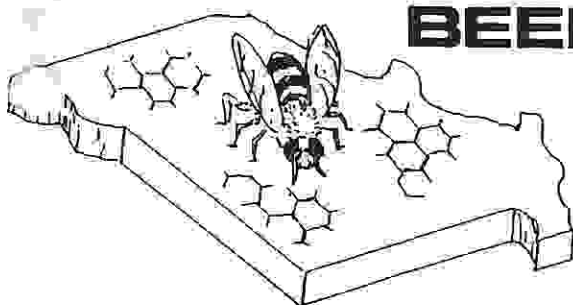


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VOLUME 27

QUARTERLY NEWSLETTER
WINTER, 1989-1990

NUMBER 4

DEAR BEEKEEPING FRIENDS:

HAPPY NEW YEAR and best wishes to all for a successful beekeeping year. The start of a new decade is significant. We all need to pause and reflect on all the things we have learned in the past decade. Even in the past year, changes have occurred so rapidly, that newsletters are outdated before they go to press. What we need are good local and state beekeeping organizations to inform and educate beekeepers. Membership has decreased at all levels. We all talk about being too busy. Will we be too busy when all our colonies have died from mite infestations? I'm tired of hearing from some beekeepers, that the reason they don't belong to an organization is because "they only have a couple of colonies of bees". It is just as important to know the latest developments in beekeeping, if you have one colony or one thousand colonies; but most of all, it is important to be considerate to your fellow beekeeper. The predictions for the new decade is that the hobbist beekeepers will be non-existent by the next decade. If you want to stay in beekeeping, you must be informed, and there is no better way than to stay in contact with other beekeepers in your area through your beekeeping clubs. We work hard to put together an interesting program for the Spring and Fall meetings; but it doesn't work unless you are there too!!

DON'T BE A DROPOUT!!! RENEW TODAY AND BRING IN A NEW MEMBER TOO!

MSBA SPRING MEETING
MARCH 17, 1990

RAMADA INN AT 1100 VANDIVER DRIVE
COLUMBIA, MO.

CONGRATULATIONS TO THE NEWLY ELECTED OFFICERS

PRESIDENT	MIKE VANARSDALL	SIBLEY, MO
VICE PRESIDENT	GLENN DAVIS	BLUE SPRINGS, MO
PROGRAM CHAIRMAN	LARRY HENSLEY	FLORISSANT, MO
SECRETARY	JIM THAXTER	MOBERLY, MO.
TREASURER	JIM HAUSAM	LINCOLN, MO.
EDITOR	SHARON GIBBONS	BALLWIN, MO.
BOARD MEMBERS:		
THREE YEAR	GLENN STAGGS	ROLLA, MO.
TWO YEAR	CHARLIE WILLS	SPRINGFIELD, MO.
ONE YEAR	ROGER NICHOLS	RAYTOWN, MO.
AT LARGE	NEAL BERGMAN	KENNETT, MO

CONGRATULATIONS ALSO TO:

JIM THAXTER who was named BEEKEEPER OF THE YEAR. Sorry, Jim, no picture was available.

SHARON GIBBONS; who was elected by the nominations committee for the National Honey Board to be the alternate member from Region 5. Binford Weaver was elected member for this region which represents the states of Texas, Oklahoma, Mississippi, Tennessee, Louisiana, Arkansas, and Missouri. This will be for one year to complete the term of Morris Weaver and Pat Astor who resigned. Approval is needed from the U.S. Secretary of Agriculture before they are seated.

VIDEOTAPE REVIEW:

"What's Buzzin'," a new videotape which also includes a teacher's guide and worksheet is now available from the National Honey Board. It has been purchased by the MSBA for our tape library for use by local associations or individual members. We viewed the tape at the November meeting of the Eastern Mo. Beekeepers, and we all agreed that it is the best educational tape on beekeeping made to date. We now have a way of reaching many children to promote beekeeping without the need for manpower. For those of us who enjoy and have time to educate within the schools, we have another tool to use. It is aimed for the 4th grade to 6th grade level; but even adults will find it interesting and informative. I have made copies and have given the tape to several schools and also the Dept. of Agriculture. If you wish your own copy, please contact the National Honey Board at 421 21st Ave., Suite 203, Longmont, Co. 80501. The cost is \$15.00, or contact John Hartman, Rt. 5, Box 714, Jefferson City, Mo. 65109 to rent the tape.

MISSOURI STATE BEEKEEPERS ASSOCIATION
SPRING MEETING - MARCH 17, 1990
RAMADA INN ON I70 (1100 VANDIVER DRIVE)
COLUMBIA, MO

PLEASE SUPPORT THE ASSOCIATION BY STAYING AT THE RAMADA INN AND EATING LUNCH THERE ON SATURDAY. WE GET THE MEETING ROOMS FREE BECAUSE WE ARE USING THE HOTEL FOR SLEEPING ROOMS AND LUNCHEON. REGISTER EARLY A.M.

- 8:30 - 9:00 REGISTRATION (COFFEE AND ROLLS PROVIDED)
- 9:00 - 9:05 MEETING CALLED TO ORDER - MR. MIKE VANARSWALL, PRESIDENT
- 9:05 - 9:15 INVOCATION & WELCOME
- 9:15 - 10:15 "HOW NOT TO SHOT YOURSELF IN THE FOOT", PROBLEM PRODUCTS AND MATERIALS USED BY BEEKEEPERS. MR. MARION ELLIS, NEBRASKA STATE APIARIST
- 10:15 - 10:45 BREAK
- 10:45 - 11:45 "BEESWAX SCULPTURE". PUT THAT BEESWAX TO GOOD USE BY MAKING LIFELIKE SCULPTURES OF ANIMALS AND OTHER ITEMS. YOU CAN NOW WIN MORE RIBBONS WITH YOUR WAX OR SELL THE ITEMS TO MAKE MORE MONEY WITH YOUR WAX. PRESENTED BY MR. KURT GROSS, STATE INSPECTOR FROM ILLINOIS AND EDITOR OF THE ILLINOIS STATE BEEKEEPERS NEWSLETTER.
- 11:45 - 1:15 BUFFET LUNCH (SERVED IN ADJACENT ROOM)
FRIED CHICKEN, MASHED POTATOES/GRAVY, GREEN BEANS
ALMONDINE, FRESH ROLLS, TOSSED SALAD, ICED TEAS & COFFEE
- P.M.
1:15 - 2:00 "BEEKEEPING IN NEBRASKA", SUCCESSFUL BEEKEEPING PRACTICES FOR KEEPING BEES IN COLDER CLIMATES BY MR. MARION ELLIS.
- 2:00 - 2:15 BREAK
- 2:15 - 2:45 HONEY BOARD UPDATE BY SHARON GIBBONS.
- 2:45 - 3:30 SPECIAL SPEAKER TO BE ANNOUNCED AT MEETING.
WE WILL NOT KNOW UNTIL EARLY SPRING IF HE WILL BE ABLE TO COME TO THE MEETING, BUT WE ARE 90% CERTAIN HE WILL.
- 3:30 - 4:00 BUSINESS SESSION
- 4:00 - ATTENDENCE PRIZES AND ADJOURNMENT

EVERYONE IS INVITED TO ATTEND THE EXECUTIVE BOARD MEETING AT 7:30 P.M. ON FRIDAY, MARCH 16, 1990 AT THE COLUMBIA RAMADA INN.

