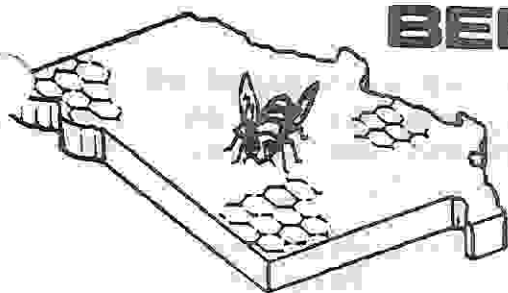


MISSOURI STATE BEEKEEPERS ASSOCIATION



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SEPTEMBER 1987

NUMBER 3

DEAR BEEKEEPERS,

The Fall State Meeting is scheduled for Saturday, October 17, at the Union Ballroom at Northwest Missouri State University in Maryville. The agenda for the meeting is found on the last page of this newsletter. Also information on motel rates are on the agenda page. Please note that twenty rooms have been reserved at the Best Western University Inn for beekeepers until October 12. Please make your reservations right away. HOPE TO SEE YOU THERE!!!

* * * * *

1987 Missouri State Fair

The honey booth and exhibit at the Missouri State Fair this year was a huge success. The profits were a respectable \$555.82. But even more important the participation by beekeepers as exhibitors and workers was outstanding!! This was the first year for both individual and group competition. In the individual competition catagories 30 people entered 92 exhibits. In the group competition 25 people entered 51 exhibits. This comes to a total of 143 exhibits!!

By comparison, in 1986 only 9 people entered 16 exhibits;
in 1985 15 people entered 43 exhibits;
in 1984 21 people entered 86 exhibits;
in 1983 23 people entered 51 exhibits;
in 1982 11 people entered 25 exhibits.

Mr. Jim Hausam was in charge of the association's honey selling booth and once again did an outstanding job. THANK YOU, JIM!!! And also THANK YOU to the many beekeepers who assisted him!!!!

The 1987 American Honey Princess Pennie Jayne Reece appeared at the State Fair on Friday afternoon, August 21, and all day on August 22. She gave demonstrations and interviews and talked to many fairgoers. She was assisted by Yvonne Solt.

On Friday and Saturday, August 28 and 29, Mike Vanarsdall and his mother Laura made hand-dipped beeswax candles. Many people stopped to chat with Mike and watch him make the candles. It was an excellent demonstration!

CONGRATULATIONS . . . CONGRATULATIONS . . . CONGRATULATIONS . . .

Special Grand Champion Ribbons were awarded to the outstanding exhibitors who won the most premium money in Apiary Products.

GRAND CHAMPION INDIVIDUAL COMPETITION - Roger Nichols

GRAND CHAMPION GROUP COMPETITION - Midwestern Beekeepers Association

The following are the winners in each class of individual competition in Apiary Products.

Display of Apiary Product (Class 1) — Roger Nichols

Points awarded for this class in determining the champion ribbon were the average of all points awarded in classes 2 - 14. For example, if an exhibitor earned a total of 975 points in classes 2 - 14, then his point total would be 75 for class 1. (975 divided by 13 classes)

Store Display (Class 2)

1st Place	Charles Wills
2nd Place	Roger Nichols
3rd Place	Michael Bean
4th Place	Sharon Gibbons
5th Place	Dean Sims
6th Place	Vernon Reynolds

Display of Light Extracted Honey (Class 3)

1st Place	Roger Nichols
2nd Place	Charles Wills
3rd Place	Jim Stokes
4th Place	Ben Hartmann

Cut Comb Honey (Class 4)

1st Place	Charles Wills
2nd Place	Wayne Atkins
3rd Place	Tom Dixon
4th Place	Roger Nichols

Light Bulk Comb Honey (Class 5)

1st Place	Tom Dixon
2nd Place	Roger Nichols
3rd Place	Charles Wills
4th Place	Curtis Weston

Dark Bulk Comb Honey (Class 6)

1st Place	Roger Nichols
2nd Place	Tom Dixon

Light Extracted Honey (Class 7)

1st Place	Sharon Gibbons
2nd Place	Jim Stokes
3rd Place	John Boehholz
4th Place	Tom Dixon and Roger Nichols

Dark Extracted Honey (Class 8)

1st Place	Sharon Gibbons
2nd Place	Charles Wills
3rd Place	Tom Dixon
4th Place	Clayton H. Johnson

