

**NATIONAL HONEY BOARD
MEETING MINUTES**

PRESIDING: LEE HEINE, CHAIR
LOCATION: GARDEN GROVE, CALIFORNIA
DATE: February 17-19, 2005

National Honey Board Members Present: David Allibone, Buddy Ashurst, Hans Boedeker, Gene Brandi, Bob Coyle, Nancy Gamber Olcott, Tom Hamilton, George Hansen, Lee Heine, Clint Walker III, Reg Wilbanks and Bonnie Woodworth.

National Honey Board Member Absent: David Hackenberg

National Honey Board Alternates Present: Larry Kelley, Steve Smith and Glenda Wooten.

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Katie Roche, Tina Tindall and Bruce Wolk.

Others Present: Gene Brandi, ex-officio; Kathie Birdsell, USDA/AMS; Jerry Probst; Mary Anne Davitt, Transcriber; Jerry Brown, Zac Browning and John Miller.

THURSDAY, FEBRUARY 17, 2005

CALL TO ORDER

The meeting of the National Honey Board was called to order by Chairman Lee Heine at 8:04 a.m. Tina Tindall called the roll.

ACTION I -- SEATING OF LARRY KELLEY, ALTERNATE

Motion by Bob Coyle, seconded by Hans Boedeker and carried to seat Larry Kelley as Producer Region 7 Alternate for the absent Dave Hackenberg.

ACTION II -- APPROVAL OF THE AGENDA

Motion by Reg Wilbanks, seconded by Tom Hamilton and carried to accept the Agenda as presented.

Bruce Boynton introduced Katie Roche, the new Honey Board Industry Services Director, and expressed thanks to the staff for their good work preparing for the meeting.

LOGO UPDATE

Bruce Boynton reported that the new logo is being used on new materials. The old Honey Bear logo will be phased out and our trade mark registration of the old logo will be terminated by the end of April.

FINANCIAL REVIEW

Honey Board CFO Sam Butler reviewed the Honey Board financials, including a summary of 2004 assessments and the 2004 Audit. The proposed budget amendments were reviewed and explained (see attachments).

AMS UPDATE

Kathie Birdsell stated that there was no new information about the Packer-Importer Board Proposal, or about the Beef Board litigation.

APPLIED RESEARCH UPDATE

Bruce Wolk gave a presentation on recent applied research activities, emphasizing that new product research and development is based on market driven research and is intended to promote honey consumption. He reviewed the Honey Industry New Products Showcase held in Kansas City, Oct 20-21. He reported on the status of the granular honey development and showed a preliminary sample of the product based on phase I progress to-date. The final result of this phase I research on the granular honey will determine whether or not we continue with the next phase in 2005. Anticipated new honey product research in 2005 includes granular honey, Dulce de Leche, and honey essence. A second new product showcase is proposed.

PRODUCTION RESEARCH UPDATE

Bruce Boynton reported that the Research Committee selected two projects from ten proposals. The two projects selected include Testing Oxalic Acid for Varroa Control in Dry vs. Humid Climates, submitted by Diana Sammataro at the Carl Hayden Honey Bee Research Center in Tucson, and Effects of Mineral Oil and Essential Oils on Honey Bee Worker Brood and Colony Varroa Mite Populations, submitted by Jeff Pettis at the USDA-ARS Bee Research Laboratory in Maryland. The Oxalic Acid project will be extended to include testing in colder climates.

2004 PROGRAM EVALUATIONS

Boynton reviewed summaries and evaluations of the 2004 industry services projects. Bruce Wolk reviewed summaries and evaluations of the 2004 marketing and promotion programs,

PEOPLE'S REPUBLIC OF CHINA UPDATE

Bob Coyle presented an update on U.S. and China efforts to reopen negotiations about transitioning from the anti-dumping order to a bilateral agreement.

BIOTERRORISM ACT UPDATE

Jerry Probst reported that the Final Rule implementing the Bioterrorism Act was published December 9, 2004, and that all commercial beekeepers are required to register. He listed websites on which people could register. He said that enforcement

was related to serious adverse health consequences or death of humans or animals, which is very similar to a class 1 recall, and that an FDA audit, which is very serious, will not happen unless one of these issues arises.

ECONOMIC ADULTERATION UPDATE

Probst reviewed the status of Dr. Joseph Irudayaraj's research report on economic adulteration. He is working with Dr. Irudayaraj to get the document formatted and in shape to present to AOAC, which requires a very specific format.

INDUSTRY ACTIVITY UPDATE

Probst reported that he was recently in Washington, D.C. with AHPA representatives, as a consultant for that group, with the aim of promoting the adoption of a standard of identity for honey by using part of the CODEX standards, and sees some hope for this. Glenda Wooten reported on her recent visit to D.C. with representatives of ABF. She began to distribute ABF information and letter to the Board; however, as it concerned lobbying, Kathie Birdsell requested that this not be done at the Board meeting.

ORGANIC HONEY EXEMPTION UPDATE

Boynton reported on the final rule, published in the Federal Register on January 14th, exempting organic producers from assessment by research and promotion programs.

VOLUNTARY QUALITY ASSURANCE PROGRAM UPDATE

Boynton updated the Board on recent work, noting the January meeting of the Guidelines and Curriculum Committee and the work of that group to focus first on the extraction process. Jerry Brown, Zac Browning, John Miller, Boynton and NHB Chairman Lee Heine will meet this Saturday afternoon for a work session. Boynton noted that Brent Barkman is gathering names for a committee to address labeling issues.

POSSIBLE RESTRUCTURING OF BOARD MEETINGS

There was discussion about a possible restructuring of Board meetings to reduce cost and time. Bruce Boynton and Tina Tindall reviewed the costs of past board meetings, issues with airfares and locations, and presented options for future meetings.

GUEST PRESENTATION – THOMAS J. PAYNE

Thomas J. Payne, of Thomas J. Payne Market Development, one of the new product development companies retained by the Honey Board, gave a presentation to the Board on his company and the variety of products and marketing promotions they have developed for other commodities and other countries. He reviewed in depth the situation for honey and identified markets and marketing potential for new honey products.

The Thursday session of the Board meeting ended at 5:00 p.m.

FRIDAY, FEBRUARY 18, 2005

CALL TO ORDER

The Friday session of the National Honey Board meeting was convened by Lee Heine at 8:04 a.m.

2005 MARKETING AND PROMOTION PLANS

Bruce Wolk presented the 2005 Marketing and Promotion plans. The "Honey of a BBQ Tailgating Contest" was a great success and will be continued in 2005, though at a more modest level. The number of recipe submissions in 2005 is expected to equal that of 2004. Plans are to turn the winning recipes into a recipe brochure as an industry services piece. Other promotions that will be launched include the honey cosmetic oriented "Red Carpet Ready" with Christopher Watt, American Youth Football and Cheer, a promotion geared toward young players emphasizing the need to hydrate prior to and during exercise, an Alternative Use Program which will explore hidden uses for honey such as in pet shampoos, the Export Program, and a new Read the Label program which will feature heroes of the honey industry. Wolk stated that the 2005 Marketing Program will be more condensed and more carefully prioritized than in the past.

