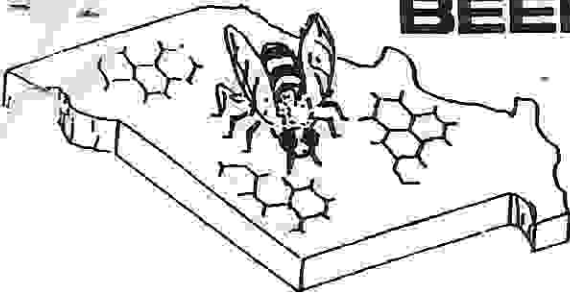


MISSOURI STATE BEEKEEPERS ASSOCIATION



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VOLUME 28

QUARTERLY NEWSLETTER
WINTER, 1990

NUMBER 4

Happy New Year and best wishes for a successful beekeeping year. Congratulations to our officers for 1991 who were elected at the fall meeting in Springfield. Thanks to all who have worked to further the interests of MSBA in 1990. Thanks especially to our speakers at the fall meeting, which included excellent presentations by G. C. Walker from Texas, and Dr. Chad E. Finn from UMC. It is time to start making your reservations for the spring meeting. The meeting will be much different for us, since we will be involved with a tri-state meeting. It will be held in Keokuk, Ia., on April 26th and 27th. Keokuk is a small town, and hotel space is limited, so I have included a list of hotels for you to make your reservations early. It is not too early to book a room now. You can always cancel it if you cannot attend. Larry tells me that riverboat gambling should start on April 1, 1990 at Keokuk. This could book available rooms. Also, since this is a meeting with Iowa and Illinois beekeepers; attendance should be three times our normal meeting. Tours will be available at Dadant on Friday afternoon and early Saturday morning, for all interested in seeing their operation. More on this in the next newsletter. We will have an Executive Board Meeting on Friday evening, April 26th, and our regular business meeting at the end of the day on Saturday. The agenda looks like this:

Gene Killion on queen rearing

Phil May on wintering bees

Bob Cox: Iowa Apiary inspector on varroa and tracheal mites

Bob Smith: Executive Director-National Honey Board

Dr. Tew: African Bee Update (tentative)

Set aside these dates on your calendar now. Lets show the beekeepers from Iowa and Illinois what a strong and cohesive organization we are.

CONGRATULATIONS TO THE 1991 NEWLY ELECTED OFFICERS

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

CALENDER OF UPCOMING EVENTS

American Honey Producers, Jan. 8-13, 1991, Baton Rouge,La.
American Beekeeping Federation, Jan. 23-27,1991, Mobile ,Al.
National Honey Board, Winter Meeting, Feb. 21-23,1991, San Antonio, Tx
Missouri Small Fruit Conference, Feb 19-20, Springfield,Mo.
Farming Choices Conference, March , 1991, Columbia, Joplin and Springfield,Mo. call Univ. Extension for dates
Evening With AgriMissouri, March 12, 1991, Jefferson City, Mo.
MISSOURI STATE BEEKEEPERS SPRING MEETING, April 26-27,1991, Keokuk,Ia.
Missori State Fair, August 15-25, 1991 Sedalia, Mo.
Salute to Agri-Missouri Day, Sept.14,1990, Columbia, Mo.
MISSOURI STATE BEEKEEPERS FALL MEETING, Oct.,1991, Cape Girardeau, 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.

CHANGE OF ADDRESS

If you are moving or receiving more than one copy of MSBA newsletter, please let me know immediately.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

Send changes to: Sharon Gibbons, 314 Quinnmoor Dr., Ballwin, Mo. 63011.
We no longer can afford to send out returned newsletters by 1st. class mail. The cost to reissue a newsletter that is returned for incorrect address is \$.95.

LETTER FROM THE PRESIDENT

Dear Beekeepers and Friends

As I write this article, many thoughts race through my mind. I could write about "Killer Bees" in Texas, or the banishment of the California "Bee Laws". These articles have already appeared in several of the publications available to beekeepers. No doubt the monthly beekeeping magazines are good sources of knowledge on our favorite subject. Like many of you, I try to read all I can on the latest issues affecting our industry. Every year though, an article comes out on how to improve your wintering techniques. Usually these articles explain that your hive requires a sufficient food supply to span the winter months. Location of the apiary is also very important. Protection from the hunters as well as the cold north wind may be explained in detail. These are all good beekeeping practices.

Many articles greatly exaggerate the need for hive ventilation. Good air drainage is far more important. Avoid low places such as near ponds, lakes, or streams. The poorest way to obtain ventilation is to bore a hole in your valuable equipment. I have yet to meet a beekeeper that appreciates "Holey" equipment. Preachers and men of the cloth might appreciate "holy" equipment. The extra holes make it much more difficult to move your bees. When you have only one entrance to smoke, your time in the beeyard is reduced. It is an asset to have tight equipment when pulling honey. Wind tends to dissipate the effect of BeeGo, making it harder to remove all bees from the supers. These holes also allow pests such as robber bees and wax moths to penetrate and damage your stored honey supers. It gives mice another means of entry to wreak havoc. Many beekeepers, before you, have learned the hard way about boring these holes for ventilation. The most common way to plug these holes, is to cut a small piece of aluminum and nail it over the hole from the inside of the box. I have seen people use duct tape or even corks to plug their homemade eye sores. The bees themselves often propolize the opening shut.

I took advantage of an opportunity to visit with G. C. Walker at his honey house in Rogers, Texas on November 10, 1990. We discussed beekeeping over a meal of Texas Hospitality and some homegrown steak. I "thanked him" from all of us for taking the time to speak at our fall meeting in Springfield.

I have received several requests for information about our association. Jim Thaxter's articles on beekeeping have sparked alot of new interest. A newsletter will be sent to all those who expressed an interest.

It is the time of year again, to remind all to renew your memberships. I urge all of you to do so. We need you. It was decided at the October Board Meeting to raise the dues from \$3.00 to \$5.00 per year which will allow us to keep the quality and timeliness of this newsletter and meetings and do so at a reasonable cost.

May the upcoming year be a profitable and enjoyable one for you.

Your Beekeeping Friend,

Mike Vanarsdall

COOK BOOK ORDERING INFORMATION

In order to obtain more cookbooks, there must be an advance order and prepayment from individuals or local associations. The best price that can be obtained for reprints is \$2.41 for 1000. The worst price is \$4.56. We won't have a Board meeting until February to determine the price that the State Assn. will sell them for; nor any idea of how many we can order until we hear from you. We hope to be ordering 1000. Because the order with the publisher needs to be in promptly to have the cookbooks in time for the State Fair, the orders need to be made as soon as possible. Please prepay \$5.00 to Jim Hausam for each cookbook ordered. Adjustments can be made at the time of delivery. Notice to local associations: Please send a total order of cookbooks needed to Jim Hausam by April 1, 1991. To members, please order if possible through your local association in order to save on paper work and postage. So sorry for the inconvenience this method of obtaining cookbooks may cause.

_____ COOKBOOKS @ \$5.00 EACH = \$ _____

SEND CHECK TO:

JIM HAUSAM RT. 2, BOX 117 LINCOLN, MO 65338

I was sent a copy of the booklet entitled, "HONEY BEE DISEASES & PESTS", published by the Canadian Association of Professional Apiculturists, was sent to me by Joe Francka. Bob Cox, Iowa State Apiarist, will be taking orders for this excellent booklet on bee diseases. Joe thought that we might want to use it for a fund raiser for the association. The cost is very reasonable for such an excellent publication.

The booklet in my opinion, has some of the finest colored photographs that I have every seen; and covers all the bee diseases including the mites in a handy 17-page booklet that could be taken with you into your bee yards for easier identification of disease. It is a must for inexperienced beekeepers.

Since the orders have to be in to Mr. Cox by January 10th, Glenn Davis and myself (Sharon Gibbons) stuck our necks out and are personally ordering 100 each of these booklets to be sold to MSBA members. The cost to you will be \$3.00, and can be ordered through either Glenn or myself. The profit to the state association will be about a dollar for each booklet, depending upon the cost of the booklet and postage. The following clipping is part of the letter from Mr. Cox.