Sealed Honey, White (brood size frame - Class 9)

1st Place	Charles Wills
2nd Place	Roger Nichols

Sealed Honey, White (shallow depth honey frame - class 10)

1st Place	Charles Wills
2nd Place	Roger Nichols
3rd Place	Clayton H. Johnson
4th Place	Michael Bean

White Candied Honey, Unwhipped (Class 11)

1st Place	Roger Nichols
2nd Place	Charles Wills
3rd Place	Michael Bean

White Beeswax (Class 12)

1st Place	Charles Wills
2nd Place	Roger Nichols
3rd Place	Wayne Atkins

Yellow Beeswax (Class 13)

1st Place	Roger Nichols
2nd Place	Charles Wills
3rd Place	John H. Steffens
4th Place	Vernon Reynolds

Queen and Her Bees (Class 14)

1st Place	Charles Wills
2nd Place	Roger Nichols

The following are the winners in the group competition in Apiary Products. The name in parenthesis is the individual who entered honey on behalf of the local association.

Cut Comb Honey (Class 4)

1st Place	Midwestern	(Glenn Davis)
2nd Place	Missouri Valley	(Glenn Talley)
3rd Place	Boone Regional	(Wayne Atkins)

Light Bulk Comb Honey (Class 5)

1st Place	Midwestern	(Glenn Davis)
2nd Place	Missouri Valley	(Glenn Talley)

Dark Bulk Comb Honey (Class 6)

1st Place	Missouri Valley	(Glenn Talley)
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Light Extracted Honey (Class 7)

1st Place	Midwestern	(Paul Garrett)
2nd Place	Ozark	(Truman Hardin)
3rd Place	Ozark	(Paul Drake)
4th Place	Midwestern	(Roger Nichols)

Dark Extracted Honey (Class 8)

1st Place	Eastern Missouri	(Ken Corbin)
2nd Place	Boone Regional	(Clayton H. Johnson)
3rd Place	Midwestern	(Glenn Davis)
4th Place	Midwestern	(Edward Fisher)

Sealed Honey, White (brood size frame - Class 9)

1st Place	Midwestern	(John Steffans)
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Sealed Honey, White (shallow depth honey frame - Class 10)

1st Place	Midwestern	(Glenn Davis)
2nd Place	Boone Regional	(Clayton H. Johnson)

White Beeswax (Class 12)

1st Place	Midwestern	(Roger Nichols)
2nd Place	Midwestern	(Glenn Davis)
3rd Place	Boone Regional	(Wayne Atkins)

Yellow Beeswax (Class 13)

1st Place	Midwestern	(Glenn Davis)
2nd Place	Boone Regional	(Wayne Atkins)
3rd Place	Midwestern	(Roger Nichols)
4th Place	Missouri Valley	(Glenn Talley)

Queen And Her Bees (Class 14)

1st Place	Midwestern	(Glenn Davis)
2nd Place	Boone Regional	(Flerney Jones)

The following winners took part in the Honey Cookery competition.
There was no group competition in Honey Cookery.

Special Champion Ribbon to the Outstanding Exhibitor in Honey Cookery

Louise K. Johnson of Columbia, Mo.

This ribbon is decided by the total ribbon points gained by an exhibitor — 4 points for 1st place, 3 points for 2nd, 2 points for 3rd, and 1 point for 4th.

General Display of Uses of Honey in Food Products - Class 16

1st Place	Ross Hampton
2nd Place	Louise K. Johnson
3rd Place	Brenda Danuser

Honey Fruit Cake - Class 17

1st Place	Jessie Lee Sterle
2nd Place	Brenda Danuser
3rd Place	Louise K. Johnson
4th Place	Joanne Davis

Light Honey Cake - Class 18

1st Place	Sarah Patterson
2nd Place	Sharon Gibbons
3rd Place	Louise K. Johnson
4th Place	Paula Hampton

Dark Honey Cake - Class 19

1st Place	Sarah Patterson
2nd Place	Louise K. Johnson
3rd Place	Ross Hampton
4th Place	Kimberly Eads

Box of Assorted Honey Cookies - Class 20

1st Place	Ross Hampton
2nd Place	Louise K. Johnson
3rd Place	Sarah Patterson
4th Place	Kimberly Eads

Box of Assorted Honey Candies - Class 21

1st Place	Ross Hampton
2nd Place	Louise K. Johnson

Loaf of Honey Whole Wheat Bread - Class 22

1st Place	Juanita Thompson
2nd Place	Jessie Lee Sterle
3rd Place	Brenda Danuser
4th Place	Paula Soldanels

Loaf of Honey Quick Bread - Class 23

1st Place	Louise K. Johnson
2nd Place	Jessie Lee Sterle
3rd Place	Juanita Thompson
4th Place	Sarah Patterson

CONGRATULATIONS TO ALL OF THE WINNERS!!!!

