e-Buzz

A monthly publication of the American Beekeeping Federation

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August 2023

President's Message

Dear Members,

I hope everyone enjoyed the summer. I also hope everyone had a decent honey crop. As we move into fall, I'm hearing about low imported honey prices and I strongly suggest that all beekeepers remember to help support the American Beekeeping Federation, the American Honey Producers Association and Sioux Honey's anti-dumping legal initiatives. It is very easy to donate through abfnet.org--just click the DONATE button and follow the directions. Please...it's that important!

I recently visited the Eastern Apicultural Society's annual meeting in Amherst, Massachusetts. It was such a great, informative meeting. I can't thank the EAS staff enough for welcoming ABF and offering us a complimentary table. I look forward to seeing them in New Orleans in January at the ABF Conference and Tradeshow.

I was also invited to talk about ABF on the *Beekeeping Today* podcast. It was my first podcast and I was incredibly nervous. Kim Flottum and Jeff Ott did an excellent job keeping me on track and asking questions that I'm sure many beekeepers are interested in. It was very interesting and I'd like to thank Jeff and Kim for the time. I look foward to talking to them both again at the conference, if not before.

Congressman Armstrong from North Dakota has introducted the "Honey Integrity, Verification and Enforcement (HIVE) Act." This legislation will push the FDA to adopt a long-needed Standard of Identity for honey at the federal level. Please support this legislation by writing your local and state representatives. This will help with the manufactured "honeys" that want to call themselves honey by misleading the consumer as to what is in certain products.

We as beekeepers have a pretty small industry. We need to work together more to solidify our industry in the US market. I urge other local, state, and national organizations to work together more to insure we are all working for the common good of all beekeepers, small or large. My phone number is available on our website. Please call me if we can work more together for our sponsors and members.

Thank you for reading and I look forward to seeing everyone in New Orleans in January. Registration for the conference is online at https://abfnet.org/2024-abf-conference-registration/.

Dan Winter
President

New Members

Welcome to the Colony!

We're buzzing with excitement to welcome these new ABF members since January:

Nur Alam Sarkar
Cyndi Allison
Jeremy Anderson
R. Andres Ferreyra
Kate Anton
Danny Antonio
Khokon Apon
Jacqui Bailey
Edward Barajas
Michael Bauer
Kevin Beckman
Matthew Bendig
Mickey Biggs
Venus Borden
Karen Botbyl
Carolyn Bouguet
Phil Breed
Mark Brennecke
Daniel Bressette
Malcolm Brinson
Suzan Bruce
Robin Bugg
John Buono
Darin Burks
Kelsey Burnett
PJ Can
David Carrell
Gayle Claus
Katerine Coffee
William Conlon
Terrie Conrad
Jennifer Coorts
Richard Coy
Iulia Cujba
Michael Cummings
Craig Cummings
Mark Czerczak
Augustinas Dabsevicius
Darlene de la Plata
Carol Ditchkus
Peter Donisanu
Douglas Drmolka
Robert Durkin
Holly Durkin
Kathryn Dvorak
Craig Edgin
Lynne Ellis
Branch Ellison
Malinda Engbarth
Cyrus Enns
Elizabeth Frost
Jeremiah Frye
Carol Gabriele
Ralph Gaeta
Erin Gallogly
Daniel Garrison
Heidi Goodgion
Angelique Grado
Christopher Grammer
Kathleen Grisez
Kimbery Guillemette
Allison Hager
Stephanie Hansz
Raymond Harris
Jonah Hauser
Gail Helhoski
Kirsten Hollstrom
Michelle Holmes-Anderson
Kerry House
Robert Hubbard
Kevin Huckabee
Maureen Jais-Mick
Daniel Johnson
Christine Johnson
Ronnie Jourdan
John Juzbasich
Marylou Kallin
Liz Keay
Heidi Kemp
Kirk Kirksey
Danielle Klein
Doug Koltermann
Jamie Lacouture
Kayla Lambert
Walker Lape
Jeff Lash
Melanie Lentz
German Magana
Kristopher Mallernee
Marty Malone
Robert Marohn
Narwhals Mating MD
Louis Mcintyre
Jim McMahon
Janice Mercieri
Andy Miksa
Michael Mohn
Dave Morehouse
Rob Murray
Victor Ortiz
Ken Parish
Drew Peterson
Roy Peterson
Pojedos Pojedos
Gass Polll Jr.
Christopher Raasch
Eliyah Radzyner
Selena Rampolla
Kylie Rasty
Bobby Redondo
Steven Reid
Judy Rigby
Pete Rizzo
Samantha Robbins
Steven Roberts
Doris Robinson
John Rocheleau
Vladimir Rogozhnikov
Christopher Rosario
Mark Rose
Philip Roy
Michael Rutter
Mendy Sager
K.C. Sanders
Jonna Sanders
Richard Schell
James Scoggins
Johan Sebastian Lopez
Cathlene Shackelford
Arnold Shober
Franklin Simmons III
Ray Slizewski III
Carleigh Smith
Makbu Smith
Carrie Spates
Quentin Stedman
Mark Stricklin
Douglass Sullivan-Gonzalez
Lori Switzer
Bill Thek
Lora Tolman
Tim Trescott
Jeanne Uchno
Tonya Warner
Grace Whitehurst
Hannah Wilken
Mary Will
Alicia Wills
Joann Wray
Martha Yamnitz
Rowdy Yates

