion and enthusiasm to the world of beekeeping."

The National Honey Packers and Dealers Association (NHPDA) has organized a roundtable discussion in late April in Chicago. They have invited representatives from the ABF, the American Honey Producers Association (AHPA) and some large honey packer associations to sit down and look at ways to deal with escalating problems in the U.S. honey market. Our group from ABF is looking forward to working collaboratively with other industry segments to identify strategies that will discourage funny honey in our markets. Much of the discussion must deal with better methods to identify adulterated products. We cannot let the wholesome image of pure honey be destroyed by those who are looking for short-term profits. I will try to keep the membership informed.

My last semi load of bees got back from California a few days ago. I am happy to place "almond pollination 2010" in the history books. It has been a rough season, and I have spoken to many beekeepers this year that would agree with me. Winter losses were very high and the strength of surviving hives was less than expected. I heard from more beekeepers this year that were worried about meeting minimum frame counts on contracts that they often easily receive bonuses. In my own operation, I was short on strong hives to meet my obligations. It is a terrible feeling to call a grower and inform them that you will not have enough hives for them. I have been in the pollination business for over 30 years and still hate to make that call. The last-minute scrambling for any box with bees in it added to the confusion.

There were many stories about weak hives not meeting grade on one farm that were sent to another farm for more money. This kind of chaos disrupts the delicate relationship between beekeepers and growers. On average, most almond contracts that were signed early received $10 to $15 less than 2009 pollination fees. The last-minute deals often paid quite a bit more.

What is the message for next year? Where will the market be? More importantly, will beekeepers be able to predict their winter losses more accurately, thus preventing this free for all? I can't answer any of this now, but what I can say is that the losses this winter substantiate (AGAIN!) the need for more money for honey bee research. The worst part of the winter losses of 2010 is that we STILL don't really know for sure why the bees are dying.

On a side note, I recently read that beekeeping in New York City is now legal. The interest in urban beekeeping is exploding all over the country, and I have been told that it is no longer acceptable to refer to beekeepers with only a few hives as "hobbyists." The new term is "small-scale beekeepers." The growth in small-scale beekeeping is exciting to watch. I hope the ABF can figure out ways to reach and serve these new beekeepers. With all the problems facing our industry, it is refreshing to see a whole new audience bring passion and enthusiasm to the world of beekeeping; we certainly need new blood in our industry. So, welcome to all new beekeepers! Please let us know how the ABF can help you.

From the Vice President

by George Hansen, ABF Vice President

George Hansen
ABF Vice President

So, you're probably all thinking, "Alright hotshot VP. What have you done for me lately?" Actually, I've been really busy trying to make a living. Almond pollination makes up a major part of our year. Because of the impact on our management, the actual placing of bees in the orchards is the culmination of a cycle of work started last summer. On the other hand, it is also the beginning of the next cycle of regeneration and growth that spring brings… thank goodness for new beginnings.

For almond pollination, what presents itself out of storage or out of winter yards is non-negotiable. The chances to improve, grow and expand are long gone. It can be humbling for entrepreneurs who are used to snatching success from the jaws of failure during the active months of the year. Strong colonies are what they are, and junk is just that, junk. No amount of spin or equivocation changes the truth. We decide how to proceed with what we have.

Thankfully, the bees in our outfit came through nicely, which certainly provides a more positive plan moving forward than the prospect of major rebuilding. I don't mind telling you that this is a very fragile success. What part of our management provided success? I have spent the hours on the phone like most beekeepers, talking to others about their experiences, trying to ferret out what might guarantee success and what might lead to failure.

Like the causes of CCD, there is a maddening lack of clarity. I do think there is often a difference between what beekeepers say they do and what they really do. That is a real problem with self-reporting surveys. In the bee industry, do we have anything but self-reporting surveys? But, beyond that observation, silver bullets are not to be found. Occasionally there seems to be a tantalizing snippet of truth hidden in a study somewhere or somebody's convincing anecdote. But it needs to be tested over years and across regions and differing conditions. The follow-up just never seems to materialize. Is it lack of money or is there something that keeps us from finishing the task? The third and fourth replication is probably hard to fund, let alone to keep in focus.