Please find the enclosed copy of the CAPA Bee Disease Booklet. The Canadian Assn. of Professional Apiculturists is going to do a second printing of the enclosed disease booklet. In order to get an idea of how many to print, we would like to know how many your state department or university would probably order when they are available. The cost to you will probably be \$1.50 to \$2.00 per booklet.

These could be used in a variety of ways by university extension, local beekeeping clubs, beekeeping workshops, as door prizes, etc. It would be helpful if you would talk to your University extension service, state and local beekeeping organizations, 4-H clubs, feedstores, local beekeeping supply dealers, or anyone else interested in beekeeping.

Give this matter serious consideration. You won't find a bargain like this come along very often.

MISSOURI STATE BEEKEEPERS ASSOCIATION

MEMBERSHIP MEETING

OCTOBER 20, 1990

QUALITY INN, SPRINGFIELD, MO.

The meeting was called to order at 3:45 p.m. by President Mike Vanarsdall.

The minutes of the previous meeting were read. Roger Nichols made a motion for approval, second by Bob Dye. Motion passed.

The Treasurer's report was given as attached. Clarence Vogeler made a motion for approval, second by Gene Kaufmann. Motion passed.

The President read the finance committee's recommendation for a dues increase. Herb Spencer made a motion that dues be raised to \$5, with no reduction for local beekeepers association members. Second by Glenn Staggs. Motion carried.

Jim Hausam read the proposed budget for 1991 as revised by the executive committee. Discussion centered around the loss of income due to the loss of membership by 236 members in three years. The President called upon Joe Francka to comment about the group competition at the State Fair. The executive board decided to withdraw the funding of the group competition by MSBA, hoping that the State Fair commission would still keep the classes of competition, by picking up the premium money involved. About half of the premium money available is turned back to the state fair because of lack of entries. MSBA cannot get a refund on that prize money.

Charles Wills made a motion to approve the budget for 1991, second by Clarence Sweeney. Motion passed.

The President presented the slate of officers for 1991.

President: Mike Vanarsdall

Vice President: Glenn Davis

Secretary: Jim Thaxter

Treasurer: Jim Hausam

Programs: Larry Hensley

Editor: Sharon Gibbons

Board of Directors:

1-Year: Charles Wills

2-Year: Glenn Staggs

3-Year: Roger Nichols

At-Large: Neal Bergmann

The President asked for additional nominations from the floor. A motion was made by Bob Dye to close nominations and accept the slate of officers as presented. Second by Bill Johnson. Motion carried.

President Mike read a letter from Carmel Hills Nursing Home thanking us for the donation of honey ice cream. This was ice cream left over from the State Fair.

President Mike announced that Glenn Staggs would chair a committee to find ways to increase the treasury through fund raising activities.

Jim Hausam mentioned that the state assn. is entirely out of cookbooks. He will check into the cost of another printing, but since the state treasury is empty, he would like to see the local associations or individuals to advance purchase them.

President Mike called upon Larry Hensley to announce the next meeting location and dates. Larry said that the meeting would be a tri-state meeting with Iowa and Illinois, and will be held April 27th and 28th at Keokuk, Iowa. There was some audience discussion about not liking a meeting on a Sunday.

President Mike Vanarsdall presented a plaque to Jim Hausam for "1990 Beekeeper of the Year".

Sharon Gibbons asked for media representatives from the different regions of Missouri. Jim Anderson needs a list of beekeepers for referrals of beekeeping information at the Missouri Department of Agriculture. Our by-laws prevent the giving out of beekeepers names and addresses without their permission. Please contact her after the meeting if you can help.

Glenn Davis made a motion to adjourn. It was second by Roger Nichols. Motion carried.

Respectfully Submitted,



Sharon Gibbons
Acting Secretary

MISSOURI STATE BEEKEEPER ASSOCIATION
FINANCIAL REPORT
October 17, 1990

Cash in Bank--3-16-90 \$ 1,539.22

Income:

Dues	\$ 679.00
Interest	41.30
Cook Book Sales	144.00
State Fair Merchandise	6512.73
Spring Meeting Meals	592.00
Spring Meeting Auction	483.00
Spring Meeting Refund	10.02
Agri-MO Brochures Refund	275.00
Postal Insurance	<u>71.49</u>

Total Income \$ 8,808.54

Expenses:

State Meeting--Columbia	\$ 1226.66
Newsletter	922.44
Honey Promotion	140.76
Fair Merchandise & Expenses	6369.98
Postage	38.18
Phone Calls	8.73
Slides	98.40
Plaque--Beekeeper of Year	49.41
Bank Service Charge	10.00
*Donations	643.00
Annual Corporation Registration	<u>1.00</u>

Total Expenses 9,508.56

Cash in Bank--10-17-90 \$ 839.20

ASSETS:

Checking Account	\$ 839.20
Fair Merchandise	<u>229.79</u>

TOTAL ASSETS \$ 1,068.99

* Am. Beekeeping Federation	100.00
Am. Honey Producers	100.00
National Honey Board	50.00
MO. State Fair	393.00

MISSOURI STATE BEEKEEPER ASSOCIATION
FINANCIAL BUDGET
YEAR 1991

Income:

Dues--300 members @ 5.00	\$ 1,500.00
Interest--3.00 per month	36.00
State Fair Profit	800.00
Money Making Projects	<u>450.00</u>

Total Income \$ 2,786.00

Expenses:

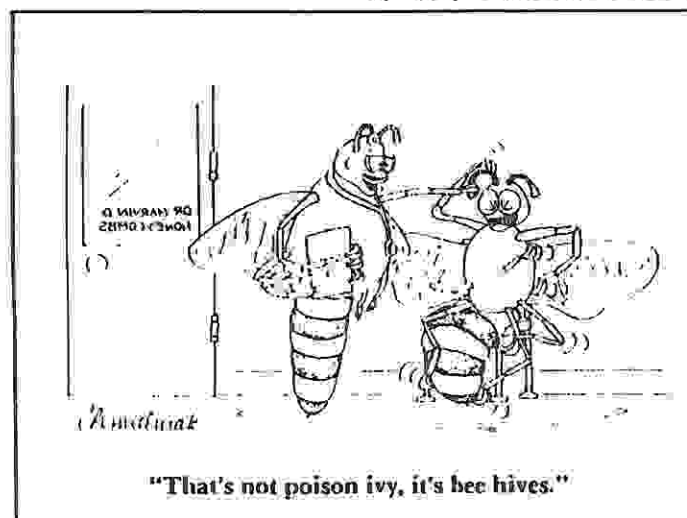
State Meetings	\$ 1,000.00
Newsletters	1,000.00
Honey Promotion	280.00
Postage	50.00
Phone calls	50.00
Slides	100.00
Plaque--Beekeeper of year	50.00
*Donations	250.00
Annual Corp Registration	<u>1.00</u>

Total Expenses 2,781.00

*Am. Beekeeping Federation	100.00
*Am. Honey Producers	100.00
National Honey Board	50.00

Chmielniak

by Betty Chmielniak Grace



ABF Honey House Sanitation Code

(EDITOR'S NOTE: The ABF Board of Directors adopted the following Uniform Sanitation Code for Honey Houses several years ago. It is being reprinted upon request. ABF members are asked to follow the guidelines so they may provide only clean, wholesome honey for their customers.)

Uniform Sanitation Code for Honey Houses (Honey Extracting Facilities)

1. **Honey House Definition** - A honey house is any stationary or portable building, or any room or place within a building, including its equipment, which is used for the purpose of extracting, processing, packing, and/or other handling of honey.

2. **Construction, Care, Use and Repair of Honey House** - The honey house shall be so constructed that it can be maintained in clean and sanitary condition.

During the honey extracting operation, the honey house shall be used exclusively for extraction, processing, packing or other handling of honey, and for the storage of equipment related to the business of the honey house.

During the balance of the year, the honey house may be used for storage of clean bee equipment and supplies and for uses incidental to beekeeping.

3. **Floors** - The floors of all rooms in which honey is handled, extracted, processed or packed and of storage rooms for honey, shall be of impervious and easily cleaned material and shall be smooth, in good repair and kept clean. If floors have a drain, it shall drain underground into a septic tank or cesspool or be connected to local sewage disposal facilities.