Marketing the Beekeeping Industry

We all think about bees constantly, so for us we don't think about how we are viewed from the outside. Everyone loves us for our sweet treats, or admires us for being brave and fearless.

Lately we have been working on legislative issues and a key reality has hit. When we talk to outsiders, everyone's mind quickly goes to a jar of honey, and images of a sweet treat come up. Cute right?

While it's a great image, it really does not have the political clout we need. Even the most ardent honey connoisseur out there considers honey to be great, but not the world changing event bees are. Honey production in the U.S. is around $350 million wholesale. It seems like a huge number, but in Washington DC terms, or any real power arena, it is not much.

Where our power lies, as an industry is pollination. Pollination represents $18 billion of value-added input *on the low side.* Now I am sure many of you are thinking, "but I am not a pollinator"?--this would be an incorrect statement. While not all of us collect or sell honey, every one of us who keeps bees is in fact a pollinator. From the cucumbers in your garden, to the soybean field next to you, or the trees in the woods, our girls are at work. Even if you're not loading your bees on trucks, you are adding pollination value to everything around your hive. For example, we know that soybeans see a 7-12% increase with a pollination rate of 1 hive to the acre. If we work out the math, any hive working soybeans increases the yield by around 6 bushels, that is just one crop! Every fruit tree, vegetable garden, and even plants that other pollinators use, is increased by our bees.

This value added is what we beekeepers need to target. When we talk to people about helping the industry, we need to point out the $18 billion in agriculture products. We need to make the public aware of just how much produce we are responsible for from canola oil, to lavender bouquets, watermelons, and apples.

When we get good at marketing and remind Washington that even though we are tiny, we dominate 30% of the food supply, with a very tiny portion of the population; we can make real progress on topics like mite control, and pesticides. We have to make that clear, I know it is my personal goal for this year. Only when our representatives see us as the $18 billion industry we are, instead of a cute jar of honey, will we be able to leverage our industry.

Charles Linder, ABF Board of Directors

State Delegates Updates

September 12, 2023 will be our next State Delegates call. Dan Winter has agreed to be our guest speaker. Dan will be sharing what ABF does and how they work to benefit beekeepers of all levels. In addition, we will be reviewing the 2024 ABF Conference and Tradeshow. We meet the second Tuesday every other month. We will wrap up the year with our last meeting on November 14, 2023.

Our calls feature guest speakers, an open forum for discussion on what ABF is doing for beekeepers and our industry, as well as delegates sharing what is going on in their states.

State Sponsorships

The New Jersey Beekeepers Association (NJBA) became a Platinum member in 2023. The NJBA works to educate the general public on the benefits and importance of beekeeping, teach members how to become better and more successful beekeepers, and strives to dispel myths and misinformation regarding the honey bee. NJBA is comprised of 10 branches and consists of over 1,000 members. New Jersey has 26 members of ABF including small scale and sideliner. The two state delegates from New Jersey are John Gaut and Stan Wasitowski.