I am making the plans for a trip to Washington, D.C., with Troy Fore, ABF director of government relations, in April to continue the high level of ABF advocacy for the honey bee industry. We have to continue to pressure for appropriations for bee research in the Farm Bill. We need to keep up the discussion of the registration process for pesticides in farming, knowing what we do about potential for synergistic reactions when chemicals are mixed and what we are learning about sublethal effects on honey bees.

The FDA must continue to hear our demand for a U.S. standard of identity for honey. Customs will need to be reminded of the ABF and industry demands that transshipment and adulteration of honey must be prosecuted vigorously and to the full extent of the law. There will also be visits to weigh in on the disaster program improvements needed and discussions of shaping conservation programs to benefit bee habitat. As always, the resolutions passed during the annual business meeting in Orlando will guide our work.

Every year we elect officers, who are unpaid volunteers, to do the work of the Federation. Just about the time our terms are up, we will have gotten used to the job, and in the case of legislative and political activities, will finally have built a knowledge base and a list of contacts so one can get things get done.

Years ago, the intelligent decision was made to engage a lobbying firm to watch out for our interests in Washington. This firm, Meyers and Associates, has served us well, and continues to be a great help in getting things done. We have struggled from time to time to pay for their services, but an important presence has been maintained and, therefore, continuity in our efforts that would never be possible with our changing officers' limited contributions. I am the beginner this time, trying to make the contacts and to find my way with legislative issues. In light of this, Troy Fore and his long standing knowledge of the industry is extremely helpful to me and, ultimately, the ABF membership.

I will finish this message with what will probably become a repeated plea for legislative donations. Thanks to those of you who have already donated. For the rest of you, it has to be pointed out the membership dues you pay do not cover legislative activities. We need much more to continue this important work.

From the Executive Director

by Robin E. Dahlen, CAE, ABF Executive Director

Robin E. Dahlen, CAE
Executive Director

When was the last time you visited the ABF Web site – **abfnet.org**? If it's been a while, I encourage you to take a few moments to log on and plug in (when you're not too busy with the business of beekeeping, that is).

The ABF Web site is your one-stop shop for:

- The latest and greatest industry news, which can be found on the home page and in the "News Archive" section
- Renewing your membership
- Updates in the legislative arena
- Audio recordings of various educational sessions from the 2010 ABF Annual Conference in Orlando, Fla., as well as photos from the event
- Donating to the ABF and the Foundation for the Preservation of Honey Bees
- The current issue of the *ABF Newsletter*
- Information on the 2011 North American Beekeeping Conference & Tradeshow, which will be held in Galveston, Texas, January 4-8
- Purchasing ABF merchandise
- Valuable coupons and offers that will provide you additional savings and value
- And much more!

Several sections of the site are dedicated to members-only content and will require you to log in before you can gain access. If you cannot remember your username and password, please contact the ABF office at 404.760.2875 or info@abfnet.org.

In addition to outstanding content, the ABF Web site is also designed to run banner advertisements on the home page. If Web advertising fits into your overall marketing plan this year, please consider the ABF Web site as yet another venue to promote your products or services. For additional details, please reach out to me at 404.760.2875 or robindahlen@abfnet.org.

Be sure to make the ABF Web site at **abfnet.org** your home page, too!

ABF General Fund Contributions

The following ABF members contributed to a special campaign for the ABF General Fund during the months of February and March 2010. These donations enable us to fund educational programs and services that will benefit ABF members and the American beekeeping industry.

Abel Apiaries, Fla.
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Legislative Fund Contributions

The following ABF members contributed to the ABF Legislative Fund during the months of February and March 2010. These donations enable us to carry out the legislative initiatives that will benefit ABF members and the American beekeeping industry.

Sharon Arnold, Wash.
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Washington, D.C. 20510

Call: 202.225.3121
Ask for your representative's office
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Senate

Write: The Honorable _____
United States Senate
Washington, D.C. 20510

Call: 202.224.3121
Ask for your senator's office and
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E-mail: To locate and e-mail your representatives and senators, visit senate.gov or house.gov.

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Membership Pays!

by Tim Tucker, ABF Membership Committee

Now, more than ever, membership in the American Beekeeping Federation (ABF) pays in so many ways and it can put big dollars in your pocket!

If you are a current member, log in to the ABF Web site at abfnet.org and save 5% on bee supplies from Deb's Bee Supply and save $15 on a Bee-Z-Smoker. Look for the "Membership Pays" link under the "Membership" tab on the home page of the Web site.