4. **Walls, Ceilings and Roofs** - Walls and ceilings of rooms in which honey is handled, extracted, processed or packed, shall have smooth, washable surfaces, or be painted with a light-colored, washable material and shall be kept clean and in good repair. The roof of the honey house shall be weather-tight.

5. **Doors and Windows** - All openings to the outside in the extracting and packing rooms shall be screened and kept in good repair and may be equipped with bee escapes. Screen doors shall be self-closing. All windows and window sills shall be kept clean.

6. **Lighting and Ventilation** - All rooms shall be adequately ventilated and there shall be sufficient light to permit efficient operations, including cleaning of the equipment. Lights over exposed food zones shall be protected against product adulteration through breakage.

7. **Water Supply** - The water supply for the honey processing room shall be properly located, constructed and operated in accordance with local sanitary codes, and shall be easily accessible, adequate and of a safe, sanitary quality, which complies with state board of health requirements for potable water. An adequate supply of clean, hot water shall be available for cleaning equipment and for washing facilities for workers.

8. **Waste Disposal** - There shall be an efficient waste disposal system. Toilet facilities, including wash basins, shall be conveniently available to honey house personnel.

9. **Storage and Equipment** - All extractors, tanks and other equipment with which honey comes in contact, shall be stored in such manner that they are properly protected from contamination with dust, dirt, rodents, insects and other contaminants. All equipment shall be kept clean and free from rust.

10. **Heating Equipment** - No boiler, oil stove or other heating equipment that gives off any dust or odor may be used within the honey house, unless it has proper ventilation and shall otherwise comply with local fire regulations.

11. **Worker's Sanitation** - Workers shall wear clean and washable outer clothing at all times during extracting, processing, packing or other handling of honey and shall keep hands clean at all times while

thus engaged. Clean and sanitary towels shall be provided at all times when the honey house is in use.

12. **Vehicles and Care and Handling of Combs of Honey** - That part of the vehicle used to transport combs of honey shall be clean. Combs of honey shall be loaded and protected from contamination while in transit. Before extracting, all combs of honey shall be stored in a clean location.

13. **Use of Honey Pumps** - Before any honey goes through a pump, it shall be strained through a screen or pumped from a baffled sump tank which provides a constant supply of honey for the pump.

14. **Containers and Storage** - Honey shall not be packed in used containers unless such containers have been previously used only for human food. All containers shall be free from internal rust and shall be clean and sanitary before honey is packed in them. All previously used cans and containers shall be steamed clean or cleaned with hot water. All honey stored in tanks shall be so covered as to be protected from contamination. Packed honey shall be stored in a clean and sanitary manner.

All multi-use and multi-surface containers and the equipment with which honey comes in contact, shall be free from internal rust and shall be thoroughly clean before re-use.

All open equipment with which honey comes in contact shall be equipped with suitable overlapping covers. Covers shall be kept on extractors and sumps except when they are in use.

15. **Extracting Combs** - Honey shall be extracted only from combs that are free from brood of the bees or the larva of the wax moth, and that are properly capped. Combs from gassed colonies or colonies otherwise exterminated containing dead adults or larva shall not be extracted.

16. **Extracting Equipment** - Covers should be on extractors except when they are being loaded or unloaded. All honey stored in tanks shall be so covered as to protect it from contamination, including dust and rodents.

Guidelines for Protecting Honey Quality: To be used in conjunction

with the American Beekeeping Federation's
Uniform Sanitation Code for Honey Houses.

Field or Yard Operation

Honey contaminated by dirt, chemicals, and other foreign material should not be delivered to the extraction operation with the expectation that it will be cleaned and foreign matter removed by settling or other treatment.

Bee equipment used in the beeyard should always be clean and free of foreign material to avoid spreading disease or contaminating the hive.

During supering, special attention should be given to the condition of the supers to avoid exposing the hive and honey to contamination from rats, mice, birds, other insects, and residues of chemicals or materials foreign to the hive.

During honey super pulling operations, stands should be used to avoid accidental contamination of honey and equipment as a result of supers falling or being placed on the ground.

Pallets or drip boards should be transported and handled outside the extraction plant, placed face to face to avoid exposure to dust and other contaminating materials.

If chemical boards are used to remove bees from honey supers, extreme care is necessary applying the chemical on the boards to avoid dripping the chemicals onto the top super. The chemically-treated pad should not contact either honey or comb during use. After use of chemicals, supers must be adequately aired prior to extracting. Setting overnight in an adequately ventilated storage area appears to be adequate for dissipation of chemicals.

Uniform Sanitation Code

Care must be taken while removing supers to avoid excessive breaking of either the cap or the honeycomb which leads to excessive dripping of honey.

Blowers used to remove bees should not be used in such a way that dust, grass, or other contaminating materials are blown onto the honey in the supers.

Do not use chemicals for bee removal which are not approved by FDA and local state health officials.

Pallets or drip boards for honey supers should have a painted or hard surface to facilitate cleaning.

Employees should be made aware of the characteristics of green honey to avoid subsequent deterioration of honey quality through contamination with uncured honey.

Transport

Because of the many different conditions that may be encountered in traveling from the beeyards to the plant or honey house, supers should be protected during transport. Protection can be provided by plastic or canvas tarps, inverted wooden drip boards, or flats, or the use of an enclosed van. A secondary benefit of proper protection of the load is minimizing or eliminating robbing during certain times of the honey pulling season. Special efforts should be made to protect the honey during storms, dusty or other unusual conditions.

Storage

The storage areas for honey in supers may be an overlooked source of contamination particularly from mice, birds, ants, etc. Storage areas where overheads are not enclosed can result in dust or other foreign materials falling into the honey supers.

Condensation on cold pipes or leaks in the pipes may cause dilution and contamination of the honey.

If chemicals are used to remove bees in the pulling of honey, supers must be uncovered in storage.

Uncapping and Extracting

The uncapping and extracting operations generally are the point where honey becomes contaminated due to the number and nature of the operations.

In removing frames from supers, care should be exercised to avoid knocking dirt, paint and other foreign materials off the outside of the super into pans, melters, or other containers in the area.

Frames should be checked to avoid mechanically uncapping those that have dirt, mice nests, insects and/or other foreign material. Such frames can often be handled separately with adequate precleaning to avoid contaminating the honey. Frames having brood of any kind should be hand uncapped to prevent the larvae from the brood from entering the honey. Avoid removing supers containing brood from the hive, if possible.

During scraping of burr comb from frames, watch for residues from chemicals used in disease control or residues of feed patties and do not allow these materials to get into the honey or cappings.

Sides or catch pans should be used on equipment to prevent cappings or honey from spilling on the floor. Any honey cappings or other materials should not be removed from the floor or other contaminated surfaces and placed back into the process.

Grease used in lubrication of uncapping and extracting equipment must be food grade. Oil such as mineral oil should be used instead of motor oil. Care must be exercised to avoid any oil or grease from contaminating the honey or cappings.

Since a number of different methods and systems are used for extraction of honey, each one must be examined to avoid contamination of the honey. Systems using super rims to contain the frames during extracting should utilize rims that are not used in the field. A hard surface non-lead type of finish is essential for proper sanitation.

Open systems shall be protected from air borne contaminating materials. Extraction systems should be designed and operated to

avoid spillage or leakage of honey and must be protected from access by insects, rodents, etc. during non-use periods.

During or immediately after extracting, the honey should be heated sufficiently or otherwise processed to permit separation of wax particles and other materials from the honey. Both top and bottom baffles should be used in a tank or sump system. Screens can be used successfully in some applications.

Melters should be protected from all types of foreign materials and should be designed and operated to entrap foreign materials and provide easy and efficient removal of "slum gum" from the surface. Centrifugal cappings separators and melters shall be protected from insects, rodents, and any other foreign materials that may fall into the equipment from pipes, overheads, other equipment, etc.

Storage of Honey

After extracting and separating, honey must be protected from any type of contamination. This includes foreign materials, dilution, reaction with tank surfaces or coils, etc.