SEE ENCLOSED FORM FOR LUNCH RESERVATIONS.

THE COST OF THE ROOMS IS \$48 FLAT RATE FOR UP TO 4 PEOPLE PER ROOM.

PLEASE REGISTER EARLY. THE HOTEL IS HOLDING 40 ROOMS FOR OUR GROUP UNTIL FOUR (4) WEEKS PRIOR TO THE MEETING. YOU MUST MAKE YOUR RESERVATIONS EARLY TO GUARANTEE THAT YOU WILL HAVE A ROOM.

CALL (314) 449-0651 AND IDENTIFY YOURSELF AS A MEMBER OF THE MISSOURI STATE BEEKEEPERS ASSOCIATION.

Farming Choices Conference

March 2-4, 1990

10:00 a.m. to 6:00 p.m. daily

Midway Exposition Center

On I-70, 2 miles west of Columbia

Special Programs by University Specialists

Saturday, March 3—11:00 a.m.-5:00 p.m.

Sunday, March 4—1:00 p.m.-5:00 p.m.

Is Farming Destroying Your Love Life?

Alma Owen, Small Farm Family Specialist, Lincoln University

The Future of Organic Agriculture in Central Missouri

By a special guest speaker

Trends in Farm Size in Missouri

Rex Campbell, Rural Sociology, MU

Agricultural Labor Laws

Ken Wright, Law Extension, MU

Marketing Alternative Agricultural Products

Ron Macher, Missouri Alternatives Center

How to Market Your Farm Products

Steve Meyer, Agricultural Economics, MU

Does Low Input Sustainable Agriculture Fit Your Need?

John Ikerd, Center for Sustainable Agriculture Systems, MU

The Need for Rural Development in Central Missouri

Daryl Hobbs, Office of Social and Economic Data Analysis, MU

Research at MU on Alternative Crops

Ken Schneeberger, Agricultural Experiment Station, MU

Are Alternative Crops Profitable?

Dyemyle Marsh, Horticulture Specialist, Lincoln University

What Will Be the 1990 Farm Bill?

Abner Womack, Food and Agriculture Policy Research Institute, MU

Is our Water Safe to Drink?

Charles Fulhage, Agricultural Engineering, MU

Booths

Come and visit with experts who have first-hand experience with these topics—

- Agro-Forestry/Nut Trees
- Angora Goats
- Christmas Trees
- Dairy Goats
- Exotic Animals
- Fee Hunting
- Fruit & Vegetable Production/Marketing
- Greenhouse Production
- Herb Production & Marketing
- Organic Farming
- Rabbits
- Sheep
- Shiitake Mushrooms
- AgriMissouri/Best of Missouri Farms
- Small Farm Agriculture
- Farm Woodlot Management
- Sustainable Agriculture

(More booths will be added)

[Bee Keeping - we need help!]
University of Missouri-Columbia
and Lincoln University

at the
**Missouri
FARM FESTIVAL**

Sponsors: Missouri Farm Bureau, MFA, Inc., Missouri Department of Agriculture, University Extension, University of Missouri-Columbia & Lincoln University and Mizzou College of Agriculture.

For Farming Choices Information —

Contact: Rex Campbell, Dept. Rural

Sociology 101 Sociology Bldg. ILM C

LETTER FROM THE PRESIDENT

The Fall Meeting was filled with a lot of useful information. Leo Erickson's presentation "Chemistry Honey" was very interesting. Leo had a fine way of feeding bees, which didn't get explained in detail because time was running short.

Candy boards are probably one of the oldest and most effective means of feeding. Since the price of sugar went up, it is not feasible to feed sugar. One of the points he touched on, was the fact that a small amount of dextrose can be added to your high fructose syrup, causing it to set up or crystalize. The advantage to candy boards are as follows:

1. Can be made on cold days inside the shop.
2. Less mess and less time applying to the bees.
3. Slower, more prolonged stimulation in the spring.

Talking bees and related products have always interested me. In these last few years, all we have heard is gloom and doom. Well, there has been some good news, such as the price of honey. Sioux Honey Assn. is buying honey from producers other than their own members; causing the price to be higher than buy-back rates. It's a good thing that Americans are again eating American Honey. Maybe some of the walls in the beekeeping industry are being broken down. Beekeepers have relied on government programs for 12 years now. Hopefully we soon can get back on track, get supply and demand back to work. The following article clipped from the American Bee Journal, [Oct. 87], sums up the views of many producers.

"NOT A CRY BABY"

In Pat Powers' article "After seeing Africanized Honey Bees in Venezuela in 1986", I object to his statement "Beekeepers will settle back to being successful cry babies of not much consequence in the scheme of things."

In the almost 30 years since the introduction of African Bees in Brazil, the scientists certainly have not done much to slow the AHB progress north. For one thing, USDA/ARS should have been prepared to try a bee barrier zone when the AHB arrived at the Panama Canal Zone.

With today's technology, I do not understand why someone has not developed a microchip to fasten to the queen in the hive without opening the colony.

Most regulators tend to over-regulate to increase their budgets and keep their jobs. The recent mite scare is prime example. More economic harm has been done to commercial beekeepers by regulators trying to make a name for themselves than the honey-bee tracheal mite would ever have caused.

When the AHB arrives in the U.S., successful commercial beekeepers and knowledgeable hobbyist beekeepers will be the first line of defense. Our job is to convince the general public we are their friends and not the enemy.

As a beekeeper, my biggest fear is regulations that may be placed on us by an uninformed public.

Thanks for letting me get this off my chest.

Not a Cry Baby,

HOWARD WEAVER & SONS, Morris Weaver
Rt. 1, Box 24, Navasota, Texas 77868-9701

Since this editorial reply, the ABJ has had an article about fastening microchips to drone honeybees.

Glenn Davis was elected Vice-President at the recent fall meeting. He will be in this position for two years as my back up, and then will assume the presidency in the fall of 1991. Glenn has been president of the Mid-Missouri Beekeepers Assn. and has done a wonderful job.

Sorry, the holiday season is coming so quickly, since this means that it is time to renew your membership in the Missouri State Beekeepers Assn. You will find a renewal form attached to this newsletter. Expanding our membership is the best and easiest way to keep dues low. Your contribution provides a meeting place to enable such colorful speakers as Clarence Feeney to entertain us.

Well, so long for now, Until next time.

Sincerely,

Mike Vanarsdall.

MEMBERSHIP RENEWAL TIME

It is now time to renew your membership for 1990. If you belong to a local association, please renew through your local association at \$3.00 a year. If you don't, please renew through Jim Hausam at \$4.00 a year. We continue to have the least expensive membership dues for any state beekeeping organization in the U.S. If anyone knows of someone who has renewed in 1989, but has not received their newsletters, please contact me. Although I make every effort to maintain an accurate membership list, mistakes are made.

Sharon Gibbons, Editor

ENCLOSED IS \$ _____ FOR _____ YEARS OF MEMBERSHIP.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

MAIL TO: JIM HAUSAM, TREASURER
P.O. BOX 141
LINCOLN, MO. 65338

CALENDER OF UPCOMING EVENTS

American Honey Producers, Jan. 9-13, 1990, Tucson, Arizona
 American Beekeeping Federation, Jan. 15-19, 1990, Las Vegas, Nevada
 Farming Choices Conference, March 2,3,4, 1990, Columbia, Mo.
 Evening With AgriMissouri, March 7, 1990, Jeffersom City, Mo.
 Beginner's Beekeeping Class, March 12, 19, 26, April 2, 1990, Union, Mo.