THANK YOU to Mr. Joe Francka, the Superintendent, and Mr. Charles A. Simonds, the Judge, of the Apiary Products competition. Also THANK YOU to Loretta Weiler, the Superintendent, and Viola Young, the Judge, of the Honey Cookery competition. Without their hard work and expertise there would have been no competition.

1987 APICULTURE EXHIBIT

<u>Categories</u>	<u>Available</u>	<u>Gave Away</u>	<u>Turned Back</u>
Individual Comp.	\$ 501	\$ 406	\$ 95
Group Comp.	501	174	327
Honey Cookery	277	251	26
TOTALS:	\$1279	\$ 831	\$ 448

1987 Honey Booth

Income:

Total Sales	\$5,147.50
Cost of Sales	<u>3,557.70</u>

GROSS PROFIT

\$1,589.80

Expenses:

Booth Rent	\$350.00
Labels	64.00
Fair Passes	136.00
Sales Tax	304.65
Sedalia Cold Storage	30.00
Signs	60.00
Meals	24.00
Lodging	40.00
Supplies	15.30
Phone Calls	<u>10.03</u>

TOTAL EXPENSES

1,033.98

PROFIT

\$ 555.82

OLD BUSINESS - AMENDMENTS TO THE BY-LAWS

At the 1987 spring meeting the executive board voted and presented to the membership proposed revisions to the by-laws. These proposed revisions are included in this newsletter as required by Article XI of the by-laws. They will be presented to the membership at the fall meeting in Maryville under "Old Business" for a vote.

Below are given the Articles and Sections in their present form that will be affected by the revisions. The proposed revisions are given in parentheses.

Motion to amend the By-Laws to read as follows:

Article V Section 1

President
First Vice President - Programs
Second Vice President - Nominating
Secretary
Treasurer
Editor

President
(Vice President)
(Program Chairman)
Secretary
Treasurer
Editor

Section 2

The officers shall be elected from the members of the association for a term of one year.

(Same sentence ending with a coma and continuing ",except President and Vice President will each serve 2 years with the Vice President succeeding to President.")

Section 3

There shall be three Directors who, with the elected officers, shall serve with the Executive committee.

(Change this first sentence to read "four (4) Directors". Add last sentence to read: "The fourth Director shall be the outgoing President who will serve two (2) years.")

Article VI Section 2

The First Vice President shall perform the duties of the President in his absence. He shall be chairman of the Program Committee and he shall assume the presidency if it should become vacant.

(Delete "The First" in the first sentence. Delete "He shall be chairman of the Program Committee" from the second sentence.)

(Add Section 2A — "The program chairman shall be responsible for developing the program for the spring and fall meetings.")

Section 3

The Second Vice President shall perform the duties of the First Vice President if he is absent or incapacitated. He shall be chairman of the Nominating Committee.

(Delete "First" making the sentence read "Vice President".)

Article VII Section 1

The Executive Committee shall be composed of the officers of the Association and the three Directors elected as provided in Article V of these By-Laws.

(Change to read "four Directors".)

NOTE: The above revisions were recommended by the executive committee as a means for providing administrative and management continuity.

* * * * *

USDA NEWS FEATURE - July 1987

MENTHOL RELIEVES BEES' BREATHING TUBES OF DAMAGING MITES

Washington--Cough drops for bees?

Not exactly. But the same menthol that soothes sore throats and makes breathing easier during head-cold season also helps honey bees free their breathing tubes of harmful mites.

Menthol fumes kill mites living, feeding and reproducing in bee breathing tubes in just three weeks, said the U.S. Department of Agriculture's William T. Wilson. A wire-mesh packet of menthol crystals, placed in each infested hive, releases the fumes.

Mites block the oxygen flow to a bee's flight muscles so infested bees don't fly well, said Wilson, an entomologist for USDA's Agricultural Research Service.