Tanks must be totally enclosed and constructed of materials that will not permit any reaction of the acid in the honey. Tanks for honey storage should be placed in areas which are clean, well lighted, adequately protected from rodents and insects, and properly ventilated.

Filling and Containers

Those areas used for filling of honey and storage of clean containers shall be protected from contamination of all kinds. Containers must be approved for food use and must be adequately cleaned prior to filling to remove all traces of previously-filled honey, dirt, water, and other foreign material and free from rust. Drums with bungs and rolled chimes require special attention to remove dirt and residues of honey which may have hardened or crystallized in the seam and/or threads. Cleaned containers must be checked prior to filling to assure that they have not been recontaminated.

After filling, containers should be protected from direct sunlight and excessive heat to avoid deterioration of the honey. Containers should not be stored where dust, rain, or other foreign material might enter the container through a loose or partially sealed lid.

Maintaining Honey Quality

Avoid excessive heat during extraction, wax separation, and cleaning operations.

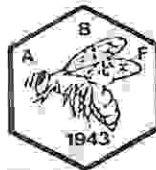
Reduce chemical deterioration through the use of stainless steel on all contact surfaces of equipment and tanks. Coils or heating surfaces of other than stainless steel, should be plated to avoid acid reaction to copper.

Eliminate as much as possible the incorporation of air during extracting and pumping.

Steam or hot water heating systems in the honey process should allow for checking for leaks of water into honey to avoid dilution and possible subsequent spoilage.

Use a cleaning method that efficiently removes propolis, honey, grease, oil, and other types of dirt without contaminating honey or the cappings. Equipment subject to propolis and/or dirt buildup should be cleaned at the end of each working day.

The use of wood on equipment coming in contact with the honey is discouraged. If wooden pallets and drip boards are used for transport of supers, they must be protected by a hard surface of paint or other material and cleaned after each use.



THE PACKER, Sat., Aug. 4, 1990

Looking to boost sales and perceptions, producers are pouring more dollars into Generic promotions

By Larry Waterfield
Washington, D.C. editor

WASHINGTON, D.C. — Producer-paid promotion and research programs are experiencing tremendous growth in dollars and importance.

About 350 of these checkoff programs now operate at the federal and state level, covering more than 80 commodities and spending some \$530 million annually. Fruits and vegetables account for \$82 million of the total, or about 13 percent, according to the USDA.

These numbers may sound large, but are minor compared with corporate advertising budgets. Food companies like Kellogg Co., Kraft, Campbell Soup Co. and General Mills Inc. spend hundreds of millions of dollars each in yearly efforts to influence consumer spending. McDonald's alone spends \$800 million annually for advertising.

But how successful are generic promotion programs for fruits, vegetables and other high-ticket items?

Dan Haley, who oversees the USDA's Agricultural Marketing Service administration of federal promotion programs, said the programs have become popular for a reason: They work.

"Those who have spent money have seen their sales increase and the public's overall perception of their commodity improve," Haley said.

Growth in checkoff programs, particularly at the federal level, has been tremendous. In 1982, promotion programs administered by the USDA's AMS collected \$45 million. Today, these — and programs since added — collect and spend \$400 million a year.

And new research and promotion programs are in the works. At the national level, these would cover mushrooms, limes, pecans, organic produce and other organic foods. A national checkoff for flowers and plants, which failed several years ago, again is being discussed. And, the General Accounting Office, at Congress' request, is studying the feasibility of a generic produce program that would be an umbrella for existing commodity promotions.

Generic programs try to boost general commodity sales, as opposed to advertising by private companies, which promotes specific branded products.

Advertising fresh commodities that are quality-controlled through marketing orders or voluntary grades is one way

'Those who have spent money have seen their sales increase and the public's overall perception of their commodity improve.'

— Dan Haley
AMS

commodity groups can use corporate techniques to compete. It's hard to imagine Coca Cola or Ford or Heinz not advertising heavily. But for decades, major commodity groups did little or no advertising, relying instead on retailers for a mention in their store ads.

Other food retailers do advertise, spending \$2 billion a year. This fact often is overlooked by producers who complain they bear the burden of advertising and promotion, but receive the smallest share of the food dollar.

Enrique Figueroa, an agricultural economist at Cornell University, Ithaca, N.Y., studies state and federal programs.

"Success seems to be a function of the size of the pool of funds," he said. "You can't do much with only \$100,000."

Without adequate funding, he said, checkoff programs are limited in what they can do to tap markets — particularly new ones. The smaller programs wind up operating regionally, even though a big segment of their potential is outside the region.

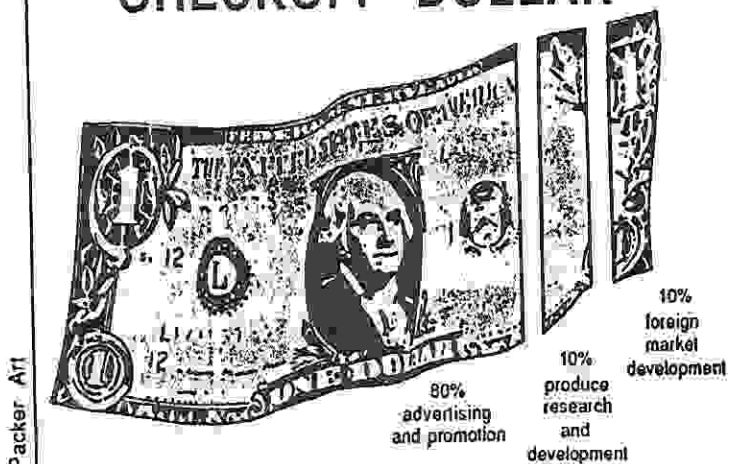
On the other hand, Figueroa said, the big programs can operate on a large scale, perhaps nationally, and make real inroads. He cited the Washington Apple Commission as a prime example of a big, successful national program. Other large regional programs include the California Table Grape Commission, California Avocado Commission, California-Arizona Iceberg Lettuce Commission and California Strawberry Advisory Board.

Although promotion programs seem to work, the dollar return to producers for dollar invested is harder to determine.

"These programs do increase sales. The trouble comes when you try to measure the benefit at the producer level," USDA economist Jim Blaylock said.

But, he added, generic program benefits go beyond simple economic returns. He pointed to building good will and telling consumers about efforts to improve the product or the environment and responsible pesticide use.

SPENDING THE CHECKOFF DOLLAR



Although the cost of a generic program can be determined, the cost of doing nothing is unknown. Estimates show these costs are high — maybe disastrously high.

"Per capita food consumption is relatively constant, and advertising a given food product generally reduced demand for close substitutes," USDA economist Nicholas Powers said.

The cost of not advertising, he said, may mean loss of business to the competition, declining demand and a failure to increase sales.

But checkoffs are not without controversy. Because they are mandatory — paid for by producers — farm groups like the American Farm Bureau Federation have insisted safeguards, like producer control, be built into the system.

A House Agriculture Committee hearing in March investigated major checkoff operations, particularly charges that the pork program illegally was using funds for lobbying. Pork industry officials claimed they simply were contacting state and federal officials about research and educational needs.

Consumer activists like the Center for Science in the Public Interest have challenged beef and poultry checkoffs for what they call "deceptive ads" about fatty foods and healthiness of the products.

The center's attorney, Bruce Silverglade, wants the checkoffs to require "long-term research projects aimed at the development of more healthy products instead of slick advertising campaigns." He said he believes checkoffs should be required to be consistent with the USDA's "Dietary Guidelines," the federal policy statement on a healthy diet.

Former secretary of agriculture John Block supports checkoff spending, but said he thinks some money should be spent to promote general benefits of the food system, like low cost and safe food.

David Senter, national director of the American Agriculture Movement, which represents some producers, said participation should be voluntary and checkoffs should not relieve "middle men" from assessments to pay for advertising.

Checkoffs also have been challenged by those paying for the programs. The most serious challenge, with implications for all checkoffs, came from a Pennsylvania veal marketer who simply refused to pay the checkoff. His lawyers claimed Congress exceeded its authority by creating checkoffs and that his freedom of speech was violated by being forced to pay for "speech" — advertising — with which he disagreed.