Contact Mo, Extention Office at Union

MISSOURI STATE BEEKEEPERS SPRING MEETING, Mar. 17, 1990, Columbia, Mo.
 Missouri State Fair, August 16-26, 1990 Sedalia, Mo.
 Salute to Agri-Missouri Day, Sept. 8, 1990, Columbia, Mo.
 MISSOURI STATE BEEKEEPERS FALL MEETING, Oct. __, 1990, Springfield, Mo.

If anyone has additions to the calender, please contact the editor. The dates of the Agri-Missouri activities include MSBA participation as a commodity group. Any beekeepers who would like to participate should contact Mike Vanarsdall or myself, Sharon Gibbons.

SCIENCE NOTES

THE WASHINGTON POST

THEORY ON BEES' 'RAIN': From nests high in the Southeast Asian jungle, tens of thousands of bees periodically rise in a swarm and in glorious unison, defecate.

This bizarre ritual was first identified four years ago as the source of "yellow rain", the toxic deposits previously thought to be the result of chemical warfare. But why Asian bees take these mass defecation flights has remained a mystery.

In a recent issue of the British journal *Nature*, Peter Kevan of University of Guelphi in Ontario and Malaysian researcher Makhdrir Mardan offers an explanation. Jungle bee hives, they say, become so hot at times that the lives of the larvae inside are endangered. To remove heat, adult bees leave the nest and dump up to 20 percent of their body weight and heat.

"If the conditions are right---if it's hot, humid, and very still---they might do it almost daily," Kevan said. "It's a very short-lived phenomenon. They fly in arcs about 20 meters away from the nest for between five and six minutes."

Kevan and Mardan found that the flights generally occurred between 9 a.m. and noon and between 4 p.m. and 6 p.m., when temperatures were at a height. The flights can involve as many as 25,000 bees per nest. One tree may hold as many as 20 nests.

European bees, which are the common honeybee in the United States, perform a similar ritual in much smaller numbers and only then in the spring to relieve the constipation following a long winter of hibernation.

Honey harvest is sweet success in Missouri

The 1989 honey harvest went well in Missouri, according to Jim Anderson, horticulture marketing specialist with the State Department of Agriculture.

"This year's crop has great color and excellent flavor," Anderson says, adding that production ranged between 65 and 100 pounds of honey per colony. Since Missouri has more than 30,000 honey bee colonies, that's a lot of honey!

The color of honey ranges from almost colorless to a dark brown. The source of nectar used to make the honey influences both color and taste. Darker honey generally comes from wildflowers and has a strong flavor. Lighter honey is made from clover. A number of honey varieties, including comb, liquid, chunk and candied, are available throughout Missouri.

While they are gathering the nectar for their honey, honey bees help agriculture crops that rely on cross pollination to develop seeds or fruit. For every dollar's worth of honey produced, the pollination services of the honey bee are worth an estimated \$143 in agricultural crops produced.

Free copies of the Missouri Honey Brochure, which lists the names, locations and telephone numbers of honey producing operations, are available. Write or call: Missouri Department of Agriculture, Market Development Division, Attn.: Mo. Honey Brochure, P.O. Box 630, Jefferson City, MO 65102; (314) 751-3394.

THE FOLLOWING RECIPES ARE THE REMAINING UNPUBLISHED RECIPES WHICH WON THE GRAND CHAMPION RIBBON IN HONEY COOKERY FOR DIANE BARTLEY, COLUMBIA, MO. AT THE 1989 MISSOURI STATE FAIR.

HONEY NUT COOKIES

1 cup shortening
1/2 cup packed brown sugar
1 cup honey
1 egg
3 1/2 cup sifted flour
2 1/2 tsp. baking powder
1/2 tsp salt
3 tsp vanilla
1/2 cup chopped pecans
Cream shortening until light;
add brown sugar. Slowly add honey.
Add egg; continue creaming until
fluffy, add dry ingredients and stir
into creamed mixture. When well
blended, add vanilla and pecans.
Drop by small teaspoonfuls onto a
ungreased cookie sheet. Bake at
350°F. for 10-12 mins. Cool on
wire rack. Do not stack or store
until cold. Yield: 3-4 dozen.

HONEY BALLS

1 1/2 cups powdered milk
1 cup HONEY
1 cup peanut butter
1 can coconut
1 cup Wheaties (or other flake cereal)
Mix powdered milk, honey, and peanut
butter in a pan. Stir until ingredients
are thoroughly mixed. Roll out in long
rolls. Spread coconut and wheaties
together on waxed paper. Roll the long
rolls in mixture. Cut in balls and chill.

HONEY DIVINITY

2 2/3 cups sugar
2/3 cups honey
1/2 cup water
2 egg whites
1 tsp. vanilla
2/3 cups broken nuts
Stir sugar, honey, and water over low
heat until sugar is dissolved. Cook,
without stirring, to 260°F. on candy
thermometer. In mixer bowl, beat egg
whites until stiff peaks form. Continue
beating while pouring hot syrup in a
thin stream into egg whites. Add
vanilla; beat until mixture hold it's
shape and becomes slightly dull.
Fold in nuts. Drop mixture from tip of
buttered spoon onto waxed paper.

RAISIN HONEY CHEWS

3/4 cup shortening
1/2 cup sugar
1/2 cup HONEY
1 egg
1/2 tsp. grated orange peel
1 1/4 cup flour
1 tsp. baking soda
1/2 tsp salt
2 cup quick cooking oats
1 cup raisins
Cream shortening, sugar, honey,
egg and orange peel. Stir in flour,
soda, salt, and oats. Beat well. Add
raisins. Drop by Tablespoonsful on
greased cookie sheet. Bake above center
of oven for 8-10 mins. at 375°F. Let
stand a few minutes before removing
from pan.

MICROWAVE HONEY CARAMEL POPCORN

1 stick margarine
1 cup brown sugar
1/4 cup honey
1 tsp. vinegar
Stick in microwave until it boils
(Full power-1 1/2 mins.), then cook 2
more minutes. Stir in 1/2 tsp. soda
Pour over 6-7 qts. popped corn.
Place in paper bag, close sack and
shake...Repeat...Repeat. Pour onto
waxed paper to cool.

HONEY ROASTED NUTS

1/4 cup HONEY
1 Tsp. cinnamon
2 cups mixed nuts or pecans

Heat oven to 300°F. Place nuts in
small bowl; sprinkle with cinnamon.
Pour honey over nuts and stir until
nuts are coated and sticky. Spread on
ungreased baking sheet. Bake 30 mins.

CONTROLLING HONEY BEE TRACHEAL MITES

The honey bee tracheal mite, *Acarapis woodi*, is a parasite of honey bees that has recently become established in the United States. This mite was first found in 1919 on the Isle of Wight, England. It is thought to have caused the Isle of Wight phenomenon, during which about 90% of the English colonies died. An alarmed U.S. Congress enacted the Honey Bee Act of 1922 specifically to prevent its importation. In 1980 *Acarapis woodi* was discovered in southern Mexico and since then it has spread throughout most of Mexico and the United States. Colonies with high mite infestations typically exhibit poor overwintering ability, followed by excessive spring dwindling. In extreme cases, dwindling results in colony death, or quite frequently by mass robbing from nearby colonies. Surviving colonies build up slowly during the nectar flows and are comparatively poor honey producers. Recently a number of Michigan beekeepers have experienced severe losses because of this mite.