RL PUBLIC RELATIONS

Roxanna Lissa, president of RL Public Relations, an agency specializing in the Hispanic market, gave a presentation on her agency, its history and growth. The history and place of honey in Hispanic culture were discussed in depth. Lissa described the program her agency has developed for the NHB to build Hispanic confidence in U.S. honey, the messages that will be emphasized, and a Hispanic beekeeper tour aimed partly at using Hispanic beekeepers as spokespeople for Hispanic consumers.

EXPORT MARKETING AND MAP PROGRAM

Bruce Boynton reviewed the process and timeline for application and funding of the Market Access Program (MAP).

BILATERAL AGREEMENT

Bob Coyle reported on a fax he received last night from China. He said that the U.S. Department of Commerce and the Chinese Ministry of Commerce have agreed to meet to discuss transitioning from the anti-dumping rule to a bilateral agreement. Items for discussion include maximum quantities, the establishment of price levels, quality assurance, and circumvention. Steve Smith of NHP&DA stated that the majority of NHP&DA is in favor of a bilateral agreement, and that he stands ready to assist Coyle in any way possible. Lee Heine stated that Bob Coyle's work on this matter was appreciated by many people in the industry.

INDUSTRY UPDATE

Glenda Wooten provided an update on her recent visit to Washington D.C. with other representatives of ABF.

The Friday session ended at 10:30 a.m. Following a brief break, committee meetings were held through the rest of the day, including Industry Services Committee, Finance Committee, Research Committee and the Marketing Committee.

SATURDAY, FEBRUARY 19, 2005

The Saturday session was convened by Chairman Lee Heine at 9:05 a.m. Tina Tindall called the roll.

CONSENT AGENDA

ACTION III -- CONSENT AGENDA

Motion by Clint Walker, seconded by Tom Hamilton and carried to approve the consent agenda.

COMMITTEE REPORTS

FINANCE COMMITTEE

Clint Walker, Chairman, presented the report. Committee members present were Clint Walker, Dave Allibone, Bob Coyle, Nancy Gamber-Olcott, and George Hansen. Others present were Lee Heine, Bruce Boynton, Katie Roche and Kathie Birdsell. The September 2004 Finance Committee minutes were approved. The audit was reviewed.

ACTION IV -- APPROVAL OF 2004 AUDIT

Motion by Clint Walker, seconded by George Hansen and carried to approve the 2004 National Honey Board Financial Audit.

ACTION V -- APPROVAL OF PROPOSED AMENDMENTS TO THE 2005 BUDGET

Motion by Clint Walker, seconded by George Hansen and carried to approve the proposed amendments to the 2005 Budget as published and presented.

Walker reported that the committee discussed the assessment forecast for 2005, characterizing the picture as conservative with respect to sources and volume, especially given the loss of bees to the Varroa mite.

RESEARCH COMMITTEE

Tom Hamilton, Chairman, presented the report. Committee members present were Hans Boedeker, Lee Heine, Reg Wilbanks, Bonnie Woodworth. Others present were Bruce Boynton, Kathie Birdsell, and Jerry Probst. The September 2004 minutes were approved as presented.

Hamilton reported that the 2005 Research budget permitted additional production research if the Committee desired. The Committee approved the production research project, "Ozone as a Fumigant for Honeybee Supers and Cones," at a cost of \$7,500, subject to Boynton's approval after he evaluates the feasibility of the project.

New Basic Research Projects. Dr. Beals has received a \$40,000 proposal to study honey as a cough suppressant, and estimates \$50,000 for a project related to honey and health perhaps in the area of coronary heart disease.

Hamilton reported that the paper The Chemical Tolerance Levels for Honey Compared to Other Agricultural Products was completed by David Ropa.

The Honey Board's 2002 Scientific Compendium has been updated by Dr. Kathie Beals and just needs to be printed.

The white paper on filtration methods is complete and ready for Board approval before posting on the NHB Web site.

ACTION VI -- WHITE PAPER ON FILTRATION METHODS

Motion by Tom Hamilton, seconded by Bob Coyle and carried that the Board accept the white paper on filtration methods as written and revised.

Hamilton reported that the Committee reviewed the recommendation for additional funding to cover the cost of several 2005 activities.

ACTION VII -- ADDITION OF \$160,000 TO RESEARCH BUDGET

Motion by Tom Hamilton, seconded by Hans Boedeker and carried that the Board add \$160,000 to the Research budget by reducing the reserve and the emerging issues budget accordingly.

MARKETING COMMITTEE

Bob Coyle, chairman, presented the report. Committee members present were Dave Allibone, Buddy Ashurst, Nancy Gamber-Olcott, George Hansen, Clint Walker and Bruce Wolk. The September 2004 Committee meeting minutes were approved. There were no questions or comments about the 2004 focus area evaluations. The New Product Showcase was felt to be beneficial, and it was suggested that the location of the next Showcase be in a city with a larger Hispanic population.

Granular honey. This project was discussed, with attention to how the dried product might be labeled. Samples were shown of a prototype dried product. There was discussion of the advantages and disadvantages of a dried product. Bruce Wolk, working with Jerry Probst, will not proceed to Phase 2 until they are satisfied with the technology and until other matters in regard to manufacturing are sufficiently addressed.

Read the Label Program. This was discussed in depth. Measuring the program's effectiveness, effect on sales and determining a positive result would be difficult but we must do our best to increase the awareness of consumers toward pure honey.

Food service promotions. In promotions of honey in restaurants, the Committee wants to explore the use of agreements or contracts with the restaurants to ensure the agreed-upon use of honey for the duration of the promotion.

Kids Market. The Committee wants to staff to move forward with market research projects aimed at exploring the attitudes of the various age group segments toward honey.

ACTION VIII -- MAP FUNDING

Motion by Bob Coyle, seconded by Dave Allibone and carried to add \$20,000 to the marketing programs budget for MAP funding in case of a shortfall, and to reduce the emerging issues budget accordingly.

ACTION IX -- NEW PRODUCTS SHOWCASE

Motion by Bob Coyle, seconded by George Hansen and carried to add \$20,000 to the marketing programs budget for another new products showcase, and to reduce the emerging issues budget accordingly.

INDUSTRY SERVICES COMMITTEE

Bonnie Woodworth, Chairman, presented the report. All members of the committee were present except Dave Hackenberg. The September 2004 meeting minutes were approved.

There was discussion about the fee charged to non-assessment payers using the Honey Locator, and about the possibility of putting the marketing kit on a CD or the website so it could be downloaded.

ACTION X -- HONEY LOCATOR FEE REDUCTION

Motion by Bonnie Woodworth, seconded by Buddy Ashurst and carried to lower the Honey Locator fee for non-assessment payers from \$60 to \$20 annually, with no charge to assessment payers.

ACTION XI -- ROUNDTABLE PARTICIPATION

Motion by Bonnie Woodworth, seconded by Hans Boedeker and carried to change the criteria for participation in industry roundtables to invitation only.

ACTION XII -- FUNDS TRANSFER

Motion by Bonnie Woodworth, seconded by Tom Hamilton and carried to approve the transfer of \$59,000 from the emerging issues fund to Industry Services.

PROPOSED BUDGET AMENDMENT

ACTION XIII -- INCREASE IN BUDGET FOR IMPROVEMENTS TO TRADE SHOW BOOTH

Motion by George Hansen, seconded by Hans Boedeker and carried to move \$3,000 from the emerging issues fund to the capital expenditures budget

STRATEGIC PLAN

Bruce Boynton noted the 2005 Strategic Plan, asking if the Board had any suggestions for changes to the objectives or strategies.