A federal court upheld the checkoff, arguing in effect that a checkoff does not have to benefit an individual producer because Congress has the power to pass laws, like tax laws, that affect entire industries. A federal court of appeals upheld the lower court's decision and the Supreme Court refused to hear the producer's appeal.

Generic programs also raise other fairness issues. Does generic advertising unfairly boost branded sales? Does an individual producer get any real return on his or her advertising investment?

Economists argue that branded products may be helped by generic ads, but so are the generic products. An individual producer may lose money while paying into a checkoff, but over time, checkoff spending likely will increase sales and profits for most producers.

Congress, for its part, likes the checkoff programs; particularly in an era when farm programs, with billions of dollars of direct treasury cost, are under increasing fire. The checkoffs cost the government nothing and give the impression that government is helping industries help themselves. The USDA generally supports checkoffs, provided its operating guidelines are followed.

In coming years, look for more checkoffs, not fewer.

THE PACKER, Sat., Aug. 4, 1990 — Page 5A

Some programs sway consumers

WASHINGTON, D.C. — Some major success stories have stemmed from the larger generic commodity programs. For example:

- The Potato Board convinced the public that potatoes fit well into the diet and that potatoes are not a "fatty" food.
- Studies at the University of Florida indicate the state's citrus advertising, both generic and branded, has been effective. The research found advertising had its greatest effect in the first month, but a carryover effect lasted about 15 months.
- The National Dairy Promotion, by far the largest program with annual expenditures of \$200 million, has hiked dairy consumption 12 percent since 1983, according to the National Dairy Promotion and Research Board. Natural and processed cheese consumption increased 114 million pounds from September 1984 to June 1987, the board reported, and cheese consumption is up 31 percent from 1983.
- The pork industry, faced with a "fat" image despite genetic changes to decrease fat, began a checkoff program, raised millions of dollars and introduced a successful campaign called "The Other White Meat," directly challenging the poultry industry.
- The beef industry, facing a declining image and falling market share, started a check-

THE TYPICAL CHECKOFF

- Approved by producers through a referendum;
- Producer funded, with money collected at first sale;
- No provision for refunds;
- Checkoff must be re-approved periodically; and
- Producers control program through board or committee.

off four years ago. The industry now raises \$70 million a year, used for television ads, magazines, newspapers, research, promotion and consumer education.

Studies conducted by Ron Ward of the University of Florida indicate producers are getting \$4 in return for every dollar spent.

The beef program did have a rocky start, however. The Beef Board paid \$2.6 million for stars James Garner and Cybill Shepherd to promote beef. Garner had heart bypass surgery and Shepherd told an interviewer that one of her beauty secrets was to avoid red meats.

FROM THE EDITOR:

As editor and Missouri's delegate to the nominations committee of the National Honey Board, I have received a lot of mail about the 1991 referendum to determine the continuation of the National Honey Board. The 1990 Farm Bill has been approved by Congress and it includes several amendments to the National Honey Board's legislation, including a provision to allow a referendum in 1991 on the issue of assessment refunds. Please read all you can about the issues at stake and vote responsibly in June. I have included some information in this newsletter from The American Beekeeping Federation. Depending on the national magazines of beekeeping you read, some of what I include is repetitious. The following comments are from Roy S. Weaver Jr. written in a letter to the editor of the Texas Beekeepers Assn. and best mirror my thoughts about the Honey Board issue.

"...I believe the Honey Board should continue to be made up of Producers, Packers, International Dealers, and a Public member so a wide range of knowledge and experience can be brought to bear on the problems facing the Board in its job of setting policy. I would not trust a Board made up of individuals who might all tend to think alike to set policy that would be in the best interest of the industry. We need the diversity that the present make-up of the Board gives.

The idea of eliminating the refund provision of the National Honey Act is certainly open to differences of opinion, and to honest debate....I know that this is a tough time for beekeepers, and many of us are in danger of going under. The 1 cent per pound refund will certainly help pay the bills. Although any good promotion or advertising program is ultimately paid for by the consumer, I also know that we must spend money to make money. As I write this, the price paid for bulk honey is steadily rising. The world's supply of honey is not appreciably different from the long term average, so I must conclude that the shortage that is forcing prices up must be caused by increased consumption. It would be hard to prove that the efforts of the Honey Board in promoting honey is causing that increased consumption, but since there is no other apparent reason for that increase, I must believe the promotion program is beginning to have the desired effect. If we spend a penny on promotion, and the price increases 2 cents, we have made a penny. That is a good investment."

A voluntary Honey Promotion Program was tried about thirty years ago. It failed because too many failed to contribute. The present program will fail before it has time to prove itself, if too many ask for refunds.

News from Joe Francka- State Entomologist

Joe reports that he has had to make 10% budget cuts in his department. It affects beekeepers in the availability of inspections for brood diseases in certain areas. No personnel has been laid off, but some vacated positions may not be filled until more money is allocated. He assured me that his department would follow up with requests for inspections as quickly as possible, bringing in personnel from other areas. Joe feels like the tracheal mite will be in all areas of Missouri by spring, and feels that we should be looking for weakened colonies after winter; and checking for mites if you have unusually high winter losses. The varroa mite is a problem in the South-central part of Missouri, and is not wide-spread at this time. He asks you to remain alert for out-of-state beekeepers who may be moving hives into the state without his knowledge.

At this time, the State Fair commission is not likely to pick up the entire premium money to cover the group competition in Apiculture at the fair. (Editor's note: MSBA voted to withdraw the contribution to the state fair for premium money in group competition because of budget cuts.) Please check the next newsletter for further details about this section of competition. He hopes that he will be able to keep some of the classes in the group competition, but it will be restructured.

1990 GOVERNOR'S CONFERENCE ON AGRICULTURE

Report by Sharon Gibbons

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. The MSBA furnishes honey for the honey cookies which are served at the coffee breaks between the lectures; but our main participation is at the banquet on the first evening of the conference. This year we served Vegetable Salad with Honey Dressing. It took 3 cases of broccoli, 3 cases of cauliflower and 15 pounds of carrots for the vegetables. The honey dressing when finished measured 5 gallons. Thanks to the following members who helped with the preparations and serving. David & Norma Nolting, Norm Grosche, Ruth Hoover in St. Louis who did all of the chopping of vegetables; Bob Finck, who donated the salad dressing ingredients; and Jim Thaxter, Glenn & Joanne Davis, and John Gibbons who served the salad on Sunday evening.

This year twenty 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. Herb Growers
- Mo. Goat Breeders Assn.
- Mo. Fish Farmers Assn.
- Mo. Pork Producers Assn.
- Mo. Rice Merchandising Council
- Mo. Turkey Federation
- Mo. Soybean Assn., and Merchandizing 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. An oriental honey sauce was served as a dip for rabbit nuggets, and the Pork Producers used honey in the marinade for the pork slices. We were proud to see other commodity groups using honey with their products. The public relations it brings is so good for our industry. We gave out many recipes, and had good feedback from people tasting our salad. This is a great way to increase the use of honey. Any suggestions for future promotions would gladly be received.

1991 MEMBERSHIP DUES

THE TIME IS HERE FOR 1991 DUES. The dues have increased to \$5.00 for the year. These can be paid either through your local association treasurer or can be paid directly to MSBA Treasurer:

Jim Hausam, Rt.2, Box 117, Lincoln, Mo. 65338.

Other industry organizations are involved in governmental lobbying and other related benefits for honey and beekeeping. NHB's programs to improve consumer *demand* for honey meshes effectively with the activities of other national, regional and state beekeeping and honey industry organizations.

The NHB complements many local efforts by offering: recipe brochures, educational videos, photo/recipe releases, display materials, posters. Other associations can depend on the NHB as a resource for promotional tools.

 You say that honey industry leaders run the NHB—how can I have a say?

The first step is to contact your regional Board member and alternate. Let them know what you think! They can take your ideas and bring them to the attention of the full Board.

Or, contact your local beekeeping organization. They can always relay your suggestions to the NHB.