"If they can't fly, they can't collect the nectar they need to make honey," he said. He heads this honey bee research at the agency's Subtropical Agricultural Research Laboratory in Weslaco, Texas.

"Fumes don't hurt honey bees, but irritate them enough to make them fan their wings," he said. "Of course, this is what we want because fanning spreads menthol fumes around the hive."

Because menthol is usually used in products like cough drops, he said, using it as a pesticide to kill mites would constitute a new use under the law and would require registration by the Environmental Protection Agency.

Honey bee losses to mites could seriously threaten the \$150 million a year U.S. honey industry, according to Wilson.

Since 1984 the parasite has spread from Mexico to 31 states in all but the Rocky Mountain region. A common practice of northern beekeepers--bringing bees south for the winter--has moved the mite northward, Wilson said.

Because of the potential for purchasing infested bees from the south, northerners starting out in the business have stopped buying queens or hives from southern breeders. Several dozen breeders have been driven out of business, Wilson said.

Some states have gotten rid of the mite by destroying infested hives--a costly practice. Threats of reinfestation or further spread still remain, the scientist said.

Treatment of an infested hive would cost only 50 cents to a dollar--a reasonable cost to a beekeeper, Wilson said. Flavor and quality of honey are unaffected, he said.

* * * * *

The National Honey Board

9595 Nelson Road
Box C
Longmont, CO 80501
(303) 776-2337

August 28, 1987

FOR IMMEDIATE RELEASE

Contact: Mary Humann

(303) 776-2337

Consumers are echoing what honey producers have said all along - - there just is no substitute for honey.

In a recently conducted consumer market research study sponsored by the National Honey Board, over 55 percent of honey users said that while they frequently use other sweeteners and syrups, there was no substitute for honey.

The consumer market research, which will be used to help guide the National Honey Board's promotional plans, profiled the current honey buyer and analyzed the attitudes of over 5,000 honey users and nonusers.

The study, conducted by Associated Marketing of Chicago, reported that the average U.S. honey user tends to be older, middle income and living in a smaller household. Children between the ages of 6 and 17 tend to be present in honey user homes to a greater extent than homes with small children under 6 years of age.

-more-

Geographically, the study showed the South, West and the Northeast as the strongest honey markets. Furthermore, Markets with populations of 50,000 to 1 million tend to have higher honey use than larger metropolitan or smaller rural areas.

Approximately 33.5 percent of U.S. households (approximately 30.3 million households) made one or more purchases of honey in the past year. The typical honey user purchased honey 2.6 times in the past year or about every 4 to 5 months. Approximately 36 percent of all buyers claimed only one honey purchase in the past year.

The winter months were identified as the peak usage period among 45.4 percent of the households studied. However, nearly 49 percent of the homes indicated a stable, year round use of honey.

Honey is being primarily used at breakfast with 82 percent of the users claiming use of honey at the morning meal. Use of honey at dinner was mentioned by 42.4 percent of the users.

Honey was frequently claimed to be used (in 64 percent of the user homes) when an illness occurred. Honey was also commonly served at nonholiday guest meals (42.4 percent of households) and used as a gift (24.2 percent of households).

-more-

Page 3

Honey buyers said that they prefer glass containers in 55 percent of the cases and plastic containers in 42.4 percent. Their most recent purchases, however, were in glass jars in 64 percent of the transactions and in plastic containers in 33 percent.

Nonusers of honey primarily perceive honey to be used as a spread/topping or as a sweetener. Ingredient usage accounted for 44 percent of nonuser responses.

Honey users use honey as an ingredient in 88 percent of the households with uses of honey on meat/poultry products and in baking dominating the ingredient usage.

Honey users use honey as a spread or topping in 82 percent of the households. Most frequently, honey users said that they used honey to top a biscuits, bread or waffles. Beverages are sweetened by honey in 73 percent of the user households with hot tea being the most common beverage.

When asked why they did not buy honey more often, 64 percent of honey users responded that "they didn't use that much" or "it goes a long way".

Honey users said that they like honey because of its taste and flavor and because it is natural. About one third of nonusers said that they did not like the taste of honey.

-more-

Page 4

Over 90 percent of honey users said honey is convenient and easy to use. And, honey users consider the honey to be a good value.

"The National Honey Board will use the consumer research data to build on the strengths of current honey usage," said Bill Gamber, chairperson of the National Honey Board's Advertising and Public Relations Subcommittee.