State Events

If you have a state event and would like to share it with ABF members, please send it to Debbie Seib at seibshoosierhoney@yahoo.com. Here are some upcoming state events:

Sept 15-16 Alabama Beekeepers Association Fall Conference

Sept 21-23 Georgia Beekeepers Association's Fall Conference

October 7-8 Washington State Beekeepers Association

October 8 Louisiana State Beekeepers and USDA Lab 27th Annual Field Day

October 14 Omaha Bee Club Fall Convention

October 27-28 The Beekeepers of Indiana Fall Conference and Workshops

October 27-28 Ohio State Beekeepers Conference

October 27-29 Oregon State Beekeepers Association Fall Conference

November 2-4 Wisconsin Honey Producers Association Fall Convention

November 4 Illinois State Beekeepers Association Annual Fall Meeting

November 11 Colorado Beekeepers Association Winter Meeting

If you would like more information about ABF State Delegates Assembly or about state sponsorships, contact Debbie Seib at seibshoosierhoney@yahoo.com. If you are a State Delegate and would like ABF information to share at your event, send an email including estimated numbers to abfnet.org@gmail.com. Please give us three weeks notice.

Regards,

Debbie Seib, Chair
ABF State Delegates Assembly

ABF 2024 Conference and Trade Show

Exciting Conference News...

Registration is now open for our 2024 ABF Conference and Tradeshow with early bird registration rates through October 31, 2023. Pre-registration will close on December 26, 2023. Full conference registration will include a Tuesday night "Dinner and a Show" and Wednesday night "Dinner and Ice Cream Social."

Our focus this year is Education, Fun and New. To provide more education targeted for each level of beekeeping, we have changed our format to include three trackes each day. The tracks will represent commercial, sideline, and small scale; however, each attendee may attend whatever session they are interested in. To see the entire schedule, click here.

The fun will begin on Tuesday evening with a dinner and movie showing videos of beekeepers in their apiaries. The videos are provided by individuals and the National Honey Board. Wednesday evening includes an ice cream social with the Brain Buster Challenge. The Thursday evening outing will be at the House of Blues for fun and socializing and will include a 4-piece band, a magician, face painter, and revelers/greeters. We will be able to walk to the restaurant as it is only a block away.

What's new? For the first time ever, we will be holding a Forklift Certification in both English and Spanish and a Saturday tour of the Baton Rouge Bee Lab. The lab has arranged a special agenda for us including hive inspections in the morning, lunch, and research information in the afternoon.

Our block of rooms at the New Orleans Marriott are booking up fast. You may click here to register online for the discounted rate of $169 per night (plus applicable tax and fees). The hotel is located at 555 Canal Street, New Orleans, LA.

There are several tours that have been arranged for Monday, January 8, 2024, at a special rate. For more information, check out their website.

Watch our website for the schedule, more information, and a link to the registration page.

Registration	Early Bird Rates July 5 - October 31, 2023		Regular Rates Nov 1 - Dec 26, 2023		On-Site Rates	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
Individual Registrants Full Conference	$245.00	$305.00	$295.00	$355.00	$345.00	$405.00
Individual Registrants Day Rate	$150.00	$190.00	$175.00	$215.00	$200.00	$240.00
Student and Educator	$60.00					

We have confirmed many vendors already. If you'd like to Exhibit or Sponsor, please send an email to Regina Robuck at partnershiprelations@abfnet.org.

For all others questions, send an email to Debbie Seib at abfnet.org@gmail.com.

Honey Queen Buzz

We've all heard the Rodgers and Hammerstein song "State Fair"…. "Our State Fair is a great state fair…." August is the heart of fair season for the American Honey Queen and Princess promotions, and they experienced a wide range of GREAT state fairs, county fairs, and other events this month. Fairs bring together so many exciting talking points, messages, and promotional opportunities for agricultural industries, and people are more and more fascinated with honeybees and beekeeping. Having one of our representatives at your fair promoting with your organization brings a higher degree of attention and opportunity to reach thousands of consumers.

What makes a fair promotion successful for the American Honey Queen and Princess? It's the opportunity to meet people, talk about why beekeeping matters to the consumer, farmer, and food supply, and to demonstrate why honey and other hive products belong in every home. The Queen and Princess have proven to increase sales at fair booths, drawn greater crowds, and delivered messaging through media outlets that we often do not have the chance to do otherwise. Consider next year (or this fall) inviting the American Honey Queen or Princess to your fair or festival. Not only is it enjoyable having one of these dynamic spokespersons at your event, but you'll be amazed at what it can do for your exhibit!