Life Cycle

Except for one brief migratory phase, honey bee tracheal mites spend their entire life inside the respiratory (tracheal) system of adult bees. Newly mated young adult female mites leave the old host bee and climb out onto the tip of thoracic hair to wait for a suitable young bee (less than 5-6 days old) to pass by. When it does, the mite nimbly transfers to the young bee. She makes her way through the bee hair to the first thoracic spiracle or air duct wall and sucking hemolymph (blood) from the bee. During her life she lays about seven large eggs, which after 13-15 days will develop into the next generation of adult male and female mites.

Detection

Mite populations often peak during late winter or early spring, and this is an excellent time to examine bees for mites. A sample of 20-30 bees per colony is used to determine if enough mites are present to warrant control measures. Samples of bees should be taken so that old bees are included because mites are easier to detect in them. Bees removed from the inner cover of the hive or from the periphery of the cluster are generally older. Autumn sampling is also a good idea, as management decisions can be made prior to overwintering. Bees should be preserved in 80% ethyl alcohol in tightly sealed containers. If large numbers of colonies are involved, select only 10% of the colonies in each apiary or no fewer than 5 colonies/apiary. Colonies at the end of rows and small colonies should be included in the sample. Alternatively, an apiary sample can be created by pooling the bees from many colonies. Modified vacuum devices speed up bee collecting considerably, especially when bees are collected from colony entrances. About 1000 bees are needed, of which 100 will be randomly removed and examined. Diagnoses can be performed by the beekeeper and others who have access to a dissecting microscope. The technique is not difficult. There are also private individuals who will do this for a fee. Contact the Department of Agriculture for more details. Tests show that when 25% or more of the bees are infested, colonies have reduced productivity and some form of control should be considered.

Chemical Control

Only the flavoring agent menthol is approved for chemical control. Menthol vapors breathed by the bee kill the mites, and if used correctly, is not harmful to the bees. Fifty grams per colony or a little less than two ounces (about 1/3 cup) is the recommended dosage per colony. Temperature is the most important factor

affecting the effectiveness of menthol. It controls the rate at which menthol vaporizes. Cool temperatures result in slow rates of release generally insufficient to provide an adequate dose. High temperatures cause fast rates of release which may drive the adult bees from the colony and harm brood.

Temperature guidelines:

If less than 60 deg. F place treatment on the top bars, over the cluster.

If greater than 60 deg. F, but less than 80 deg. F and the colony is strong, the bottom board may be the best location. Heat generated by a large colony will raise the internal hive temperature about 10 deg.

If greater than 80 deg. F place treatment on the bottom board.

If the colony is weak, place treatment on top bars, over the cluster.

Crystal size affects vaporization rate. Small dispersed crystals vaporize more quickly than large crystals or a solid block of melted crystals. In the Pacific Northwest, spring and autumn treatments may be hampered by cool temperatures. Conditions that enhance vaporization will increase menthol's effectiveness. Commercially prepared packets of menthol should be placed in the colony so that crystals are as dispersed as possible. Preliminary experiments suggest that corrugated cardboard panels (8 x 10") soaked in melted menthol and vegetable shortening (50% each) generate on cooling small dispersed crystals that release increased amounts of menthol vapor.

Hive volume affects the concentration of menthol vapor. During cool weather colonies should be reduced to their overwintering size. If spring treatment is convenient, it should be done before honey

to the honey flow should be allowed). During low temperatures, entrance reducers will help hold the heavier-than-air menthol vapors in the hive. Hive bodies in poor states of repair or hive covers set ajar will affect the quantity air flow through the colony. During cool weather, these should be closed. Wind speed and direction in relation to the hive entrance can affect menthol vapor concentration, and reduced entrances may be necessary.

Under optimum conditions, most mites will be killed within 10 days. Current recommendations, however, suggest that bees should be in contact with menthol vapor for at least three weeks. Good conditions should result in 99% or higher mite mortality. Numerous dead mites can be found in the trachea of treated bees, these are not known to pose a health risk. Colonies receiving an effective treatment should not require another treatment for about one year, and perhaps longer. Treat only when colonies have levels of parasitism at or above the economic threshold (currently estimated to be about 20% infestation). The development of mite resistance to menthol as a result of frequent application is a real possibility. Colonies should not be moved during treatment. The stress and potential for overheating during movement in conjunction with menthol can increase the chances of colony damage or death.

The above article was written by Frank A. Eschen, Roger D. Akre, Daniel F. Mayer, and Charles P. Milne, Jr. (Department of Entomology, Washington State University, Pullman, WA 99164), William T. Wilson (Honey Bee Research Laboratory, USDA-ARS, 509 West 4th St., Weslaco, TX 78596), and James C. Bach (Plant Services, Washington State Department of Agriculture, P.O. Box 1064, Kent, WA 98035)

Method for Tracheal Mite Detection

These mites live inside the bees' breathing tubes which are located in the thorax or "chest". In order to see these mites a slice of the thorax is made and cooked slowly in a KOH solution to dissolve the muscles, leaving transparent breathing tubes. The cleared thorax slices are then viewed under a dissecting microscope.

Listed below are detailed directions for detecting mites:

Materials Needed

- Wooden or beeswax cutting block
- Scalpel with blades or single edge razor blades
- 8% KOH solution (in water)
- Vials or baby food jars
- 65% rubbing (isopropyl) alcohol or 70% ethanol
- Stirring hotplate (optional)
- petri dish
- dissecting microscope (25-50X) with a good lighting system.

1. Collect 200 adult bees in alcohol from each colony or a composite sample from each apiary. You can use 65% rubbing (isopropyl) alcohol or 70% ethanol. Baby food jars are about the right size in which to place bees and alcohol. It works well to check a frame for the queen, shake bees on to a slick hive cover and sweep into the jars with a gloved-hand.

2. Place the bee on its back on a block of wood or beeswax (Figure 1). Hold bee between thumb and index finger or a pair of forceps. Flick the head and first pair of legs off with the dull side of the scalpel or your finger nail.



Figure 1 - Honey bee ready for dissection.

3. Make a 1mm (1/32") slice of the thorax with a scalpel or single edged razor blade. A #11 scalpel blade (Fischer or Baker Sci) works well. This slice should be as close to parallel to the "neck" opening surface as possible (Figure 2). If the slice is too thick, then the slice will include a wing but if its too thin you will miss one or both tracheal tubes. Just try a few, cook them and look at them under the microscope. Often times the mites will be in only one of the two tracheal tubes. You should make at least 50 slices per sample and preferably 100.

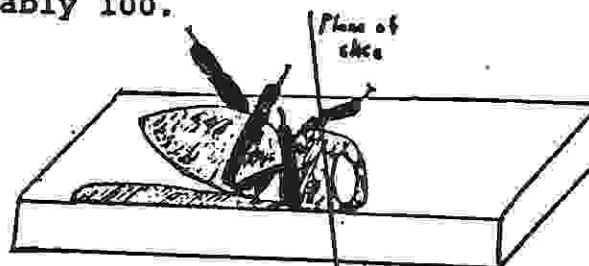


Figure 2 - make slice with blade at position of the line.