Throughout the year, we hope to have more special offers from other vendors that will provide additional savings and value for all our members. Be sure to stay tuned, because there are more benefits and rewards to come.

If you have beekeeping friends who are not members of the ABF, you will want to share this with them so they can also participate in the savings and big benefits, including an outstanding "New Member Packet" that will more than pay their dues.

On top of the great savings with Deb's Bee Supply and Bee-Z-Smoker, new members will also receive:

- **10% off** on orders of $75 or more from Walter T. Kelley Company
- **5% off** coupon on orders with Dadant and Sons, Inc.
- **15% discount** coupon from GloryBee Foods, Inc.
- **$25 off** on orders of $250 or more with Ellingson's Feed Bee
- **10% off** on orders with Brushy Mountain Bee Farm
- **Bee Bucks card** from Mann Lake Ltd. for 10 free pollen patties

Can we beat all of that? YES WE CAN! New members will receive even more freebies in the form of a great information-packed CD with the recordings of a dozen sessions from the 2010 North American Beekeeping Conference in Orlando, Fla. These recordings, by themselves, are worth the price of membership! And there are hundreds of great honey recipes and publications on all aspects of beekeeping from the University of Tennessee, Kansas State University and the Mid-Atlantic Apiculture Research and Extension Consortium (MAAREC). There are also newsletters from the ABF and states around the nation, and several great articles from Larry Connor on queen rearing.

So, don't delay! Pass this on to everyone you know that is involved in beekeeping. That way, they can take part and claim their rewards as well.

Thank you for your continued support of the ABF and the beekeeping industry. Questions regarding membership? Contact the ABF office at 404.760.2875 or info@abfnet.org.

The ABF would like to thank the following member companies for their participation in this membership program: Deb's Bee Supply; Bee-Z-Smoker; Walter T. Kelley Company; Dadant and Sons, Inc.; GloryBee Foods, Inc.; Ellingson's Feed Bee; Brushy Mountain Bee Farm; and Mann Lake Ltd.

Foundation Update

by Troy Fore, Executive Director, Foundation for the Preservation of Honey Bees

During the ABF Annual Business Meeting in Orlando, Fla., in January, George Hansen, past chairperson of the Foundation for the Preservation of Honey Bees, accepted two memorial donations to the Foundation. Gus Rouse, left, and David Hackenberg, right, made donations to the Foundation in memory of their friend, Jim Powers.

Foundation Donations

The following ABF members made general contributions to the ABF Foundation during the months of February and March 2010.

Kristen Casey, Texas
Mary Charest, N.J.
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Michael Ebersole, Ariz.
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Meet the ABF Board

The ABF Board is a diverse and experienced group of individuals dedicated to the betterment of the beekeeping industry. Learn more about your leadership team in this installment of the "Meet the ABF Board" column, and be sure to keep an eye out for more Board member profiles in upcoming issues of the *ABF Newsletter*.

Joe Carson
Anchorage, Alaska
ABF Director
Representing Honey Producer-Packer SIG

Our apiary, Alaska Heavenly Honey, is located in the bush of Alaska, approximately 230 air miles from Anchorage on the back side of Mt. McKinley and Denali National Park, and is accessible by small airplane only. There are no roads to the interior of Alaska where we live in a log cabin.

Our honey is extremely clean, as we have no industry, highways, green lawns, etc., for miles and miles. We travel by four-wheeler and snow machine to check on the hives, and hope to have the dog-sled team going again before the snow flies this coming winter. By default we have become cold-weather "experts" on raising honey bees in Alaska. We winter hives as cold as -65 degrees F with minimal winter losses. Our beekeeping supply business, eKo Beekeeping Supply, is located just over an hour northwest of Anchorage and our distribution center is in Kalispell, Mont.

There were bees in Alaska on my great-grandfather's homestead, my grandfather's homestead and then to my father's farm, and now my wife and I operate this little honey bee business with our three adult children. We trust some of our 10 grandchildren will join us in the future.

We consider the organic label to be of a lesser standard than our hive products because of our remote and pristine locations, as well as our ecological approach to beekeeping. Since the beginning of time, our beekeeping area has never been farmed, logged, mined or industrialized – ever!