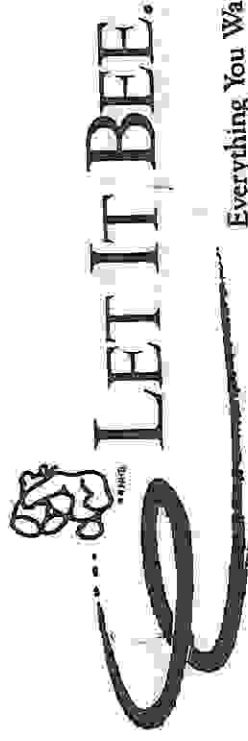
Finally, you may wish to write to or call the NHB:

Sherry S. Jennings
Industry Relations Director

National Honey Board



421 21st Avenue, Suite 203
Longmont, Colorado 80501-1421
303.776.2337
Facsimile 303.776.1177



Everything You Wanted
to Know about the NHB*

*The National Honey Board

*Its mission is simple and straight-forward—
to maintain, develop and expand the market
for honey and honey products.*



How does the NHB help me?

NHB helps you in the marketplace. You must let consumers know about honey. You must assure consumers that honey is one of nature's most pure and natural foods.

This can only be accomplished through a coordinated promotion effort. NHB is the honey industry's voice—speaking loud and clear on the virtues of honey. Without NHB, that voice would be a mere whisper.



Does the NHB help raise market prices?

As the NHB continues to meet its objectives—educating consumers about honey, helping foodservice professionals to fit honey into a healthy menu plan and encouraging food manufacturers to increase honey usage—demand increases and strengthens prices.

Who runs the NHB?

The National Honey Board consists of 13 elected members who come from the ranks of producers, packers, importers, a cooperative honey marketing association, and the general public.

Board members and alternates are nominated by state associations and appointed by the Secretary of Agriculture. The members of the Board are unpaid volunteers, honey industry members who care about their industry and want it to be strong.

Who pays the assessment?

Since 1987, the promotions programs have been funded by an assessment of one cent per pound on honey (domestic, imported or exported). The assessment is paid by the producers and importers. Producers of less than 6,000 pounds of honey annually can file for an exemption from the assessment.

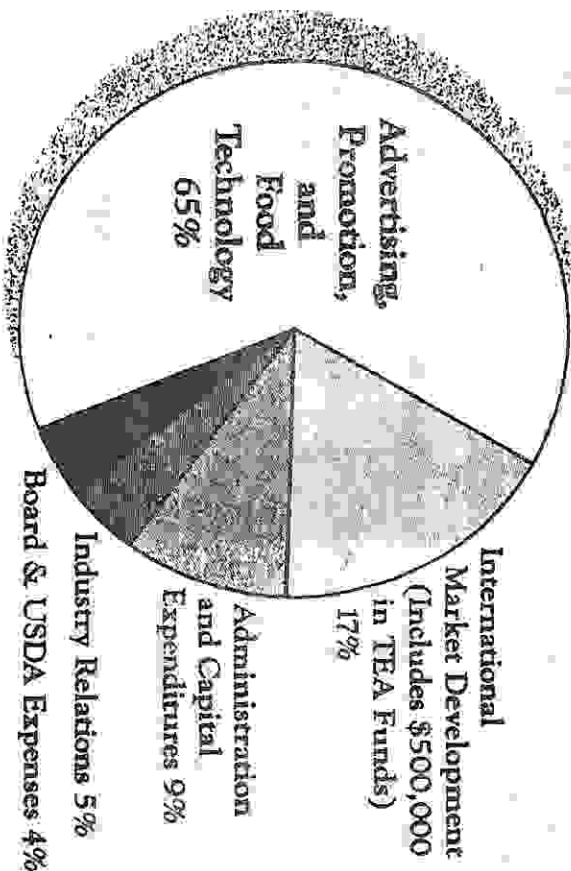
Do importers pay their fair share?

Imported honey is subject to assessment. The assessment is paid at the time of entry into the United States. Importers can receive refunds based on the percentage of refunds paid to domestic producers.

Who decides how my money will be spent?

To make sure that NHB is run as industry members want it run, honey industry leaders who comprise the Board make the decisions. In 1991, this is how the Board decided to allocate your investment:

The National Honey Board PROPOSED 1991 BUDGET Total \$3,716,000



How does the NHB differ from other honey industry organizations?

NHB's mission is very specifically spelled out in the law that established the program. Its purpose, pure and simple, is to increase the demand for honey and honey products. Therefore, the NHB works only on the demand side, encouraging the increased use of honey by consumers, foodservice operators and food manufacturing companies through advertising and other promotional techniques.

NEWS

United States
Department of
Agriculture

Office of Press and Media Relations
News Division, Room 404-A
Washington, D.C. 20250

Office of
Public Affairs

Deborah Takiff Smith (202) 447-8173
Reginald McNeill (202) 447-4026

Advanced for release at 6:30 p.m. EST, Monday, Nov. 20

AGRICULTURE YEARBOOK PORTRAYS PEOPLE

WASHINGTON, NOV. 27--"Americans in Agriculture: Portraits of Diversity," the 1990 Yearbook of Agriculture, was released today by the U.S. Department of Agriculture.

"The richest source of American agriculture is its people," said Secretary of Agriculture Clayton Yeutter. "The initiative and creativity and plain hard work of these millions of people are the key to our efficiency and our ability to compete in the world marketplace."

Sharon and John Gibbons: Honey of a Hobby Sweetens Retirement Plans



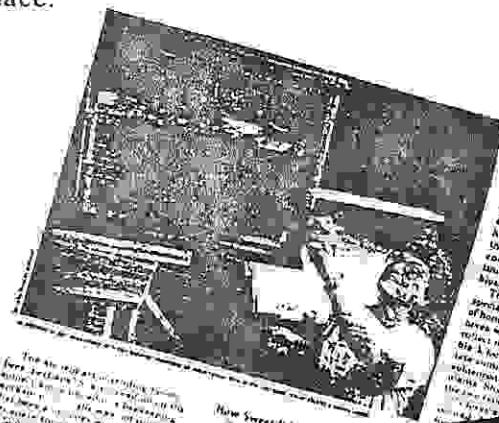
Sharon and John Gibbons are busy honey bees with the Golden Bee Farm in Ballwin, MO. Honey is an important enterprise on their farm, but their love also helps pollinate tobacco and field crops across much of eastern Missouri. Bob Schenck and John Gibbons are joint owners of the Golden Bee Farm. Sharon is a dental hygienist and John is a freelance executive recruiter.

by Jane E. Richter, Agricultural Journalist,
Vandalia, MO

The Gibbons did not exactly fly into the beekeeping business without giving it a lot of thought. They began by purchasing a small farm in Crawford County, Mo., where they planned to make their home after retirement. To provide an income supplement later on, they planted trees on the land. Bob Schenck is a knowledgeable beekeeper. "We wanted to keep an enterprise that would start yielding income quickly," recalls Sharon.



For the Beekeepers



Now Sweet It!

The Gibbons have tested beehives in a field where they raise tobacco. The beehives are placed in a field where the tobacco plants are growing. The beehives are used to pollinate the tobacco plants. The Gibbons have found that the beehives are very effective in pollinating the tobacco plants. The Gibbons have found that the beehives are very effective in pollinating the tobacco plants.

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The 1990 Yearbook highlights people who work in all aspects of American agriculture. Neg. No. 90BW1900-22

Each yearbook of agriculture is an anthology with a different theme. The 1990 Yearbook introduces more than 50 interesting people involved in all aspects of Agriculture. They represent more than 20 million Americans who work in the U.S. food and fiber system.

This year's 200-page hardback publication is printed on recycled paper and has a different format from that of previous books. The square pages and many original USDA photographs should make the book more appealing and readable.

The new publication is divided into six sections. Part I gives an overview of who works in the U.S. food and fiber sector, and key facts about American farmers, farms and farmworkers. Part II introduces farmers from dozens of states from New England to the West Coast, and the deep South to the Midwest. Part III goes beyond production agriculture and points out how the business of agriculture employs about 16 million Americans, such as a banker, a wholesaler and a food technologist.

Part IV tells the stories of several working scientists delving into the mysteries of how nature works. Part V presents a few of the millions of Americans involved in agricultural education. The yearbook's concluding section introduces government workers and volunteers supporting agriculture on local, state and federal levels.