4. Slices should be placed in an 8% Potassium Hydroxide solution (in water). Check with a high school or college chemistry teacher to see a chemical catalog. Each sample of slices can be placed in a small vial or bottle with the KOH solution. At 75-80 F these slices will clear in 24-48 hrs, reasonably well. We get very clear slices when we heat the solution and cook the slices at 150 F for 1 hour with stirring (Fig. 3).

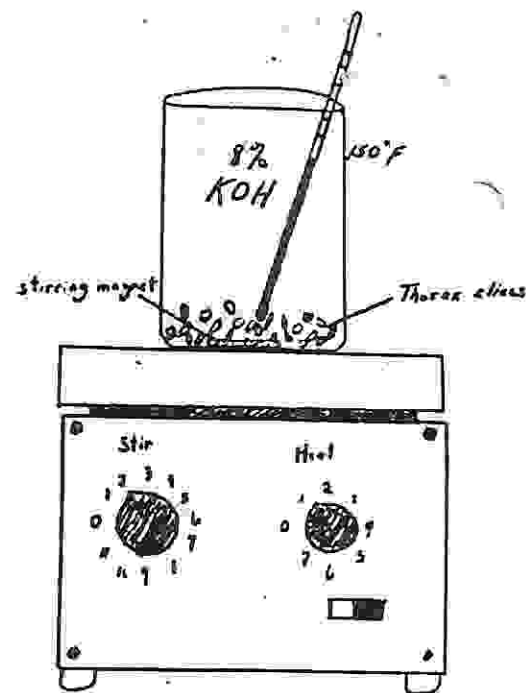


Figure 3.

5. The unprocessed slices should be stored in alcohol.
6. Place processed or cleared slices into a petri dish and cover with alcohol.
7. Look at the slices with the larger opening facing up under a 25-50X dissecting microscope (Figure 4). This type of microscope has double eye tubes for viewing and the lighting is from above rather than from under the stage. A bright light is very important (fiber optics being the best).

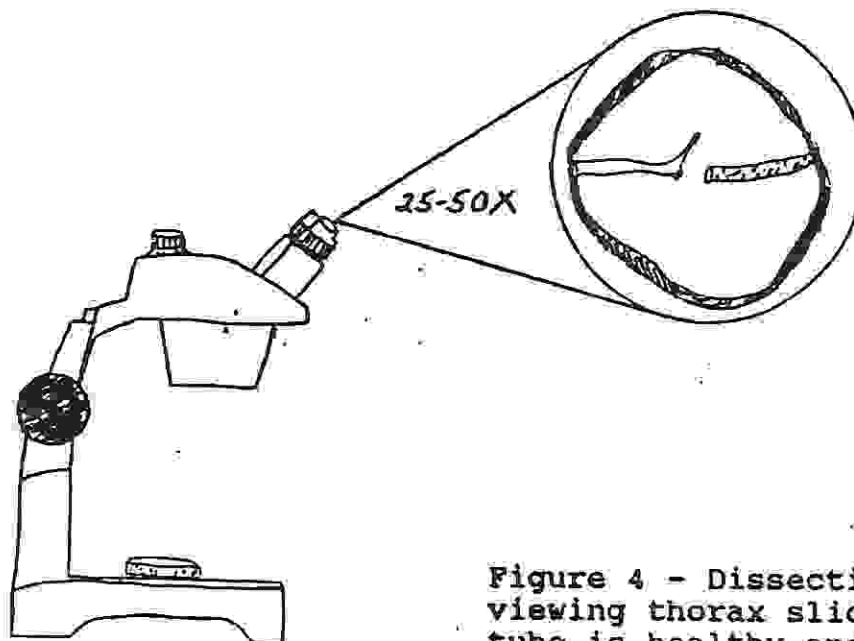


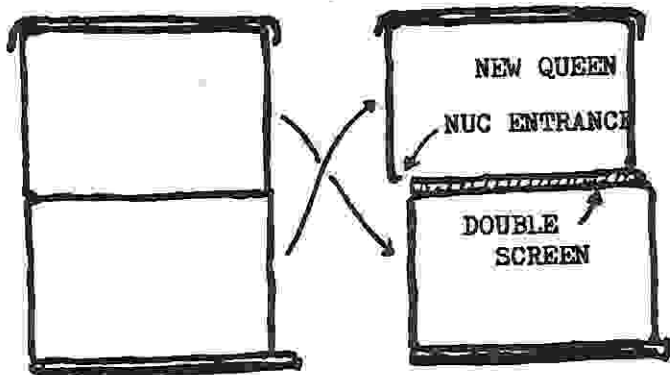
Figure 4 - Dissecting microscope for viewing thorax slices. Left tracheal tube is healthy and right tube is infested with mites.

8. Healthy tubes will be as clear as glass. Mites appear as white elongated blotches inside the tubes. Heavily infested tubes will be totally clouded up and sometimes also have brown streaks and patches.

TWO-QUEEN SYSTEM AT IOWA STATE UNIVERSITY

(The purpose is to introduce fresh queens in a way that provides fast build-up for the main nectar flow, which begins in June.)

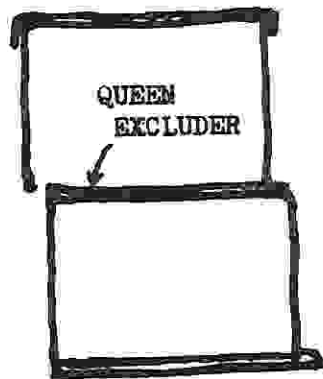
Step 1



When new queens arrive (about April 20) we move the almost-empty lower box up, placing in over a double screen. When supplied with bees, brood, food, and empty combs, it becomes a nuc. The box is offset to provide a rear entrance. Bees and brood are mixed, from several strong colonies; we prefer no less than three frames of brood. We generally introduce the new queen from a push-in cage, over a patch of emerging brood. If from the shipping cage, we replace the screen on the cage with wider mesh (1/8").

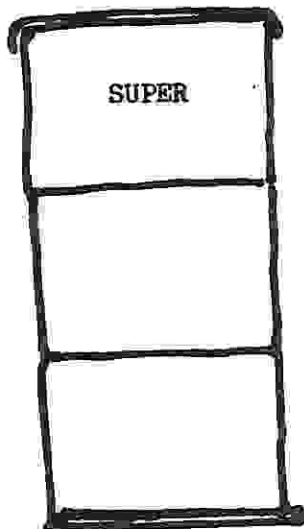
Note: If the original colony is very strong, it may be wise to leave it in two boxes, adding a third box for the nuc.

Step 2



In ten days or so, when both queens are doing a good job, we have the option of moving the nuc away to establish another colony. Generally, however, we replace the double screen with a queen excluder. This gives us a two-queen colony that builds up rapidly. We super on top.

Step 3



At the peak of the nectar flow (generally early July) we remove the queen excluder and return to a single queen colony. There is no point in rearing a lot of bees that will mature too late for the major nectar flow yet would be too old for wintering.

Sometimes we remove the old queen. Often we rely on the high probability that the young queen will be the survivor. This eliminates the search for the old queen and disturbance of the colony at a critical time for foraging.