Our honey bee operation is multifaceted. We try to run between 300 and 500 hives and sell our honey for $10 per pound wholesale. Our goal is to net $1,000 per hive per year, as we make use of all products produced by our honey bees. Approximately 95 percent of our products are exported to Europe and the Middle East; primarily due to air quality and lack of pollutants. We also are the exclusive importers to North America of all natural French candies, of which every candy contains at least one hive product.

Additionally, we manufacturer in Europe and distribute throughout the world all hive components and beekeeping equipment. Our wood is never kiln dried, which is a huge cost, both financially and environmentally, but rather it is rough cut and aged out of doors naturally for three years prior to machining. All wood components are of furniture-grade quality. We also own a company that develops all-natural honey bee food supplements. One product, Nozevit, is registered in the European Union as an all-natural honey bee food supplement with medicinal properties for *Nosema ceranae*. We also have a new mite product, which has just finished the patent and registration process in the European Union. This product is an all-natural, single source plant poly-phenol, which kills 100 percent of the mites in the brood and renders the adult mites incapable of reproduction with zero resistance or residual build up. We also import an exclusive line of French personal care products, which contain at least one element of the hive.

Our spare time is spent building a 40-acre youth camp for children north of Anchorage and we hope to do the same in the interior of Alaska in the coming years. We are a family-run business and count it a blessing to work with a family that shares our values and work ethic. It is never easy, but always interesting. We live by our motto, "Innovation – Not Imitation!"

John Talbert
Josephine, Texas
ABF Director
Representing the State Delegates Assembly

My introduction to beekeeping came about 25 years ago when I was invited to a local beekeepers association meeting by a co-worker. I went and have been hooked by the fascination of such

a wonderful organism ever since. My co-worker and I started beekeeping together shortly thereafter with our wives. Our interest continued to grow and we soon had too many hives for that little two-frame extractor, which led to a larger piece of equipment. Soon we were managing more hives.

When his interest lagged, I bought him out and became a sideliner while working full time. After retiring about 10 years ago from a good paying job as director of facilities for a large electronics systems company, I started the progression from sideliner to small commercial beekeeper. My wife, Lavada, and I now operate about 500 hives. We continue to expand in number and scope of the products we offer.

We have been very active and held just about all the offices in the Collin County Hobby Beekeepers Association and the Texas Beekeepers Association and served as president of both for three years each. Lavada and I are active participants in the Collin County, the Texas Beekeepers and the ABF Honey Queen programs, and I currently serve as ABF Honey Queen treasurer. In addition, I have managed the honey exhibit for the State Fair of Texas for about 18 years. Needless to say, we actively promote the use of honey and the practice of beekeeping.

I have had the honor of serving on the ABF Board of Directors for seven years after being asked by former ABF President Clint Walker to start the Hobbyist/Sideliner Shared Interest Group. This then led to working with Dr. Larry Connor to set up the Serious Sideliner Symposium, which is conducted during the ABF Annual Conference each year.

My interest in learning and teaching has resulted in leading a local annual 20-hour beekeeping seminar that has proven to be very popular. Our class is overbooked each year with a waiting list. The opportunity to work with new beekeepers and young people has been very rewarding. In fact, several of my students became sideliners and one young man is now a small commercial beekeeper.

Current ABF President David Mendes has asked me to be the Board contact for a focus group that will initiate and develop an internationally recognized master beekeeper program. This program would be structured to provide recognition of competence in each area of beekeeping through a progression of steps. The intent is to have the basics in place at the 2011 annual meeting in Galveston. To do so will require the activities of many members to ensure that it is a well thought out program and your input is needed and welcomed. Please feel free to contact me at john@sabinecreekhoney.com with your suggestions.

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Wisconsin Honey to Stay Pure and Sweet

by Jill Blocker, News Editor, Eat, Drink and Be

Wisconsin residents with a sweet tooth for honey will only get the pure, bee-made stuff, thanks to a new law raising honey standards in the state.

Diluted or fake forms of the sweet, sticky substance labeled as honey is far too common, said Tim Fulton, president of the Wisconsin Honey Producers Association, in the Kenosha News. He petitioned state Rep. Peter Baraca, D-Kenosha, to create a legal definition of honey to weed out imposters.

Some honey products include additives and can include no bee-produced content at all, said Fulton, according to the *News*.

"Corn and rice syrups are cheap, and anyone could put in any amount of that and still call it honey and do it legally," he said. "Honey should be a product that comes from bees."