OTHER BUSINESS

Jerry Brown, AHPA Executive Secretary, stated that the attitude of the current board of AHPA toward the National Honey Board and its programs is very positive, and he expressed appreciation for the commitment to proper stewardship of Honey Board funds evidenced in the Committee meetings.

Bruce Wolk reported on phone messages he received the previous evening from media interested in the crisis affecting the honey industry because of Verroa mites. He raised the possibility of a press release and discussed the potential for a positive message. He recommended a series of informational releases on the problems the industry is currently facing.

Concern was expressed about having an effective spokesperson for the news media. Suggestions included a staff meeting to discuss an action plan, and a one-page summary of main talking points distributed to industry reps who will likely be approached.

Next Board Meeting: The June Board meeting is scheduled for June 23-25 in Denver. The Fall Board and Nominations Committee meetings are scheduled for October 5-7, at the Westin in Kansas City.

There was discussion about changing the Nominations Committee meeting format, owing to concerns about cost and the most effective use of that committee's time. Lee Heine and Tina Tindall will explore possible options.

QUALITY ASSURANCE GUIDELINES & CURRICULUM COMMITTEE

John Miller, Committee co-chair and former Honey Board Chair, spoke about the work of the Committee and asked for input on the quality assurance guidelines and curriculum work to be done. Everyone was invited to attend the 2:00pm meeting this afternoon to work on extraction process guidelines.

ADJOURNMENT

ACTION XIV -- ADJOURNMENT

Motion by Bonnie Woodworth, seconded by Tom Hamilton and carried to adjourn at 11:15a.m.

**NATIONAL HONEY BOARD
MEETING MINUTES**

PRESIDING: LEE HEINE, CHAIR
LOCATION: DENVER, COLORADO
DATE: JUNE 23-24, 2005

National Honey Board Members Present: David Allibone, Buddy Ashurst, Hans Boedeker, Bob Coyle, Nancy Gamber Olcott, David Hackenberg, Tom Hamilton, George Hansen, Lee Heine, Clint Walker III, Reg Wilbanks and Bonnie Woodworth.

National Honey Board Alternates Present: Sharon Gibbons and Glenda Wooten.

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Katie Roche, Tina Tindall, Bruce Wolk and Jami Yanoski.

Others Present: Gene Brandi, ex-officio; Kathie Birdsell, USDA/AMS; Jerry Probst; Mary Anne Davitt, Transcriber; and Jerry Brown. Lyle & Jamie Johnston were present on Thursday only.

THURSDAY, JUNE 23, 2005

Call to Order

The June, 2005 meeting of the National Honey Board was called to order by Chairman Lee Heine at 8:01 a.m. Tina Tindall called the roll with the results shown above.

ACTION I -- APPROVAL OF THE AGENDA

Motion by Clint Walker, seconded by Bob Coyle and carried, to approve the Board Meeting Agenda as printed, with a change in the order of the Marketing and the Industry Services Committee meetings.

Heine reviewed the structure of the Board meeting, noting that the first part of the Thursday morning session would be devoted to general discussion of issues of concern to the Board, staff and the industry at large.

"ROUNDTABLE" DISCUSSION ISSUES

There was in-depth discussion of the issues of the Japan Health Ministry's proposed rule to prohibit the sale of foods containing chemical residues, the Saudi Arabian Standards Organization's proposed modifications to the standards for honey, industry efforts to deal with labeling law violations involving domestic and imported honey (or

lack of labeling law enforcement or regulations) and the related need for a standard of identity, the status of the Packer-Importer Board, Africanized bees, foreign government regulation of their own honey imports, and retail honey prices compared to wholesale prices. There was a consensus that the Board should not respond to Japan's proposed rules, but that the National Honey Board should prepare a response to the proposed changes by the Saudi Arabian Standards Organization since the NHB and the industry worked hard with the Saudi's in 1992 to implement the current standards. CEO Bruce Boynton was asked to draft a response for the Board to review.

The remainder of the day was devoted to Committee meetings.

FRIDAY, JUNE 24, 2005

Call to Order

The Friday session of the National Honey Board meeting was called to order by Chairman Lee Heine at 11:10 a.m. Guests Jerry Brown and David Fenske were introduced.

ACTION II -- APPROVAL OF CONSENT AGENDA

Motion by Buddy Ashurst, seconded by Bob Coyle and carried to approve the Consent Agenda.

AMS Update

Kathie Birdsell said there was nothing specific to report. She stated that Dr. Ken Clayton continues as Acting Administrator, and that the "partial resignation" of Dr. Hawks has been submitted. There have been rumors that as a result of the Supreme Court's decision upholding the validity of R&P boards, many of the current cases might be dropped.

Technical Projects Update

David Fenske, NHB's IT Administrator, gave a presentation on the National Honey Board's ongoing Technology Projects.

Graphic Art Resource Database (GARD): Fenske has developed this project to gather and organize into a database and make available for reuse the many years of photography and custom illustration work developed by the Honey Board.

Transaction Reporting Spreadsheet: Fenske has designed and developed a Microsoft Excel Spreadsheet for use in lieu of the problem-ridden Windows version of the PackTrack Database Program, to provide an in-between solution to the paper transaction reporting form. Fenske has distributed the spreadsheet (which closely mimics the paper form) to a variety of users in a beta test to see how it works, and has received positive feedback from Honey Board staff and from several packers.

Web Sites Revitalization: Fenske has revamped and updated the Honey Board's web sites, giving them a new look.

Bruce Boynton expressed the staff's gratitude for all Fenske's work in a number of projects.

COMMITTEE REPORTS

Finance Committee

Clint Walker III, Chair, reported. The May financials and year-to-date assessments were reviewed and analyzed. Sam Butler's cash flow forecast for the rest of the year was reviewed. A \$250,000 reserve is projected, and assessments are anticipated to be the same as last year. The committee discussed expectations for imports and the domestic honey crop. It was noted that after the \$250,000 reserve has been set aside, the Honey Board will still have an additional uncommitted amount of approximately \$180,000 or more at the end of the year, based on approved projects at this point in time. The Foreign Agricultural Service (FAS) conducted an audit of the Market Access Program (MAP) books and records at the NHB office in Longmont. The auditor gave a clean report and there were no findings or recommendations. Sam Butler conducted an audit of our public relations agency, Fleishman-Hillard, at their St. Louis office to review the accuracy of their invoices to the National Honey Board. Butler reported no problems found, but had recommendations for administrative changes that could result in up to \$5,000 in savings in the future.

ACTION III -- EMERGING ISSUES

Motion by Clint Walker III, seconded by Dave Hackenberg and carried that the Board allow the emerging issues funds to remain in the budget for use at the discretion of the CEO.

Marketing Committee

Bob Coyle, Chair, reported. Coyle said there were excellent presentations by Bruce Wolk and Jami Yanoski, and reported the updates on Marketing activities. Coyle reported the committee's request to reallocate excess or unused Marketing funds to new programs, including the Hispanic read the label program and additional applied research projects.

ACTION IV -- REALLOCATION OF MARKETING FUNDS

Motion by Bob Coyle, seconded by George Hansen and carried to reallocate funds from existing programs to new programs.