1989 GOVERNOR'S CONFERENCE ON AGRICULTURE

The conference this year was held at Tan-Tar-A Resort at Osage Beach, Mo. As chairman of the committee to work with Agri-Missouri in honey promotion, my husband and I attended the conference. All of the officers and past officers received invitations; as did many others who are involved in agriculture. Many of you know that the cost of attendance is high, so volunteers are difficult to find among beekeepers. Since Jim Hausam lives close to Osage Beach, he was recruited to help. The cost for the conference alone with meals is \$155 with lodging extra. Anyone who is in the position to help for either the "Evening with Agri-Missouri" in March or the next Governor's Conference please contact me. As a commodity group, I wish we had the funds to partially pay for the expenses of beekeeping volunteers. We aren't the only commodity group with these financial concerns.

The MSBA furnishes honey for the honey cookies which are served at the coffee breaks between the lectures. Our main participation is in the banquet on the first day of the conference (Sunday evening). This year, nineteen commodity groups participated in the food preparation for the banquet. All of the food is donated by the commodity groups which include:

- Mo. Egg Merchandising Council, and the Egg Industries Assn.
- Mo. Goat Breeders Assn.
- Mo. Fish Farmers Assn.
- Mo. Pork Producers Assn.
- Mo. Rice Merchandising Council
- Mo. Turkey Federation
- Mo. Soybean Assn., and Merchandising Council
- Mo. Cattlemen's Assn.; Mo. Cattlewomen's Assn.; Mo. Beef Industry Council
- Commercial Rabbit Growers of Missouri
- Mo. State Beekeepers Assn.
- Mo. Sheep Producers, and Merchandising Council
- Mo. Apple Merchandising Council
- Mo. Wine and Grape Advisory Board
- Midland United Dairy Industry Assn.
- Blueberry Council of Missouri
- Mo. Walnut Council
- Mo. Corn Growers Assn., and Merchandising Council
- Mo. Nut Growers Assn.
- Mo. Peach Merchandising Council

As you can see, almost every commodity group is included. We served over 1200 people that evening. I made an oriental honey sauce that was served as a dip for rabbit nuggets. The sauce was served into 1 oz. cups, and I'm sure Jim will agree, that we were kept busy for several hours. Working with another commodity group saved cost, was a lot of fun, and showed people that honey isn't only used on bread and pancakes, or for desserts. Several other commodity groups have expressed interest in working with us in the future. The public relations it brings is so good for our industry.

THE HONEY LOAN AND PRICE SUPPORT PROGRAM

The 1990 Farm Bill is in the process of being drafted in the Senate and House Agriculture Committees. The following article was sent to members of the American Beekeeping Federation to which the Missouri State Beekeepers Assn. belongs. This information is submitted for your review. Please consider it carefully. I have also enclosed a sample letter and the names and addresses of the Missouri Congress.

The American Beekeeping Federation, Inc.

EXECUTIVE COMMITTEE

DATE: September 20, 1989

TO: American Beekeeping Federation Members

RE: The Honey Loan and Price Support Program

The Senate and House Agriculture Committees have begun to hold hearings, making preparations for drafting the five-year legislative package next spring. We have been telling the story of how successful the honey program has been in the 1985 Farm Bill. Our Congressmen need to hear more about how the buy-back program has put our honey back into the marketplace, reduced forfeitures, trimmed the cost of the program, and slowed the flow of imported honey.

The Legislative Committee has planned two approaches to this task:

1. The committee and our Washington representatives, Meyers and White, are keeping in constant contact with key Congressmen, especially the leaders of the agriculture and appropriations committees.

This is an expensive proposition. It takes a lot of money to run even the low-key lobbying operation that we do. Airplane tickets and stays in Washington are more expensive than ever. We need your support to carry on this work.

Last year you came through for us, and with your financial support we were able to overcome opposition and keep the program going. This year, the ABF Executive Committee is again challenging you to contribute at least 10 cents per colony to the legislative effort. If you feel moved to give more, it will certainly be appreciated and put to good use. The Executive Committee has set a goal of 25 cents per colony for itself.

If you figure how much the support program means to your business -- basically the difference between the loan rate and the buy-back rate, or about 20 cents per pound of honey produced -- you may want to contribute even more than the suggested goal.

2. We need each Federation member to contact his Senators and Representative, asking support for the program.

Now, we are asking for a second effort from you, for you to take the time to write a letter to say what the support program means to you and your own beekeeping operation. If you like, you can pattern your letters after the example enclosed with this letter, but please make an effort to personalize it to apply to your own situation.

Please send a copy of your letters and any replies to the ABE office, so we can follow up during our visits to Washington.

You may even have the opportunity to personally meet with your congressmen or their top aides during a rally or fact-finding meeting in your area. Take advantage of these opportunities.

There are beekeepers in virtually every Congressional district. Every Representative should receive at least one letter; Senators should get several if we each do our part.

As you can see, your legislative committee has a lot of work to do. The task is formidable, but it is manageable, if we can have the funds and the support from the industry. As you sell your honey, set aside a portion of the proceeds to help with the continuation of the support program and set aside a few minutes to write those letters to Washington. It will make a difference.

We know that many of our beekeepers have had poor crops this year, but remember that it is the honey loan program that will help you stay in business. Please help us ensure the continuation of this program.

Sincerely,

AMERICAN BEEKEEPING FEDERATION EXECUTIVE COMMITTEE

House Ag Committee to Take Up NHB Law Amendments in January

Action is expected to resume in the House of Representatives in January on legislation which would make several changes to the Honey Board's enabling legislation. The bill failed to clear the

House of Representatives before Congress adjourned on Nov. 22.

The legislation passed the Senate in early November as part of a package of 10 commodity bills, known as the Agricultural Pro-

grams Act of 1989. It was introduced by Sen. Wyche Fowler (D-Ga.) after earlier efforts to pass the commodity programs packages had fallen short.

The major change to the Honey Research, Promotion, and Consumer Information Act included in the Senate legislation is correction of a loophole allowing some importers to claim refunds for their full assessments. The amendment would limit each importer to the same percentage of his assessment as the domestic refund rate. The other changes have been characterized as "housekeeping" changes.

Proponents of the legislation on the promotion programs, commonly called "checkoffs," had attached the legislation to the budget reconciliation package, but all extraneous amendments were stripped from the budget package in October.

Sen. Fowler then introduced a similar package of legislation as a

Legislation

(from page 1)

separate bill and was able to get it passed on the floor through unanimous consent. Included in the package, in addition to the Honey Board changes, are amendments or new checkoff programs for soybeans, cotton, pecans, Vidalia onions, potatoes, mushrooms, limes, kiwi fruit, and papayas.

The House had been considering several checkoffs separately. The House Agriculture Committee had already passed a soybean promotion bill. Following the Senate ac-

tion, the House Ag Subcommittee on Domestic Marketing, Consumer Relations, and Nutrition approved new promotion programs on pecans and mushrooms and changes to the potato checkoff. The honey changes, however, will

be considered by the subcommittee on Livestock, Dairy, and Poultry, chaired by Rep. Charles Stenholm (D-Texas).

SAMPLE LETTER TO CONGRESS

- Write on your letterhead.
- Personalize to fit your situation.

The Honorable (NAME OF SENATOR)
United States Senate
Washington, DC 20510

--OR--

The Honorable (NAME OF REPRESENTATIVE)
U.S. House of Representatives
Washington, DC 20215

Dear Sen. _____:

Dear Rep. _____:

I am writing to request your help in ensuring the continuation of the honey loan and price support program.