The fake honey also hurts real honey producers' business. Real honey can cost double of what imitation or blended products are sold for.

Gov. Jim Doyle signed the law last week, requiring the state Department of Agriculture, Trade, and Consumer Protection to develop honey standards. The bill prohibits labeling a product as Wisconsin-certified honey or implying that a product is Wisconsin-certified honey when it contains additives or other ingredients. Honey at grocery stores and farmers' markets are also affected by the new law.

The law provides standards consistent with the Food and Agriculture Organization of the United Nations and the World Health Organization's Codex Alimentarius, which says honey is bee produced and without additives. Diluted or blended honey products could be sold with appropriate labels established by the department.

"We're not trying to ban people from selling products," Baraca said. "We're trying to get truth in advertising and give a competitive edge to our honey producers."

In July 2009, Florida became the first state to require "all-natural" honey sold in the state to be free of additives, chemicals or adulterants (any substance that alters the purity of honey). If honey sold in Florida is found to contain additives, sellers must cease sales of the altered product within state lines. Failure to comply can result in a $500 fine per violation.

There are no federal honey standards, but Fulton said U.S. Food and Drug Administration officials have said they would consider a nationwide standard if enough states pass honey-regulation laws.

Source: *Kenosha Times*; March 22, 2010

Jill Blocker is the news editor for Eat, Drink and Be*, an online food news magazine dedicated to educating consumers about all aspects of food nutrition, safety and quality. For more information, please visit EatDrinkandBe.org. Reprinted with permission.*

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Queen Committee Report

By Anna Kettlewell, Honey Queen Program Chair

I can't believe that we're into full swing with 2010 Honey Queen promotions! Lisa and Amy have hit the ground running – sprinting or racing may even be better ways to describe it. They are incredibly passionate young women ready to serve our organization this year.

Queen Committee member Louann Hausner and I had the opportunity to see them in action in Iowa at the beginning of February for their official training session (and I wholeheartedly thank Louann for opening her home to the three of us and being a brave driver through several snow storms during our visit). Both Lisa and Amy soaked in a lot of information and improved their presentation skills dramatically in the short time that they had while training. As you can see from their articles, they quickly put their new skills into action and are eager to promote our industry extensively this year.

A Honey Queen and Princess hard at work during their training session in Iowa.

Now is the time to start thinking about and booking the Queen and Princess to attend your events this spring, summer and fall. I have received several requests so far, including several new and unique requests that we are excited to accommodate this year. To date, we have received requests from 24 different states, which puts us only six states shy of our 30-state goal for 2010. I encourage you to contact me soon to arrange a visit. Remember, a Queen or Princess visit does not need to be a full week; sometimes very effective promotions are only a couple days long. We are definitely interested in sending Lisa or Amy to your area, so please contact me soon (414.545.5514 or honeyqueen99@hotmail.com).

The Queen Committee is continually adding to our American Honey Queen Photo gallery on the ABF Web site with official photos of our past Queens and Princesses. If you have an official photo of a former American Honey Queen or Princess, please send it to me. Our gallery is growing, but we are still missing some photos and would love better quality photos than some that we currently have.

I wish you all the best with your bees this spring and with your honey promotions. I thank all of you who have utilized the Queen Program so far this year and to those of you who are preparing for visits later this year.

From the Honey Queen

By Lisa Schluttenhofer, 2010 American Honey Queen

Hello everyone! I hope that you and your bees survived the long, cold winter. Despite the snow and cold, the last few months have been very busy with both promotions and school.

Queen Lisa demonstrates cooking with pure Florida honey and recipes from the National Honey Board at the Florida State Fair.

February 5-8, Princess Amy Roden and I traveled to Des Moines, Iowa, to prepare for our year as Honey Queen and Princess with our official media training. We had the chance to work with Louann Hausner, 1996 American Honey Princess, and Anna Kettlewell, 1999 American Honey Queen and current Honey Queen Committee chairperson, in practice interviews and school presentations. We then took these skills to the public, where Amy and I participated in three interviews at Grandview University. On both TV and the radio station The Edge 88.1, we advocated the message that honey bees provide the building blocks of our food supply. In addition, I presented to 154 students at four elementary schools. I would thank you Louann for hosting Amy and me, for and assisting us with our preparations for the year.