Research Committee

Tom Hamilton, Chair, reported. The minutes for the February 2005 Committee meeting and the March 22 conference call were approved. Jerry Probst presented an update on Dr. Irudayaraj's economic adulteration detection project. The disposition of the equipment used by Dr. Irudayaraj, which belongs to the Honey Board, was discussed, and it was agreed that it should remain with Dr. Irudayaraj, who is going to Purdue. Bruce Wolk gave an encouraging presentation on the status of applied research projects. Bruce Boynton discussed Packer Sales Tracking in some detail, and briefly reported on the Scientific Advisory Board which will have a conference call in late June rather than a face-to-face meeting. Boynton discussed the possibility of sending out

RFP's that were generic in nature, rather than for specific topics, which could result in new ideas. He also discussed the status of the updated Compendium. The 2005 budget variance report was discussed – Boynton showed a total of \$13,000 available from unused or underused line items. The Research Committee is still committed to doing a market research project on the labeling issue.

Industry Services

Bonnie Woodworth, Chair, reported. Katie Roche gave the Industry Services update. The Committee passed a motion to produce a DVD to distribute to state and county beekeeper organizations and other parties in connection with National Honey Month. The DVD could include recipes and other information for beekeepers to use in promoting National Honey Month. Other discussion included the possibility of holding one Board meeting a year in Denver, the Quality Assurance Committee, and the possible hiring of a quality assurance staff person. The Committee also discussed ways to effectively market the Board's "www.honey.com" website. The Committee took no action at the time on how to redistribute \$70,000 in savings from originally budgeted line items that won't be needed, such as PackTrack software support, printing of a labeling brochure, and quality assurance committee meetings.

ACTION V -- DVD FOR HONEY MONTH

Motion by Bonnie Woodworth, seconded by Buddy Ashurst and carried to produce a DVD for National Honey Month.

OTHER BUSINESS

ACTION VI -- CEO COMPENSATION PACKAGE

Motion by Clint Walker III, seconded by Bob Coyle and carried to approve the CEO compensation package as discussed in the June 24, 2005 Executive Session of the National Honey Board.

Board Meeting Structure

There was discussion about the value of the structure of this particular Board meeting. There were positive comments about the roundtable, having staff presentations only in the committee meetings, full Board attendance at all committee meetings, general efficiency, and quick accomplishment of business.

October 2005 Meeting Structure

The Fall Board meeting and the Nominations Committee meeting will run concurrently on Thursday and Friday, October 6-7, 2005, although the Board meeting could be extended to Saturday, if necessary. The Nominations Committee Caucus will be held Thursday morning, with elections Friday morning. The Board's general sessions will run all day Thursday and Friday. There will be a reception Thursday evening.

ELECTIONS

Lee Heine reported that Buddy Ashurst, Hans Boedeker, Reg Wilbanks and Lee Heine had been appointed by the Secretary of Agriculture for 3-year terms.

ACTION VII -- SEATING OF BOARD APPOINTEES

Motion by Bonnie Woodworth, seconded by Bob Coyle and carried to seat those four appointees on the Board.

Regarding appointments to the Nominations Committee, Kathie Birdsell noted that the Secretary' appointments could not be released until the press release was done.

ELECTIONS

Lee Heine summarized the NHB guidelines for election of officers, noting that a Chairman, Vice Chairman, Secretary/Treasurer, and two Executive Committee members would be elected. Kathy Birdsell and Christine Brandi were appointed to serve as tellers.

Chairman

Nominees were Lee Heine and Bob Coyle. Board members were invited to speak on behalf of the candidates. Bob Coyle withdrew his name from consideration. Lee Heine was elected Chairman on the first ballot.

Vice-Chairman

Nominees were Dave Allibone, Bob Coyle, and Reg Wilbanks. Board members were invited to speak on behalf of the candidates. Reg Wilbanks and Dave Allibone withdrew their names from consideration. Bob Coyle was elected Vice-Chairman on the first ballot.

Secretary/Treasurer

Nominees were Dave Allibone and Clint Walker III. Dave Allibone withdrew his name from consideration. Clint Walker III was elected Secretary/Treasurer on the first ballot.

Executive Committee Position 1

Nominees were Tom Hamilton, Buddy Ashurst, Dave Hackenberg, Nancy Gamber Olcott, Dave Allibone, and Bonnie Woodworth. Nancy Gamber Olcott and Dave Allibone withdrew their names from consideration. Board members were invited to speak on behalf of the candidates. The first ballot resulted in a runoff ballot between Tom Hamilton and Buddy Ashurst. Buddy Ashurst was elected to the position of Executive Committee Position 1 on the second ballot.

Executive Committee Position 2

Nominees were Tom Hamilton, Bonnie Woodworth, Dave Allibone and Dave Hackenberg. Dave Allibone withdrew his name from consideration. Board members were invited to speak on behalf of the candidates. The first ballot resulted in a runoff ballot between Tom Hamilton and Bonnie Woodworth. Tom Hamilton was elected to the position of Executive Committee Position 2 on the second ballot.

ACTION VIII -- DESTROY BALLOTS

Motion by Clint Walker III, seconded by Hans Boedeker and carried to destroy the ballots.

CANADIAN HONEY COUNCIL

Heather Clay, National Coordinator for the Canadian Honey Council, gave an in-depth presentation on honey-related quality assurance issues in Canada. The presentation included a description of the Canadian Honey Council, an overview of beekeeping in Canada, import-related issues and their effect on honey demand, the evolution of food safety concerns and buyer sophistication and consumer confidence, labeling laws and other matters affecting quality assurance. Clay showed in detail the quality assurance program C-BISQT program (Canadian Bee Industry Safety Quality Traceability), demonstrated the forms, manuals and programs they have developed for the producers, and discussed the underlying principles of industry-driven, government recognition, HACCP based, auditable, creditable, and internationally recognized. The importance of the traceability of the honey was highlighted, and they have introduced a diary system for this purpose. The audit process was described in depth. An extended question and answer period followed the presentation.

QUALITY ASSURANCE COMMITTEE

Jerry Brown reported on the Quality Assurance Committee. He reviewed the activities of the committee, discussions with the appropriate government agencies and with the trade associations, and potential auditors. He also mentioned the possibility of USDA product quality grading as part of the audit, if a USDA auditor was used.

In the discussion that followed, the need for a staff person dedicated to this project was emphasized. There was consensus that a full-time employee would be required for a year or two. It was suggested that Jerry Probst be asked to prepare a preliminary outline of the extraction process part of a voluntary quality assurance plan and to include an estimate, or range, of facility inspection cost. Probst expressed willingness to set the process in motion, but will be unable to devote full time to it. The importance of communication with beekeepers all along the way was stressed.

ACTION IX – RETAINING JERRY PROBST FOR THE VQAP

Motion by Reg Wilbanks, seconded by Clint Walker and carried to retain Jerry Probst on ad hoc basis to develop the preliminary Voluntary Quality Assurance Program outline in coordination with current VQAP Committee members, for subsequent review by industry groups.

Probst stated that he could produce a document in 30 days. Heine said the document should go to the Board by the October meeting, and the Board would take it from there. The goal would be to share this information with industry groups during the fall and January '06 meetings for industry discussion and feedback.