This program is essential to the well-being of both honey production and pollination services in this country. It enables me and my fellow American beekeepers to compete with low cost imported honey while we supply pollination services to the equivalent of one-third of the American diet.

The current version of the honey price support program was established in the 1985 Farm Bill. It has been a success; reducing program costs, loan forfeitures, and imports, while allowing us to get our domestic honey back into the marketplace.

Prior to the current program, I could not interest honey buyers in my crop; they could buy imported honey more cheaply. The buy-back program allows me to market my honey again, competing successfully with imports.

The one problem is that the 1985 Farm Bill drops the honey support rate by 5 percent each year. By the 1990 crop, the support rate for honey will have dropped over 18 percent, more than any other commodity. We would like to see this rate adjusted to reflect operating costs likely to be encountered during the term of the 1990 Farm Bill.

Since 1985, we have had to face two serious pests, honey bee tracheal mites and varroa mites, which can add as much as \$10 to \$12 per colony to our operating costs, an amount roughly equivalent to 20 pounds of honey per colony. And ahead of us we have the arrival of the Africanized bee, which is certain to further increase our operating costs.

I would welcome the opportunity to discuss this matter further with you. If you have any questions, please contact me.

Your support for the continuation of the honey loan and price support program is appreciated.

Sincerely,

(Be sure your letter includes your complete address and telephone number.)

REPRESENTATIVES

NAME—OFFICE	DISTRICT OFFICES	TERM SERVING
WILLIAM L. (BILL) CLAY 2470 Rayburn House Office Bldg. Washington, D. C. 20515-2501 (202) 225-2406	6197 Delmar, St. Louis 63112-1203 (314) 725-5770 12263 Bellefontaine, St. Louis 63138-1447 (314) 355-6811	11th
JACK BUECHNER 502 Cannon House Office Bldg. Washington, D. C. 20515 (202) 225-2561	13545 Barrett Parkway Dr., Suite 150, Ballwin 63021 (314) 965-1101 200 N. Second Street, City Hall, St. Charles 63301 (314) 946-9377	2nd
RICHARD A. GEPHARDT 1432 Longworth House Office Bldg. Washington, D. C. 20515 (202) 225-2671	9959 Gravois, St. Louis 63123 (314) 631-9959	7th
IKE SKELTON 2134 Rayburn House Office Bldg. Washington, D. C. 20515 (202) 225-2876	1700 W. 40 Hwy., Blue Springs 64015—(816) 228-4242 Federal Bldg., 319 S. Lamine, Sedalia 65301 (816) 826-2675 1616 Industrial Drive, Jefferson City 65109—(314) 635-3499	7th
ALAN D. WHEAT 1204 Longworth House Office Bldg. Washington, D.C. 20515 (202) 225-4535	811 Grand Ave., Room 935, Kansas City 64106-1997 (816) 842-4545 301 W. Lexington, Room 221, Independence 64050-3724 (816) 833-4545	4th
E. THOMAS COLEMAN 2468 Rayburn House Office Bldg. Washington, D. C. 20515 (202) 225-7041	851 NW 45th Street, Kansas City 64116—(816) 454-7117 Post Office & Federal Building, 8th & Edmond, St. Joseph 64501—(816) 364-3900	7th
MEL HANCOCK 511 Cannon House Office Bldg. Washington, D. C. 20515 (202) 225-6536	322-C East Pershing, Springfield 65806—(417) 862-4317 302 Federal Building, Joplin 64801—(417) 781-1041	1st
BILL EMERSON 418 Cannon House Office Bldg. Washington, D. C. 20515 (202) 225-4404	339 Broadway, Cape Girardeau 63701 (314) 335-0101 614 Pine, Rolla 65401—(314) 364-2455	5th
HAROLD L. VOLKMER 2411 Rayburn House Office Bldg. Washington, D. C. 20515 (202) 225-2956	Room 370, Federal Bldg., Hannibal 63401—(314) 221-1200 912 E. Walnut, Columbia 65201—(314) 449-5111 818 Terra Lane, O'Fallon 63366—(314) 272-8272 122 Bourke, Macon 63552—(816) 385-5615 P. O. Box 229, 317 Lafayette, Washington 63090 (314) 239-4001	7th

SENATORS

NAME—OFFICE

DISTRICT OFFICES

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JOHN C. DANFORTH
460 Russell Senate Office Bldg.
Washington, D. C. 20510
(202) 224-6154

815 Olive, Room 228, St. Louis 63101—(314) 425-6381
1233 Jefferson, Jefferson City, 65101—(314) 635-7292
811 Grand, Room 943, Kansas City 64106—(816) 374-6101
1736 E. Sunshine, Room 705, Springfield 65804
(417) 881-7068
339 Broadway, Room 214, Cape Girardeau, 63701
(314) 334-7044

3rd

CHRISTOPHER S. BOND

280 Russell Senate Office Bldg.
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63701—(314) 334-7044
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(816) 524-6141
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1736 Sunshine, Room 705, Springfield 65804
(417) 881-7068
312 Monroe, Jefferson City, 65101—(314) 634-2488
811 Grand, Room 911, Kansas City 64106—(816) 374-2453

1st

THE FOLLOWING RECIPE WAS SERVED AT THE COFFEE BREAKS AT
THE GOVERNOR'S CONFERENCE ON AGRICULTURE, DECEMBER 10-12, 1989



HEALTHY HONEY COOKIES

INGREDIENTS

WEIGHTS

MEASURES

DIRECTIONS

Honey	3 pounds 4 ounces	1 quart 1/3 cup
Butter, softened	2 pounds 4 ounces	1 quart 1/2 cup
Eggs	1 pound	2 cups
Vanilla extract	1 ounce	2 tablespoons
Flour	2 pounds	2 quarts
Apple pie spice		1/4 cup
Baking soda		1 1/2 tablespoons
Salt		To taste
Milk	4 ounces	1/2 cup
Rolled oats	3 pounds	3 quarts
Flaked coconut	1 pound 8 ounces	2 quarts
Raisins, plumped	1 pound 8 ounces	1 1/2 quarts

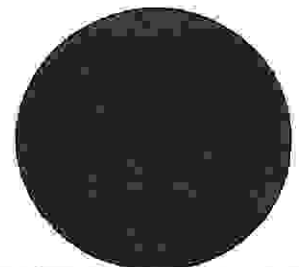
1. Cream honey and butter; add eggs and vanilla. Mix until blended.
2. Combine and sift flour, spice, baking soda and salt.
3. Add dry mixture to honey mixture alternately with milk.
4. Fold in oats, coconut and raisins.
5. Portion #16 scoops of cookie dough on greased sheet pans. Bake at 375° F. 15 minutes or until golden brown.

SERVINGS: 100

Per Serving	Energy	Protein	Fat	Carbo- hydrate	Fiber	Sodium	Choles- terol
	cal	gm	gm	gm	gm	mg	mg
	276	4.3	14	34.9	3.9	144	47

National Honey Board

9595 Nelson Road, Box C - Longmont, CO 80501



THE FALL MEETING OF THE MISSOURI STATE BEEKEEPERS WAS VERY SUCCESSFUL. WE HAD A LARGE NUMBER OF PRIZES DONATED BY VARIOUS DEALERS AND BEE BREEDERS. A LAST MINUTE DECISION WAS MADE AT THE BOARD MEETING ON FRIDAY NIGHT TO SELL RAFFLE TICKETS DURING THE MEETING FOR THE PRIZES THAT WERE DONATED BY DEALERS. WE DID THIS BECAUSE SOME THOUGHT WAS GIVEN TO RAISING THE DUES. BUT IT WAS DECIDED TO TRY AND RAISE SOME MONEY THROUGH OTHER MEANS SO THAT WE WOULD NOT HAVE TO RAISE THE DUES. WE MADE \$127.00 BY SELLING TICKETS SATURDAY. THE FOLLOWING IS A LIST OF THE DEALERS AND THE PRIZES THAT THEY DONATED. WE ARE VERY GRATEFUL FOR THEIR SUPPORT AND VERY GENEROUS DONATIONS.