As a special focus, the 1990 Yearbook celebrates the centennial of the 1890 Institutions, the historically black land-grant colleges and universities. It offers a history of these schools and features numerous profiles of researchers, farmers, teachers, and students connected with the schools.

This yearbook also invites young people reading the book to come work in agriculture. There are many diverse careers such as science and finance, engineering, marketing and exporting.

Each member of Congress will have limited free copies of the 1990 Yearbook, "American's in Agriculture: Portraits of Diversity," for public distribution. Copies also are available for \$10 from the Superintendent of Documents, Washington, D.C. 20402. In addition, the yearbook will be sold at government bookstores in many cities.

USDA has no copies for sale or distribution.

I'm excited to announce that my honey business (Gibbons' Bee Farm) is included in the USDA 1990 Yearbook of Agriculture. It is a result of an interview I gave over 1 1/2 years ago. A free-lance writer named Jim Richie submitted the story with pictures to USDA without my knowledge, and what a surprise, when I found out it was accepted.

I'm always hearing that beekeepers won't give interviews. Good stories are good for business and also for beekeeping interest.

Christmas time is no time to be discussing the birds and the bees, but such are the specialties at Whistling Wings, the world's largest producer of mallard ducks, and at Dadant & Sons, the world's biggest supplier of beekeeping items.

Perhaps, then, your Christmas dinner includes a duck born and bred at Whistling Wings in Hanover, a few hundred miles north of St. Louis just by the Mississippi River. And if candles light your way through the holi-

day, maybe they originated at Dadant & Sons, situated even closer to St. Louis at Hamilton, another Illinois Mississippi River town just across from Keokuk, Iowa, 163 miles north of here.

Founded 127 years ago, Dadant sells candles, honey and — most important — beekeeping equipment, for which the firm is the world's largest supplier. Dadant occupies an old-fashioned brick building that emits the faint aroma of honey, released from the beeswax-processing area in the basement.

A small shop at the main office and factory in Hamilton sells honeycombs thick with honey (you can eat the wax or chew it like gum), honey-based cosmetics and jellies, and beeswax candles, marketed nationally as Family D'Adant Lumieres. Christmas candles, decorated with a holly leaf motif, as well as tapers for religious services and for everyday household use, display a spectrum of colors and a pleasing geometry of graceful shapes.

Although Dadant makes some candles at the headquarters factory, most are produced at Kahoka, a northern

Missouri town some 20 miles due west of Hamilton. Dadant's Joe M. Graham took me downstairs to see the candle-dipping line and the vats, tanks and presses where the beeswax is melted, filtered and processed into sheets sold for insertion by beekeepers into wooden frames. Upstairs, we visited the production area, where seven sewing-machine operators assemble veils that protect bee-handlers' faces.

Graham, a Missouri native from the Kansas City area and a 1974 graduate of the University of Missouri's School of Journalism, related that some 200,000 beekeepers operate in the United States, almost all of them hobbyists. Only about 1 percent of the beekeepers are professionals, while 10,000 harvest honey as a sideline.

Graham edits the American Bee Journal, established in 1861 and believed to be the nation's fourth-oldest continuously published magazine. The Journal's former logo pictured a bee with the inscription "Our toil doth sweeten others."

Dadant acquired the Journal in 1912 and moved it to the hamlet of Hamilton — population 3,500. By then Dadant & Sons had become one of the world's leading bee-supply houses. Soon after Charles Dadant emigrated in 1863 from a small town near Dijon, France, to Hamilton with his family, he established a bee business, starting with two hives.

Before long, Dadant and his son, Camille, developed an innovative hive design known in the beekeeping world as the "Dadant Hive." Later, they collaborated on the revision of the classic

textbook by L.L. Langstroth, first published in 1853, titled "The Hive and the Honeybee."

At one time, Charles Dadant, who taught himself English by reading The New York Times and the New York Tribune with a dictionary at hand, was the nation's largest producer of extracted honey.

The firm, which now boasts some 200 employees, including fourth- and fifth-generation members of the Dadant family, operates 10 branch distribution centers around the country as well as a metal shop in Dallas City, Ill., and a factory that makes wood-wear from ponderosa pine in Polson, Mont., in addition to the Kahoka candle factory and the Hamilton headquarters.

Those facilities turn out a complete line of apiary items, such as beeswax, hives, honey-processing equipment, smokers used to calm bees, sting-proof protective clothing and many other products, all as pictured and described in the firm's 40-page catalog, which also offers a 2-pound package of bees (\$29.75). "Beekeeping," notes the catalog, "is a honey of a hobby."

The Middle West is a land of milk and honey, game and grain, vegetables and other fruits of the good earth. At holiday time, perhaps it is well to pause an instant to reflect on the rich bounty our corner of the Earth yields. And then — on with the meal! Let the duck or turkey or ham be carved, may the biscuits be drowned in honey, serve up the other dishes and light the candles to brighten yet another Christmas here in America's heartland.

WELCOME TO: MISSOURI WOMEN IN AGRICULTURE

This organization is a network of women involved in agriculture and would serve as a statewide coalition. It is an affiliate of American Agri-Women, which is composed of 30,000 farm and ranch women in state and commodity affiliates. Dues would be \$10 for combined state and national membership. Please contact: Sheri Spader, Rt. 1, Box 58, Rosendale, Mo. 64483, 816-567-4031.

MISSOURI AGRINEWS

New newspaper to serve state's farm community. Initially, farm families in Adair, Audrain, Boone, Callaway, Carroll, Chariton, Clark, Cooper, Grundy, Knox, Lafayette, Lewis, Lincoln, Linn, Livingston, Macon, Marion, Mercer, Monroe, Montgomery, Pike, Putnam, Ralls, Randolph, Saline, Schuyler, Scotland, Shelby, St. Charles, Sullivan, and Warren counties will receive *Missouri AgriNews*. Anyone with interesting stories can contact the AgriNews office at 3117 Pioneer, Columbia, Mo. 65201

I have names of beekeepers who will be media representatives in their areas.

Included are: Bill Johnson, Buckner, Sharon Waddel, West Plains; Bill Kohne, Sullivan; Jim Thaxter, Moberly; Chuck Hilbish, Reeds, Mo. If anyone else is interested in being listed as a contact with the Mo. Department of Agriculture, please call or write Sharon Gibbons, editor.

CONGRATULATIONS to JIM HAUSAM

Jim was honored at the October MSBA meeting in Springfield as **1990 BEEKEEPER OF THE YEAR**. A plaque was awarded to Jim. We did not have a photographer available for a picture, but hope to get one later.

Some errors were made in the last newsletter in regard to the beekeepers who worked at the State Fair.

Charles Hilbish belongs to Southwest Beekeepers assn. His wife Gail and granddaughter Cindy worked an entire day at the fair honey booth. Rudolph Burrell from Mid-Mo did not work at the fair but Larry Snelson did. (I sure hope I got that right now.)



■ Support The Honey Board!

It would be a great pity if the National Honey Board were to be killed because of the greed or shortsightedness of a few. Since it has gotten momentum, they have done a great job of publicizing honey and increasing the demand.

Cigarette manufacturers spend about 38% of their gross to advertise a product and convince people that they need it, when it has no real value.

Is two percent of our gross too much to continue promoting honey and increasing the price and demand?

Before the second world war, the American Honey Institute in Madison, Wisconsin did their part to advertise honey nationwide, especially with honey recipes.

It died during the war for lack of support.