BILATERAL AGREEMENT

Bob Coyle reported that the bilateral agreement was no longer viable, and that much more powerful interests were at work.

ADJOURNMENT

ACTION X – ADJOURNMENT

Motion by Tom Hamilton, seconded by Dave Hackenberg and carried to adjourn at 4:50pm.

**NATIONAL HONEY BOARD
MEETING MINUTES**

PRESIDING: LEE HEINE, CHAIR
LOCATION: KANSAS CITY, MISSOURI
DATE: OCTOBER 6-7, 2005

National Honey Board Members Present: David Allibone, Buddy Ashurst, Bob Coyle, Nancy Gamber Olcott, David Hackenberg, George Hansen, Lee Heine, Clint Walker III, Reg Wilbanks and Bonnie Woodworth.

National Honey Board Alternates Present: Rob Buhmann, Thomas Gerkmann, Bert Kelley, Larry Kelley, Diane Rudebusch, Darrel Rufer, Steve Smith, and Dwight Stoller.

National Honey Board Member Absent: Hans Boedeker, and Tom Hamilton.

National Honey Board Alternate Members Absent: Larry Bermel, Sven Gehricke Sharon Gibbons and Glenda Wooten.

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Lisa Jager, Charlotte Jordan, Tina Tindall, Bruce Wolk and Jami Yanoski.

Others Present: Gene Brandi, ex-officio; Rafael Manzoni, USDA/AMS; Jerry Probst; Jerry Brown, Zac Browning and Steve Park; Members of the Honey Nominations Committee.

THURSDAY, OCTOBER 6, 2005

Call to Order

The October 2005 meeting of the National Honey Board was called to order by Chairman Lee Heine at 8:15 a.m. Heine reported on the reason for the absence of Board members Hans Boedeker and Tom Hamilton. Tina Tindall called the roll.

ACTION I -- SEATING OF ALTERNATES

Motion by Dave Hackenberg, seconded by George Hansen and carried to seat Alternate Diane Rudebusch in place of Tom Hamilton and Alternate Thomas Gerkmann in place of Hans Boedeker.

Introduction of Guests

Bruce Boynton introduced Honey Board staff members Bruce Wolk, Jami Yanoski, Sam Butler, Lisa Jager, Charlotte Jordan, and Tina Tindall.

The alternates and visitors introduced themselves. Visitors included Rafael Manzoni, AMS; Gene Brandi, Ex Officio, Sally Bash and Dave Mathis of Golden Heritage Foods, Steve Park, President of AHPA, Jerry Probst, and Jane Nelson.

ACTION II -- APPROVAL OF AGENDA

Motion by George Hansen, seconded by Dave Hackenberg and carried to approve the agenda as printed.

BOARD MEMBER OPEN DISCUSSION

Heine described a meeting he and Vice-Chairman Bob Coyle had with Honey Board staff individually and as a group, noting that this was helpful to both the officers and the Board; he recommended that it be an annual event.

Heine reported that he and Bruce Boynton had attended the EAS meeting, and were well received.

Apimondia

Bruce Boynton reported on NHB participation in the Apimondia conference held in August in Dublin, Ireland. He and Bruce Wolk maintained the NHB booth at the conference to provide information about the NHB and its activities. Several people from the U.S. honey industry stopped by the booth and some spent time at the booth to help answer questions from visitors. The many materials made available at the booth were well received. Presentations at the conference gave a lot of attention to honey quality and testing for residues. Boynton and Wolk reported that there were a lot of negative comments directed at U.S. beekeeping practices and the use of chemical treatments. There was discussion about whether the value of the Honey Board's participation justified the cost.

Other discussion topics included questions about a Packer Importer Board, the current honey market and projections for imports and domestic production.

The Marketing Committee met during the period 10:15 – 3:15, with a break for lunch and a Finance Committee Meeting.

VOLUNTARY QUALITY ASSURANCE PROGRAM

As assigned by the Board at the June meeting, Jerry Probst presented an outline for a possible quality assurance program for the extraction process. He reviewed the seven sections of the outline, including 1) Adequacy of the Food Safety Program, 2) Pest Control, 3) Operational Methods and Personnel Practices, 4) Maintenance for Food Safety, 5) Cleaning Practices, and 6) Traceability. Probst said he had talked with USDA's Processed Products Branch to estimate the cost of a facility audit. He said the cost, based on \$75.00/hour including travel time, might range up to \$600. There was discussion about the program's cost, the audit process, and the production of reports.

Arlen Penner and Eric Wenger of Golden Heritage Foods presented and answered questions about the Supplier Audit their firm has been working on. They explained the

rating system and the various sections that made up the 95 items to be rated. They also reported on their practice audit of Jerry Brown's honey house.

The Thursday afternoon session ended at 4:50 p.m.

FRIDAY, OCTOBER 7, 2005

Executive session was held 8 – 9 a.m., followed by Research Committee meeting and Industry Services Committee meeting.

Call to Order

The Friday session of the National Honey Board meeting was convened by Chairman Lee Heine at 11:17 a.m.

ACTION III -- APPROVAL OF CONSENT AGENDA

Motion by Clint Walker, seconded by Buddy Ashurst and carried to approve the Consent Agenda.

AMS Update

Rafael Manzoni explained that an internal reorganization at AMS shifted AMS personnel to different boards, which happens every 5 years. He conveyed Kathie Birdsell's regards and regrets. He reviewed the background of the new Secretary of Agriculture, as well as personnel changes in the Fruit and Vegetables Division of AMS.

COMMITTEE REPORTS

Finance Committee

Clint Walker, Finance Committee Chairman, gave the report. The Finance Committee met on October 6 during lunch. Present were Dave Allibone, Bob Coyle, Nancy Gamber-Olcott, George Hansen, Sam Butler, Lee Heine, Bruce Boynton and Rafael Manzoni. The June 2005 minutes were approved. The committee reviewed the guidelines for reimbursement of travel expense and these were distributed at the Board meeting. The committee recommended three minor changes in the current policy and guidelines, including auto mileage based on the IRS rate, no reimbursement for parking tickets or car washes, and no reimbursement for alcoholic beverages (because of liability issues).

ACTION IV -- REVISED GUIDELINES FOR REIMBURSEMENT OF TRAVEL EXPENSES

Motion by Clint Walker, seconded by Nancy Gamber Olcott and carried to approve the revised guidelines for reimbursement of travel expenses.

Clint Walker reviewed the recommended check signing policy. CFO Sam Butler will be added as an authorized signatory to replace Tina Tindall and checks will be prepared by an administrative assistant. All checks still include the machine signature of the secretary-treasurer and will include a second signature of either CEO Bruce Boynton or CFO Sam Butler.

ACTION V -- REVISION OF CHECK SIGNING POLICY

Motion by Clint Walker, seconded by George Hansen and carried to approve the revisions to the check signing policy recommended by the committee, effective October 17, 2005.

Walker reviewed the September financials and highlights of YTD assessments.

2006 Budget

Walker briefly reviewed the proposed 2006 Budget. Sam Butler noted that \$747,000 will carry over from the 2005 budget — as in prior years; funds remaining from the previous year are added to the money expected for the new budget year. Investment income is expected to increase again, so the Honey Board will again invest in repurchase agreements, which are fully collateralized, as required by the USDA. Each focus area was briefly summarized. Butler also explained each of the proposed budget assumptions.