HOWARD WEAVER & SONS

2 CAUCASIAN QUEENS

ACRA ELECTRIC CORP

1 MODEL BEE-5 HEATING
BAND

DADANT & SONS

1 HELMET
1 1-YR GIFT SUBSCRIPTION
TO AMERICAN BEE JOURNAL

BRUSHY MOUNTAIN

3 MULTI-PURPOSE (LICENSE)
PLATES

WESTERN BEE SUPPLY

1 HIVE BODY WITH FRAMES
1 MEDIUM SUPER WITH FRAMES

STRAUSER BEE SUPPLY

2 REVERSIBLE BOTTOM BOARDS
1 SET OF 10 DEEP FRAMES

WEAVER APIARIES

2 BUCKFAST QUEENS

YORK BEE CO.

5 STARLINE QUEENS

DRAPER'S SUPER BEE

5 HONEY CONTAINER
SAMPLE PACKAGES

MID-CON

1 BOX OF MOTH CRYSTALS
1 JAR OF TERRA-BROOD MIX
1 BOTTLE OF FUMIDLL-B

SUNSTREAM

1 TAYLOR'S "HOW TO DO IT"
BOOK OF BEEKEEPING

A. I. ROOT

10 BOXES OF GREETING CARDS

WALTER T. KELLEY CO.

1 BEE VEIL

LARRY HENSLEY
PROGRAM CHAIRMAN

MISSOURI STATE
BEEKEEPERS' ASSOCIATION

October 21, 1969
Rolla, Missouri

The meeting was called to order at 8:30 p.m. by Vice President Mike Vanarsdall.

The Secretary read the minutes of the previous meeting. Walt Bigelow moved for approval, seconded by Roger Nichols. Motion passed.

Charlie Mills made a motion to accept the Treasurer's report as printed in the Newsletter. Walt Bigelow seconded and the motion passed.

Jim Hausam presented the State Fair report, which will also be published in the next Newsletter. He stated that the Fair was good and sales were good, but getting volunteers to work in the honey sales booth continues to be a problem.

The Executive Committee recommended from their Friday night session that the Association donate money to several organizations as it has done in the past:

National Honey Board	\$50
American Beekeeping Federation	\$100
American Honey Producers	\$100
Missouri State Fair	\$393

Henry Vincent moved to approve this recommendation. Milton Wright seconded. The motion passed.

Larry Hensley announced that the 1990 Spring meeting is scheduled for March 17 at the Ramada Inn in Columbia. There was a discussion of the meeting place for the 1990 Fall meeting and it was agreed to hold it somewhere in the southwest part of the state.

The Executive Committee recommended an amendment to the Association's by-laws allowing the annual Spring meeting to be held at a time and place to be determined annually by the Executive Committee to allow more flexibility in scheduling programs and displays. Walt Bigelow made a motion to approve this amendment, seconded by Art Neiswenger. The motion passed.

The Vice President presented the slate of officers proposed by the nominating committee, as follows:

President	Mike Vanarsdall
Vice President	Glenn Davis
Program Chairman	Larry Hensley
Secretary	Jim Thaxter
Treasurer	Jim Hausam

Board Members

Three year

Two year

One year

At Large

Editor

Glenn Stagg

Charlie Mills

Roger Nichols

Neal Bergman

Sharon Gibbons

As there were no further nominations from the floor, Chester Crain made a motion that the nominations cease and the slate be elected as presented. Roger Nichols seconded. The motion passed.

Several announcements were made:

RDS is airing a TV show about honeybees featuring Norman Gary.

Sharon Gibbons has been elected as alternate representative to the Honey Board from our region.

Approximately nine cartons of cookbooks are still available for sale. See George Vanarsdall.

Missouri Honey Producers Directories are available from Jim Hausam.

Mike Vanarsdall proposed that the Association have a group picture taken for posterity at the Spring meeting.

As there was no further business, a motion was made and seconded for adjournment. The motion passed and the meeting was adjourned.

Respectfully submitted,



Jim Thaxter, Secretary

APPLE ACRES APIARY

7755 Brookview Lane

Indianapolis, Indiana 46250

Telephone (317) 849-0678

James R. East, Owner

Fine gifts for the discriminating shopper on the theme of bees, honey, and apples

I am in the process of preparing a new catalog and am always looking for fine quality gift items on the theme of bees, honey, and apples. Please let me have your suggestions of products I should consider for inclusion.

Thank you and best wishes.

Sincerely yours,



James R. East
Owner

If anyone is interested in putting their products into this catalog, please contact Mr. East. I am not allowed to give our membership list to companies!

News Release

-23-

National Honey Board

421 21st Avenue #203

Longmont, Colorado 80501-1421

303.776.2337

Facsimile 303.776.1177

December 19, 1989
FOR IMMEDIATE RELEASE

For more information,
contact Mary Humann
(303) 776-2337

IT'S TIME FOR HONEY!

The National Honey Board will launch its new "It's Time for Honey" advertising campaign this winter. Two full-page, full-color advertisements will appear in Better Homes and Gardens, Ladies Home Journal and Woman's Day, reaching over 70 million consumers.

These innovative ads are designed to capture reader attention through the use of unusual visual situations. The fun, contemporary ads feature honey as a treat for today's busy and often harried consumer. One ad shows a mother who needs a honey break from five rambunctious children. The other portrays a woman receiving a traffic ticket--"Thank goodness there's something nice right around the corner."

The ads will also focus on the honey bear logo, which can be used on packages of honey-enhanced food products that meet the Honey Board's standards for honey usage.

In conjunction with the ads, Woman's Day will sponsor a national "It's Time for Honey" recipe contest, to be announced in February.

This winter, and throughout 1990, the National Honey Board will be letting your customers know--It's Time for Honey!

#mrh#

Encs



CUT HERE & MAIL TODAY

MISSOURI STATE BEEKEEPERS ASSOCIATION
SPRING MEETING - MARCH 17, 1990
COLUMBIA, MO

BUFFET LUNCH REGISTRATION
FRIED CHICKEN, MASHED POTATOES/GRAVY, GREEN BEANS ALMODINE
FRESH ROLLS, TOSSED SALAD, ICED TEAS & COFFEE

NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____ PHONE _____

NO. IN PARTY _____ AT \$8.00 EACH = \$ _____

MAKE CHECK PAYABLE TO MISSOURI STATE BEEKEEPERS ASSOCIATION. MAIL TO:
LARRY HENSLEY
13520 OLD JAMESTOWN RD.
FLORISSANT, MO. 63033
(314) 355-6935

MISSOURI STATE BEEKEEPERS ASSN.
314 Quinmoor Drive.
Ballwin, Missouri, 63011

ADDRESS CORRECTION R

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