"Also, this research will serve as a benchmark. In the years to come, this research can be repeated to measure the effectiveness of the National Honey Board and its programs geared at increasing the positive attitudes toward honey," Gamber said.

The National Honey Board also sponsored a study to determine the conditions encountered by the consumer when he purchases honey.

The honey retail distribution study, also conducted by Associated Marketing, showed that honey was on display in virtually all large volume major market supermarkets.

In 34.8 percent of all stores, honey was stocked with syrups. Honey was frequently stocked near jellies or on a shelf with or next to peanut butter.

-more-

Page 5

Sticky honey containers were found in 21.8 percent of all stores, while packages showing crystallization of honey were on display in 28.4 percent of the stores.

The container conditions varied substantially by geographic area. New England, the East Central and Pacific regions all showed above average sticky and crystallized containers on display.

In the East North Central, the sticky condition was 34 percent above average with crystallization 20 percent below average.

Crystallization appeared more frequently in the West, North Central, the Mountain and the Middle Atlantic areas.

"The National Honey Board embarked on these honey marketing research studies in order to find the best ways to target its promotional funds," said Dan Hall, manager of the National Honey Board. "The results of these studies will help the Board target promotional efforts and get more results for each dollar spent."

##mrh##

The National Honey Board

9595 Nelson Road
Box C
Longmont, CO 80501
(303) 776-2337

August 28, 1987

Contact: Mary Humann

FOR IMMEDIATE RELEASE:

(303) 776-2337

The National Honey Board plans to reintroduce an old-time favorite -- biscuits and honey.

The National Honey Board, in cooperation with General Mills' Bisquick baking mix, will soon launch a consumer magazine advertising campaign featuring a honey cornmeal biscuit topped with honey butter and honey.

The full page, color advertisements will appear in the November and December issues of consumer magazines including Better Homes and Gardens, Family Circle, Good Housekeeping, Ladies Home Journal, Reader's Digest and Woman's Day.

The ad will reach over 50 percent of adults 35 years and older, a total of 122.9 million people.

-more-

(continued on page 18)

MISSOURI STATE BEEKEEPERS ASSOCIATION
 Fall Meeting - October 17, 1987
 Maryville, Missouri

Northwest Missouri State University

Union Ballroom

A.M.

8:30 - 9:00 Registration

9:00 - 9:05 Meeting called to order - Mr. Walter Bigelow, President, Mo.
 State Beekeepers Association

9:05 - 9:10 Invocation - Mr. Walter Bigelow

9:10 - 9:20 Welcome and Introductions - Mr. Walter Bigelow

9:20 - 10:20 Problem Products and Materials Used By Beekeepers -
 Mr. Marion Ellis, State Apiculture Specialist, Nebraska
 Dept. of Agriculture, Lincoln, Nebraska

10:20 - 10:45 Break

10:45 - 11:45 To be announced

11:45 - 1:15 Lunch (on your own)

P.M.

1:15 - 2:00 Beekeeping in Nebraska - Mr. Marion Ellis

2:00 - 2:30 State Fair Report - Mr. Joe Francka, State Entomologist,
 Mo. Dept. of Agriculture, Jefferson City, Mo. and Mr. Jim
 Hausam, Treasurer, Mo. State Beekeepers Association

2:30 - 3:00 Business session

3:00 - Attendance prizes and adjournment

Everyone is invited to attend the Executive Board Meeting at 7:30 p.m.
 on Friday, October 16 at the Best Western University Inn.

The Headquarter Motel will be the Best Western University Inn, 2223
 South Main, Highway 71 South, Maryville, Missouri 64468. Room rates are
 2 persons (2 queen size beds) \$42. Single rates are \$33. Twenty rooms
 have been reserved until October 12. Please make reservations early.
 Phone 816-562-2002 or 1-800-528-1234.



(continued from page 16)

As an added bonus, honey-raisin biscuits and honey butter were featured on Bisquick's box panels from April to September. Over 25.4 million packages included the honey recipes.

To follow up the ad campaign, the National Honey Board will place a honey recipe card insert into 4 million packages of Bisquick to be distributed in January and February.

"Cooperative advertising helps to stretch the promotional dollars," said Mary Humann, National Honey Board public relations director. "And, a nationally recognized convenience product like General Mills' Bisquick is a perfect partner for honey."

MISSOURI STATE BEEKEEPERS ASSN.
619 Mendelssohn Drive
Kirkwood, Missouri 63122

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