ACTION VI -- APPROVAL OF 2006 BUDGET

Motion by Clint Walker, seconded by Nancy Gamber-Olcott and carried to approve the 2006 Budget as approved by the committee and published in the Board notebook.

Marketing Committee

Bob Coyle, Chairman, gave the report. Committee members present were Dave Allibone, Buddy Ashurst, George Hansen, Nancy Gamber Olcott, Clint Walker. The June minutes were approved. The Marketing staff reported on the current and future marketing programs and two market research studies including the Honey Labeling Confusion Study and the Kid's Market Research.

The committee recommended support and approval for Bruce Wolk to explore other PR agencies, with a decision about an agency to be made prior to the end of the year. The timeline for selection is to be presented to committee members by October 15. The Marketing staff projects an excess in the budget. Programs include Hispanic outreach, Read the Label, and the Epcot Food & Wine Festival. The committee approved another new products showcase, probably in May of 2006 in Chicago.

ACTION VII -- NEW ADVERTISING AND P.R. FIRM SEARCH

Motion by Bob Coyle, seconded by George Hansen and carried to approve the search for a new advertising and PR firm.

ACTION VIII -- REASSIGNMENT OF MARKETING FUNDS TO OTHER MARKETING PROGRAMS

Motion by Bob Coyle, seconded by Dave Hackenberg and carried to reallocate \$122,000 to other programs in Marketing

Research

Bruce Boynton gave the committee report. The minutes of the June 24 committee meeting and July 12 conference call were approved. Updates were given on research proposals and conversations with Dr. Kathy Beals on two of the projects. A presentation was given by Dr. Randy Worobo on the Cornell University research project

on antibacterial properties of honey. Jerry Probst spoke about Dr. Irudayaraj's work and the negative feedback from preliminary review prior to trying to submit it to AOAC. Boynton said the committee recommends severing the relationship with Dr. Joseph Irudayaraj.

Motion by Diane Rudebusch, seconded by Dave Hackenberg and carried to sever the relationship with Joseph Irudayaraj and to retain ownership of the Honey Board's test equipment by notifying Penn State that they may hold and use the equipment while the NHB determines its future use.

It was recommended that similar future projects be done in increments, and be intensely monitored and peer reviewed by a scientist who is intimately acquainted with the research subject.

Boynton discussed the need to consider the Board's options for future research oversight, and recommended a conference call before the end of year. Boynton will continue to rely on Kathy Beals until the end of this year, and said she has been doing an excellent job of screening research proposals and monitoring the current projects. In response to a question about review of research contracts, Boynton said the contracts are reviewed by an attorney and AMS, but the research proposals are an attachment to, and part of, the contract.

The committee reviewed the current budget variance report and the proposed research budget for 2006.

Industry Services Report

Buddy Ashurst presented the report. The minutes of the June meeting were approved. Lisa Jager reported on Honey Month. A survey was included in the Board notebook for committee members to help Lisa determine the best direction for Industry Services. Committee members present were Bonnie Woodworth, Dave Hackenberg, Reg Wilbanks, and Diane Rudebusch. There were no motions for the Board.

CODE OF ETHICS AND LOBBYING STATEMENT

The Code of Ethics and Lobbying Statement were distributed for Board signatures.

OTHER BUSINESS

Buddy Ashurst stated that his town is having a Beekeeper Day with a honey and biscuits breakfast, and will be honoring a 92 year old beekeeper. Ashurst asked the Honey Board to recognize him as well. Boynton stated that if the information is given to him, the Board will develop an appropriate way to do this.

Lee Heine discussed the new structure of Board meetings and asked for comments from the Board, Alternates, and Nominations Committee members about its value. Cost savings were mentioned, but concern was expressed about Nominations Committee meetings concurrent with Board and committee meetings, with the result that Nominations Committee members were unable to observe the Board in action. Various

alternatives were discussed. Heine recognized the need for the Nominations Committee to observe the Board and committee work, and this will be rectified in 2006.

In connection with questions about the Packer Importer Board, Heine emphasized that the Honey Board was doing business as usual.

The June 2006 Board meeting will be held June 15 and 16, 2006, at the Warwick Hotel in Denver. Staff is looking at Orlando or other southeast location for the February meeting and the date will be either Valentine's or the following week.

There was discussion about the Honey Board's role in dealing with improper labeling, with a request that the Honey Board become more active in policing the situation. It was observed that there is little the NHB can do directly; however, it was suggested that the Board could help by providing information on the federal and state levels as tools for the industry to use. The importance of a standard of identity for FDA action was emphasized.

Lee Heine expressed thanks to all who attended the meeting

ACTION IX -- ADJOURNMENT

Motion by Dave Hackenberg seconded by Bob Coyle and carried to adjourn at 3:45 p.m.

**NATIONAL HONEY BOARD
MEETING MINUTES**

PRESIDING: LEE HEINE, CHAIR
LOCATION: SAVANNAH, GEORGIA
DATE: February 23-24, 2006

National Honey Board Members Present: George Hansen, Tom Hamilton, Bonnie Woodworth, Lee Heine, Clint Walker III, Reg Wilbanks, David Hackenberg, Buddy Ashurst, Hans Boedeker, David Allibone

National Honey Board Alternates Present: Steve Smith

National Honey Board Members Absent: Nancy Gamber-Olcott, Bob Coyle

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Lisa Jager, Charlotte Jordan, Bruce Wolk, Glenda Mostek

Others Present: Rafael Manzoni, Troy Fore, Jerry Probst, Doug McGinnis

THURSDAY, FEBRUARY 23, 2006

Call to Order

The meeting was called to order at 8:00 a.m. by Chairman Lee Heine. The roll was called by Bruce Boynton. Heine explained that two board members were absent for medical reasons.

ACTION I -- SEATING OF ALTERNATE

Motion by Hans Boedeker, seconded by Clint Walker and carried to seat Steve Smith, alternate for Nancy Gamber Olcott.

Introduction of Guests

Heine then introduced Rafael Manzoni of AMS, Mary Anne Davitt - transcriber; Jerry Probst, Troy Fore, and NHB staff members Lisa Jager, Director of Industry Services; Charlotte Jordan, Project Manager; Sam Butler, Chief Financial Officer; Bruce Wolk, Marketing Director; and Glenda Mostek, Administrative Assistant.

ACTION II -- APPROVAL OF AGENDA

Motion by Reg Wilbanks, seconded by Tom Hamilton and carried to approve the agenda as presented.

Bruce Boynton reviewed the Board notebooks.

BOARD MEMBER OPEN DISCUSSION

Lee Heine opened the floor for discussion of items of general interest.

Packer Importer Board.

A finalized proposal has not yet been submitted to AMS, and there is no specific timeframe.

Lee Heine summarized his recent visit with AMS staff in Washington, D.C.

The group was informed of a situation in Florida regarding honey testing and beekeeper meetings with the Florida Department of Agriculture. National Honey Board staff responded to a request for information from the Florida Department of Agriculture after AMS was contacted and approved the request.

Standard of Identity.

The industry is close to finalizing a petition to the FDA for a honey standard of identity. The Honey Board may present market research to the industry but may not deal directly with government agencies.

Industry Meetings.