Travel continued to be exciting and unexpected on my next trip to the Florida State Fair, February 12-15. After many hours of flight delays, I finally arrived at the home of Bert and Caryl Kelley. At the state fair, I worked at the Florida State Beekeepers Association booth, promoting their pure tupelo, holly and orange blossom honeys. I presented cooking with honey demonstrations alongside a local chef to 151 fairgoers who really enjoyed the samples! In addition, I spoke at the Dennis Lee Show, a live family attraction attended by over 200 people, about honey and beekeeping in the Sunshine State. Thank you to Bert and Caryl, as well as to Jeanne and Bill Shearman, who were my hosts during my stay.

After my travels to Iowa and Florida, promotions in my home state of Indiana awaited. On February 18, 27 students living in a residence hall at Purdue University learned about life inside the honey bee hive and varietals of honey. Many different varietals were available at my presentation, and the students were surprised that they could differentiate between different types of honey.

State meetings were next on the agenda and I attended the Indiana State Beekeepers Association (ISBA) meeting on February 20. At the ISBA meeting, I spoke about the ABF and the Honey Queen Program to 115 members and worked with the Indiana Honey Queen and Princess, Kelsey Salmon and Lacy Dooley.

Close to 550 people, many of them "new-bees" to beekeeping, attended the Indiana Beekeepers Association (IBA) Bee School on February 27. In the opening session, I offered an introduction to the beekeeping and honey industry. During lunch, I moderated a discussion with kids and teens about the IBA's Young Beekeeper of the Year program.

On March 6, a local beekeeper and I presented beginning beekeeping information at the Lincoln Stop Trading Post in my hometown of Thorntown, Ind. This is a great way for any beekeeper to promote our industry; many towns have a community center that features local speakers.

Since being selected your American Honey Queen, I have been featured in multiple media outlets, earning over $7,000 in free publicity. In addition to the radio and television interviews in Iowa, seven Internet outlets and two state association newsletters provided information about the ABF, the Honey Queen Program and the beekeeping industry. I also had interviews with the *Journal* and *Courier* (Lafayette, Ind.) and *Purdue Exponent* newspapers. In addition, the Brownfield Ag Network sent out a press release about the Honey Queen Program to 54 of its affiliate stations!

I am already looking forward to a variety of activities and visits to Minnesota, Mississippi and Louisiana to promote our sweet industry. I would love to help promote in your state, so if you are interested in an appearance, please contact Anna Kettlewell at 414.545.5514 or via e-mail at honeyqueen99@hotmail.com. Have a joyous spring, and I'll "bee" seeing you!

From the Honey Princess

By Amy Roden, 2010 American Honey Princess

The past month has been a great start to my year as American Honey Princess. My year began with a weekend of training in Des Moines, Iowa, February 5-8. Thanks to Anna Kettlewell and Louann Hausner, I am prepared for a variety of opportunities headed my way. During the training session, American Honey Queen Lisa Schluttenhofer and I reviewed important information, including the goals and key messages for this year. One of my goals is to reach over 5,000 people in presentations alone, with an emphasis on a variety of civic groups.

During training, I had the opportunity to give four classroom presentations, where I reached a total of 160 students who learned about the importance of honey bee pollination. I also had a radio interview with 88.1 FM and a television interview with GVTV of Grandview University in Des Moines.

Princess Amy meets with Wisconsin Gov. Jim Doyle at a legislative brunch in Madison, Wis.