Selena and Allison crisscrossed the nation in August reaching fairs in New Jersey, Washington, Indiana, Illinois, Iowa, Kentucky, and Nebraska. Every event is unique and provides special promotional opportunities. Some fairs highlight open hive demonstrations, notably at the county level. Every day, there can be an opportunity for the Queen or Princess to narrate what is happening during the demonstration, field questions, and quell audience fears or apprehensions. Both even stepped into these demonstrations donning their beekeeping suits, provided by the BJ Sherriff Company, completing the demonstrations themselves.

Some fairs highlight honey more specifically, allowing the Queen and Princess to give lengthy stage presentations demonstrating the versatility of honey along with promoting products for sale in the beekeeping exhibits. These stages sometimes are in different locations than sales booths, so our promotion organizers spend time with their fair offices, exhibit superintendents, and others to find these opportunities for the Queens to present and highlight their products.

Honey judging was also a key component of Selena and Allison's fair visits. Do you have a large honey show at your fair? Consider having the Queen and Princess be a judge for this event or to explain the process to fairgoers. Some fairs have auctions for the award winning products, and that is another great opportunity for our queens.

One of the biggest opportunities at fairs is media coverage. Working with your fair's promotional staff and with the media in your area, we can garner a wide range of media opportunities for the industry when the Queen and Princess come to your event. Selena and Allison have spent countless hours preparing for effective media interviews this year, and this is the time of year that we really see those skills in action in higher frequency. Radio and television interviews occur at the fair exhibits, offering the audience the chance to learn about your exhibits and products for sale. Sometimes, there are opportunities to have the Queen or Princess participate in on-site studio interviews at the fair or even at the stations' home offices. Don't shy away from opportunities outside the fair to have the Queen and Princess promote your exhibit and products. You'll be surprised how many fairgoers will tell the Queens that they heard them on the radio or saw them on tv. Media is a powerful tool for our industry and the Queens are well equipped to handle these events.

Applications for the 2024 American Honey Queen and Princess positions were sent to state honey queen chairs this month. We continue to accept preliminary applications from women in states without active programs. Please encourage someone you know in your state to apply at www.abfnet.org. The American Honey Queen Committee is eager to welcome an exciting pool of applicants to the convention in New Orleans!

You can follow all Selena's and Allison's unique promotional opportunities through the American Honey Queen Facebook page. They would love to hear from you there and have you follow along on their adventures. We continue to take your promotional requests for the fall months, so please contact me at honeyqueen99@hotmail.com or 414.545.5514 to schedule a presentation or promotion with Selena and Allison. Happy promoting!

National Honey Board®

National Honey Board Partners with Chef's Roll On New Videos

The National Honey Board (NHB) has recently partnered with Chef's Roll, a media company that specializes in creating inspirational video content for foodservice operators. In order to showcase the story of honey and inspire chefs and foodservice professionals, the NHB and Chef's Roll teams visited Colorado Springs to film a short video featuring a honey producer, Rocky Mountain Bee Supply, and well-known chef and restauranter, Chef Brother Luck. The video takes viewers on a journey "from hive to table", beginning at the hives where honey is being harvested and finishing in the kitchen where Chef Brother Luck is using honey in his dishes. This content will be used in an upcoming social media campaign on Facebook and Instagram to inspire foodservice operators to use more honey in their menu. Check out the video at honey.com.

Images Credit: National Honey Board

RECIPE for August

Honeyed Party Mix

INGREDIENTS:

- 4 cups - rice, corn or wheat cereal squares
- 4 cups - small pretzel twists or sticks
- 2 cups - roasted nuts
- 1/2 cup - butter or margarine, melted
- 1/2 cup - honey

DIRECTIONS:

Combine cereal, pretzels, and nutx in 9x13x2-inch baking pan. Combine butter and honey. Pour over all, tossing lightly to coat evenly.

Bake at 350 degrees F 45-50 minutes, stirring frequently, or until crispy and caramelized. Store tightly covered.

TIP: For Honey-Spice Party Mix, add 1/2 tsp. cinnamon and 1/2 tsp. nutmeg to butter before cooking.

Credit: National Honey Board

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