Board and staff members reported on industry meetings they have attended, and the issues and concerns raised in those meetings.

Honey Board Relationship with Other Organizations.

The relationship of the Honey Board to other industry organizations was discussed, and the limitations of the Honey Board's ability to work directly with government agencies or with specific industry groups in certain areas was reviewed.

Labeling Issues.

These issues are properly dealt with directly by government agencies rather than by the Honey Board. The NHB's label confusion study was passed on to the industry and will be helpful in supporting the standard of identity petition. Plans are underway for a continued consumer use and attitudes study in 2006.

PRESENTATION OF AUDITED FINANCIAL STATEMENTS

CFO Sam Butler distributed the 2005 audited financial statements and reviewed highlights. He noted a 15% drop in assessment payers in each of the last two years. Butler said an FAS auditor also reviews our books and records relative to the MAP funds we receive from the Foreign Agricultural Service. A FOIA inquiry has been received from the Chicago Tribune on board member expenses and Butler is providing the requested information to AMS.

COMMITTEE MEETINGS

The Marketing Committee convened from 10:10 a.m. – 3:05 p.m. with a break for lunch.

The Finance Committee met during the lunch period.

The Industry Services Committee convened from 3:20 p.m. – 5:20 p.m.

FRIDAY, FEBRUARY 24, 2006

Executive session was held 8 - 9:00 a.m., followed by the Research Committee meeting from 9:15 - 10:30 a.m.

Call to Order

The Friday session of the National Honey Board meeting was convened by Chairman Lee Heine at 10:40 a.m.

VOLUNTARY QUALITY ASSURANCE UPDATE

Jerry Probst and Lisa Jager reported on work accomplished with the Voluntary Quality Assurance Program. The Supplier Audit developed by Golden Heritage Foods was submitted to the Processed Products Branch of USDA, which responded with a number of questions. The work group held a two and a half hour conference call to address the questions and work on the audit. The next steps are to submit a revised audit proposal to the Processed Products Branch and to find a model facility to train the auditors. Bruce Boynton will work with Margaret Irby to develop a memorandum of understanding with the Processed Products Branch.

Heine noted that on one conference call the committee went through the audit steps item by item, and noted the tremendous help of Jerry Brown, Arlen Penner and Eric Wenger. There was then discussion about a variety of matters connected with the audit questions, as well as general questions and concerns. In connection with the question of staff time allocation, Boynton asked the Board to consider the possibility of hiring a full-time person for the VQAP sometime in the future.

ACTION III -- DIRECTIONS FOR QUALITY ASSURANCE COMMITTEE

Motion by George Hansen, seconded by Dave Allibone and carried to encourage the Quality Assurance Committee to continue developing the Supplier Audit into a useable tool and to report to the Board strategies for their next steps at the June Board meeting.

PACKER TRACKING UPDATE

Charlotte Jordan distributed and reviewed a summary of the 2005 Packer Tracking sales data and commented on the usefulness of the data.

Break for lunch 12:00 - 1:30 p.m.

FRIDAY AFTERNOON GENERAL SESSION

ACTION IV -- CONSENT AGENDA

Motion by Tom Hamilton, seconded by Dave Hackenberg and carried to approve consent agenda and December 30, 2005 conference call minutes.

AMS Update

Rafael Manzoni stated that nothing official has been received by the USDA on the Packer-Importer Board, so there was no information for an update. Manzoni reviewed his activities since starting with the Honey Board in October.

2005 Statistical Information

Sam Butler distributed the 2005 statistical information booklet.

COMMITTEE REPORTS

Research Committee

Tom Hamilton gave the Research Committee report. He noted that the USDA representative, Rafael Manzoni, was at the committee meeting, and needs to be included on the minutes of the Oct meeting and the conference call. He complimented Charlotte Jordan on her work.

ACTION V -- 2006 RESEARCH BUDGET AMENDMENTS

Motion by Tom Hamilton, seconded by Dave Allibone and carried to approve the 2006 amendments for the Research Budget.

Industry Services Committee

Buddy Ashurst gave the Industry Services Committee report. All members were present at the meeting.

ACTION VI -- 2006 INDUSTRY SERVICES BUDGET INCREASE

Motion by Buddy Ashurst, seconded by George Hansen and carried to increase the Industry Services budget for 2006 by \$60,000.

ACTION VII -- ROUNDTABLE INVITATIONS

Motion by Buddy Ashurst, seconded by Hans Boedeker and carried to invite WHPDA, NHPDA, AHPA, ABF, and Sioux Honey to a Roundtable, with two members from each group paid for by the Honey Board, that a questionnaire be sent to them in advance about topics, and that the Roundtable be held Wednesday, June 14, 2006, the day prior to the Board meeting.

Marketing Committee

Bruce Wolk gave the Marketing Committee report in place of Bob Coyle, who was absent because of illness. The October 2005 minutes were approved. The Honey Board's new PR firm, Stefan & Brady of Milwaukee, was introduced. Their program, the

staff's in-house work, the Hispanic PR program, kids program, and the research case study in connection with Monin Syrup were described.

ACTION VIII -- INCREASE IN MARKETING FUNDING

Motion by George Hansen, seconded by Tom Hamilton and carried to increase funding of the Marketing Program by a total of \$393,007, including \$193,500 for the areas of general consumer, Hispanic, and trade show activities.

Finance Committee

Clint Walker gave the Finance Committee report. Committee members included George Hansen, Dave Allibone, Hans Boedeker, Steve Smith, Sam Butler, and Rafael Manzoni. The minutes of the October 2005 meeting were approved.

ACTION IX -- INCREASE IN 2006 BUDGET REVENUE LINE ITEM

Motion by Clint Walker, seconded by Hans Boedeker and carried to increase the 2006 Budget assessment revenue line item to \$3.6M and to put the extra \$150,000 of budgeted revenue into the Emerging Issues Fund.

ACTION X -- APPROVAL OF AUDIT

Motion by Clint Walker, seconded by Dave Hackenberg and carried to approve the 2005 Audit..

ACTION XI -- APPROVAL OF 2005 BUDGET AMENDMENTS

Motion by Clint Walker, seconded by Dave Allibone and carried to approve the amendments to the 2006 budget as listed in the Board Notebook.

OTHER BUSINESS

June Meeting.

The consensus was to hold the June 2006 meeting on Thursday and Friday, June 15-16, with the Roundtable meeting the day before.

Roundtable.

It was suggested that Lee Heine and Bob Coyle represent the Honey Board at the Roundtable. Heine noted that the entire Executive Committee attended the last Roundtable. It was discussed and agreed that all Board members would be invited at Honey Board expense.

Fall meeting.

Issues involved in selecting a site for the Fall 2006 Board meeting were discussed. The consensus on date was for the last week of September, with the Board meeting ending on Friday and the Nominations Committee meeting being held on Saturday morning. Staff was tasked with selecting the city.

Fulfillment.

There was discussion on fulfillment with respect to logistics and significance.

Office Lease.

Bruce Boynton discussed the present lease, which ends in September, and the present colorful location of the office.

ACTION XII -- SEARCH FOR OFFICE SPACE

Motion by Dave Hackenberg, seconded by Clint Walker and carried to direct the National Honey Board staff to explore alternative locations for the Honey Board office.

Dr. Joe's Equipment

Boynton asked the Board's permission to advertise the equipment for sale.