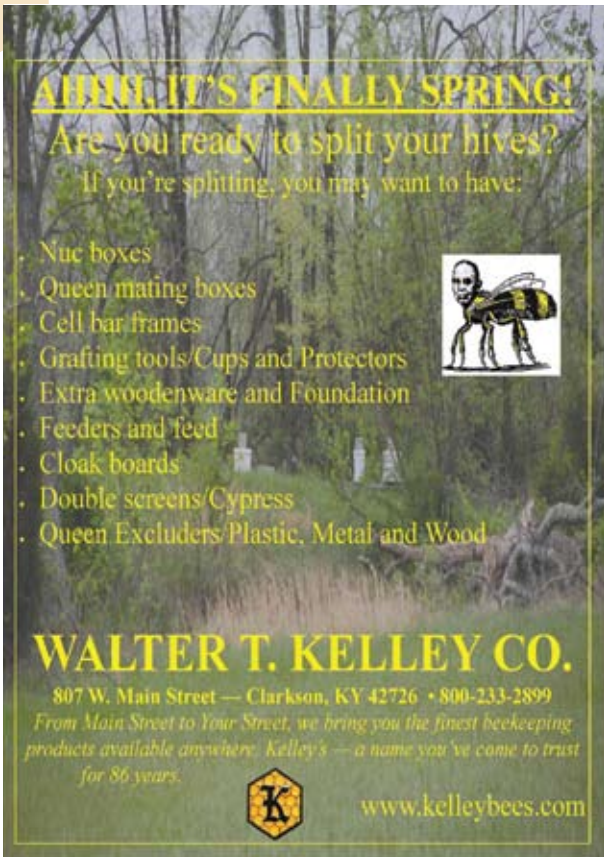
When I returned from training, it was back to Wisconsin for a series of great promotions, which started with two newspaper interviews. The value of this free newspaper publicity for the industry through these articles was $3,380. These interviews afforded me the opportunity to speak with media personnel and convey the three key messages I developed during my training: honey pollination optimizes our food stock and livestock; honey is an all-natural home remedy; and beekeepers are as busy as their bees.

On February 19, I traveled to central Wisconsin to give four school presentations. I spoke to 17 students in an Ag Survey class at Berlin High School in Berlin, Wis. The last three presentations were at Redgranite Elementary School in Redgranite, Wis., where I spoke to the entire school (a total of 104 students). The kindergarten through fourth grade students enjoyed learning about honey and honey bees. Trying on the bee suit and letting one child volunteer to be a beekeeper for a day was a highlight, as they learned that they could also be beekeepers themselves. I also received newspaper coverage during this visit in the *Waushara Argus*. I extend special thanks to Dan and Gina Piechowski, who arranged my visits to these schools and who hosted me for this trip!

My next adventure took me to the Fond du Lac Ag Showcase on March 6 in Fond du Lac, Wis. During my time at this event, I helped Cheryl Thill work her honey booth, where we sold honey and spoke with attendees about the many different varieties of honey. Many were astonished to hear that the United States has over 300 different varieties of honey. I also gave two cooking demonstrations, where I highlighted the three different bees in the hive, their jobs, the importance of honey bee pollination and honey in general. I also had a television interview with Channel 5 WFRV from Green Bay. I thank Cheryl Thill for inviting me to this event!

I also attended the Wisconsin Women in Agriculture Legislative Brunch held at the Wisconsin state capitol in Madison on March 10. I spent two hours speaking with state representatives while they enjoyed a variety of Wisconsin agricultural snacks. With the help of my host, Becky Mehringer (a former Wisconsin Honey Queen), we served cranberry oat and honey bread so the representatives could get a taste of something sweet from Wisconsin. I also had the opportunity to meet Gov. Jim Doyle and express the importance of honey bee pollination in Wisconsin and the United States.

I am extremely proud and honored to serve the honey and beekeeping industry, and look forward to the endless opportunities ahead of me. In the upcoming months, I will visit Minnesota, Illinois and Texas, and I welcome the opportunity to visit your state, too! To schedule an appearance, please contact Anna Kettlewell at 414.545.5514 or honeyqueen99@hotmail.com.



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From the Auxiliary

by Carol Shaw, ABF Auxiliary President

As a resident of the state of Indiana and the Indiana Honey Queen chairperson, I was extremely pleased to have Lisa Schluttenhofer selected as the 2010 American Honey Queen. This is the first time Indiana has had the opportunity to have a state queen selected to help promote the honey industry nationally. My state association, the Indiana State Beekeepers Association and the Hoosier Honeys are especially proud of Lisa. Many of us have worked with her throughout the past year and know she is very capable of doing an excellent job representing the beekeeping industry for the ABF.

It is very satisfying to see in various magazines and other publications the ways honey is being used as a sweetener in recipes. The recipe featured in this issue of the *ABF Newsletter* is the first-place winner from the "Snack" category in the Cooking with Honey Contest at the ABF Annual Conference this January.

Many sources are reporting that this past honey gathering season was the worst in many years. I know that many of us are not surprised to hear this. There were many factors that contributed to this, with weather being one of the major factors. Indiana had a very wet and cool season, and the bees did not work much in this type of weather. Think spring!

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by Ellen Sundberg

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