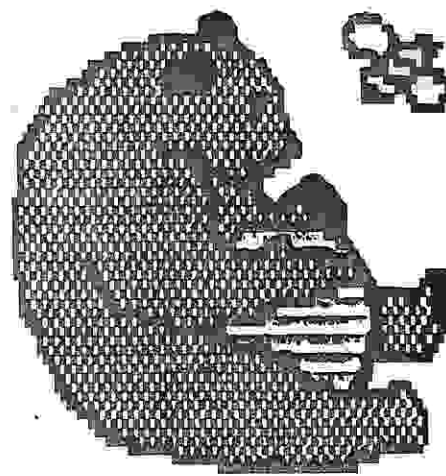
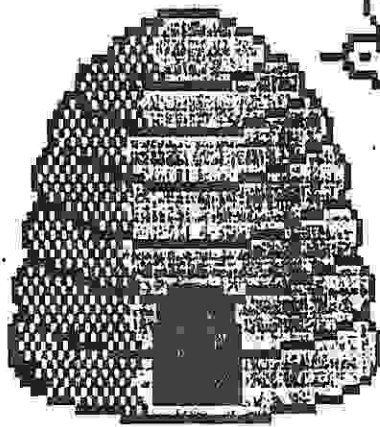
So, while sugar was strictly rationed, and honey had such an opportunity to become commonly used in recipes, the demand and price remained the same for lack of public awareness.

If we agree to "let George do it", the National Honey Board will die a similar fate. And then what will the future of "Nature's Finest Food" be?

Ben Franklin had the right idea when he said, "If we don't hang together we'll hang separately."

Beekeepers, bottlers and importers, support the National Honey Board with your penny a pound, and no more refunds.

Stuart Kuik
Houston, TX



THANK YOU FOR

MRS. GIBBONS,

THE FOLLOWING JOKES WERE COMPILED FROM SEVERAL SOURCES. THE FOURTH GRADE SPECTRA STUDENTS MADE UP MOST OF THEM..... CAN YOU TELL?

1. WHAT DID THE BEE POLISH HER CAR WITH?
2. WHO WAS THE FIRST BEE ASTRONAUT?
3. WHAT BEE IS RUNNING FOR COUNTY EXECUTIVE?
4. WHERE DID THE BEE GO FOR WATER?
5. WHAT IS THE MOST POPULAR HAIRCUT FOR A BEE?
6. WHAT BEE MIGHT COME OUT IN THE SPRING?
7. WHAT MADE THE BEE ITCH?
8. WHY DIDN'T THE BEE SHARE HER HONEY?
9. HOW DOES A BEE SMELL?
10. WHAT IS THE BEE'S FAVORITE BEER?
11. WHAT DO YOU CALL A HOT BEE?
12. WHAT IS THE BEE'S FAVORITE SONG?
13. WHAT DOES A QUEEN BEE USE TO COMB HER HAIR?
14. WHAT DOES THE BEE DO WHEN THE ENEMY OUT NUMBERS IT?
15. HOW DOES THE BEE GET TO SCHOOL?

Answers
on other
side!

BEE-ING SO KIND!

Missouri State Fair
Marilyn Farrell

2nd place

Chocolate Honey Cake

- | | |
|------------------------------|---|
| 1 3/4 cups all purpose flour | 2 eggs |
| 1 1/2 tsp baking soda | 3 squares unsweetened chocolate, melted |
| 1/2 tsp salt | 2/3 cup water |
| 1/2 cup shortening | 1 tsp vanilla |
| 1 1/4 cups fall honey | |

Sift flour, soda and salt. Cream shortening and honey-beating well. Add 1/4 cup of the flour and beat until smooth and well blended. Add eggs, one at a time, beating well after each. Stir in chocolate and blend. Add remaining flour alternately with water, beating very well after each addition. Add vanilla.

Bake in greased and floured bundt pan 40 minutes at 350 degrees. Cool 10 minutes in pan, turn out on wire rack and cool completely. Drizzle with chocolate glaze and sprinkle with coconut.

Chocolate glaze; melt 4 squares sweet cooking chocolate with 1 tblsp butter. Mix well.

Marilyn Farrell

3rd place

Zucchini Honey Bread

- | | |
|---|-----------------------------|
| 5 tblsp softened butter | 2 tsp baking powder |
| 1 cup honey | 1 tsp baking soda |
| 2 large eggs | 1 1/2 cups grated zucchini |
| 1 tblsp grated orange rind | 1 cup coarsely chopped nuts |
| 1 16 oz can whole-berry cranberry sauce | |
| 3 cups all purpose flour | |

In medium bowl, beat butter, honey, and eggs until fluffy. Stir in orange rind and cranberry sauce.

Measure flour, baking powder, and baking soda into the butter mixture; fold in until just combined. Fold in zucchini and nuts. Turn into two 8x4 inch loaf pans. Bake at 350 degrees about 1 hour. Cool on wire rack.

ANSWERS

- | | |
|------------------------|------------------------------|
| 1. BEESWAX | 9. IT STINGS |
| 2. BUSS-ALDREN | 10. BUZZ- LITE |
| 3. BUZZ-WEISER | 11. SWEAT BEE |
| 4. A WATER HY-DRONE | 12. "DON'T WORRY, BEE HAPPY" |
| 5. A BUZZ | 13. A HONEYCOMB |
| 6. A MAY-BEE | 14. BEE-TREATS |
| 7. IT HAD POISON HIVEY | 15. ON THE BUZZ |
| 8. SHE WAS STINGY | |

ILLINOIS/IOWA/MISSOURI BEEKEEPERS
CONFERENCE ROOM RATES FOR APRIL 26-28, 1991

319-524-8000

1800241

2340

CHOICES INDICATED BY (1) FOR BEST AND (4) FOR LEAST ACCEPTABLE

1 DAYS INN OF KEOKUK- Full Service Hotel - located at 4th and Main St.
All rooms are two bed rooms: 84 rooms phone: 1800-325-2525

1 person - 2 beds \$37.80 includes Breakfast Buffet
2 persons - 2 beds \$42.30 " " "
\$5.00 each additional person for Breakfast Buffet

2 KEOKUK SUPER 8 - 3511 Main Street-Donuts and coffee in AM
62 rooms phone: 1-800-848-8888

1 person - 1 bed \$28.79
2 persons - 1 bed \$33.29
2 persons - 2 beds \$35.09
4 persons - 2 beds \$40.49

2 KEOKUK MOTOR LODGE - Main Street Road 60 rooms

1 person - 1 bed \$29.00
2 persons - 1 Bed \$33.00
2 persons - 2 beds \$35.00
\$ 3.00 each additional person

3 CHIEF MOTEL - 2701 Main St. 21 units

1 person - 1 bed \$21.00
2 persons - 1 bed \$25.00
2 persons - 2 bed \$27.00
\$ 2.00 each additional person

4 PIERCE HOTEL 4th and Main -14 rooms- National Historic Registry Building

1 person - 1 bed \$23.10
2 persons - 1 bed \$28.35

All room rates quoted without tax - 4% State Sales Tax and 5% Hotel/Motel Tax.
These are special convention rates. Please mention that you are with MSBA
when you make your reservations.

NOTICE

Jim Thaxter has received two letters from companies who wish to have us send them our membership roster so that they can send you information. Since at this time we don't accept advertising, I will print their request so anyone of you interested can follow up on it. What do you think of including advertising as a way to fund this newsletter? It would be a way of keeping dues low. Let us know about how you feel before the next meeting.

Western Commerce Corp. P.O. Box 1308, City of Industry, CA. 91749 is looking for honey to buy. Call Paul Centorbi at 1-800-266-5226.

Blue Ridge Farms, Inc. P.O. Box 2685, Cayce-West Columbia, SC 29171 Write Havilah Babcock if you are interested in finding out more about their mite resistant queens.

Way Plant
George
Stearns
416-727-3324

Joe Frank
Stearns
Queens

TO MEMBERS:

We are interested in each and everyone of our members. Although we cannot give each one the individual attention we would like, we try to make your membership meaningful and trust that it adds zest, pleasure and profit to your beekeeping endeavor. You may not even have bees, but your interest in bees and what the bees contribute to our nations economy will lead to prosperity for all.

If you have a few minutes, I would appreciate having a few lines from you, and you may be sure that it will make the job of editor more pleasurable. If you know of any beekeeper who does not belong to Missouri State Beekeepers Assn., please pass this newsletter on to them and encourage them to join.

Dues are \$5.00 per year. Make check payable to Missouri State Beekeepers Assn. If you belong to a local association, pay your dues through local treasurer.

ENCLOSED IS \$_____ for _____ YEARS OF MEMBERSHIP.

NAME: _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

MAIL TO: JIM HAUSAM---RT.2, BOX 117---LINCOLN, MO., 65338

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