ACTION XIII -- SALE OF DR. JOE'S EQUIPMENT

Motion by Dave Hackenberg, seconded by Buddy Ashurst and carried to approve pursuing the sale of equipment for the best possible offer.

Lee Heine thanked the staff and visitors.

ACTION XIV -- ADJOURNMENT

Motion by Clint Walker, seconded by Tom Hamilton and carried to adjourn.

The meeting was adjourned at 2:58 p.m.

**NATIONAL HONEY BOARD
MEETING MINUTES**

PRESIDING: LEE HEINE, CHAIR
LOCATION: DENVER, COLORADO
DATE: June 29-30, 2006

National Honey Board Members Present: George Hansen, Tom Hamilton, Bonnie Woodworth, Lee Heine, Cline Walker III, Reg Willbanks, David Hackenberg, Buddy Ashurst, Nancy Gamber-Olcott, Hans Boedeker, Bob Coyle, David Allibone, Ex-officio Gene Brandi

National Honey Board Alternates Present: Glenda Wooten, Ann Harman, Dwight Stoller, Steve Smith, Bartlojiej Jelonek, Rob Buhmann

National Honey Board Staff Present: Bruce Boynton, Sam Butler, David Fenske, Lisa Jager, Charlotte Jordan, Glenda Mostek, Amanda Stout, Bruce Wolk, Jami Yanoski

Others Present: Rafael Manzoni, Jerry Probst, Mary Anne Davitt, Dave Shenefield, Dale Bauer, Mark Mammen, Troy Fore, Paul Hendricks, Richard Adee, Jerry Brown, Linda Hackenberg, Gordon Brown, Veronica Florez, Jeff Gross, Chuck Parrott, Gordon Brown, Zac Browning, Jerry Brown, Doug McGinnis

THURSDAY, JUNE 29, 2006

Call to Order

The June, 2006 meeting of the National Honey Board was called to order by Chairman Lee Heine at 8:00 a.m. Glenda Mostek called the roll.

Lee Heine introduced NHB staff members Bruce Boynton, Sam Butler, David Fenske, Lisa Jager, Charlotte Jordan, Glenda Mostek, Amanda Stout, Bruce Wolk, and Jami Yanoski.

ACTION I -- APPROVAL OF THE AGENDA

Motion by Clint Walker, seconded by Reg Wilbanks and carried to approve the Board Meeting Agenda as printed.

Heine described the two-day meeting structure, explaining that it reduced expenses (from the previous three-day structure) and ensured that every Board member could attend all committee meetings.

BOARD MEMBER OPEN DISCUSSION

Review of the Roundtable

Heine opened the floor to discussion of the previous day's Roundtable. The staff and facilitators were commended for their work. Appreciation was expressed for the FDA's frankness and clarity. The value of the Roundtable was recognized.

September Nominations Committee Meeting

There was discussion about whether to hold the Nominations Committee meeting in September, as planned, because of the possibility that the Packer Importer Board might be seated in 2007 in place of the present National Honey Board, thereby negating the need for the new Board members that would be selected by the Nominations Committee. Heine stated that business as usual would be the proper procedure, and that he would follow up with the Nominations Committee Chairman and with Chuck Parrot of AMS. Rafael Manzoni stated that this problem had arisen at other times, and that if the Nominations Committee did not meet and new Board members were not selected, the existing Board members were supposed to remain in their positions.

Market Data/Projections

There was discussion about the accuracy of market sales data and projections because of the inability of A.C. Nielsen to obtain information from certain retail segments. The Honey Board's Packer Tracking project may be the best way for the Board to track such information. The value of increasing the amount of (sometimes quite sensitive) packer information for the Board was discussed. Charlotte Jordan said she would look into the possibility of gathering more packer tracking data through our independent third party agent.

New Board Member Orientation

Bruce Boynton reviewed meeting structure and highlights from the new Board Member Manual including the Code of Ethics, obligations of the board, expense reimbursement, strategic plan, readiness plan, staff organizational chart, and election guidelines. Board members were asked to read and sign the Code of Ethics document and turn it in to staff at the end of the meeting.

National Association of Farm Broadcasters

Lisa Jager introduced Peter Shen of the National Association of Farm Broadcasters, who would be interviewing Board members and others throughout the day.

The Thursday morning session ended at 9:00 a.m. The remainder of the day was devoted to committee meetings.

FRIDAY, JUNE 30, 2005

Executive session was held 8:00 a.m. – 9:45 a.m. followed by the Research Committee meeting and General Session.

Call to Order

The Friday session of the National Honey Board meeting was called to order by Chairman Lee Heine at 10:10 a.m.

ACTION II -- APPROVAL OF CONSENT AGENDA

Motion by Dave Hackenberg, seconded by Reg Wilbanks and carried to approve the Consent Agenda as printed, including the minutes of the February 2006 Board meeting.

AMS Update

Rafael Manzoni discussed the current situation at AMS. Chuck Parrot, Associate Deputy Administrator of Fruit and Vegetable Programs, is the acting Research and Promotion Branch Chief until Margaret Irby's replacement can be found. Procedural changes are being made to speed up approvals of materials submitted by NHB staff. Since its Supreme Court victory in the beef case, the USDA is documenting matters related to contract or promotional activities so that it can respond to possible future legal challenges.

There was discussion about the requirement that all Board presentations be submitted to AMS prior to Board meetings. Manzoni noted that this requirement is not new, but was simply not enforced before. Heine asked for a directive about exactly what is needed. Included in the requirement are the PowerPoint presentations given in the committee meetings and presentations given by consultants or the Board's PR agencies. Manzoni stated that a submission of the presentations a month in advance is preferable, but a week in advance would be acceptable. There was discussion about the problems with this timeline because of the need to make such presentations as current as possible.

Strategic Plan

Bruce Boynton led the Board in a line-by-line reading and discussion of the proposed changes to the Strategic Plan. Boynton explained the proposed changes and the underlying rationale for each. Some of the proposed changes were discussed and revised by the Board. The revised Strategic Plan accepted by the Board is attached. Changes to the previous Strategic Plan are highlighted in bold.

COMMITTEE REPORTS

Marketing Committee

Marketing Committee Chairman Bob Coyle presented the committee's report. The meeting was convened at 9:30 a.m. There was extensive discussion of honey blends and honey pretenders. Action items were identified for further work. These are:

1. Ensure that the word "Pure" is prominently printed on the label so that consumers will realize that it is not a blend.

2. The Standard of Identity needs to be strengthened. Jerry Probst will revisit the issue with the committee to explore changes, especially with respect to the labeling issue.
3. Encourage Nominations Committee members to work with agencies at the state level.
4. Develop and distribute press releases and informative stories relating to pure honey.
5. Increase marketing based on science.
6. Have the 5 major industry associations meet with AMS to further discuss marketing opportunities and funding support of major issues that AMS may now see as lobbying issues.
7. Regarding honey blends and pretenders, talk to manufacturers and retail stores about the added economic value of pure honey, as well as the ethics of selling blends as honey.

Coyle reviewed the presentations by the Honey Board's public relations firms, consultants, staff, and Board, including the Marketing Program overview, the program overlay, the 2006 Marketing Study, the Board's Hispanic PR agency, R.L. Public Relations Agency. Also discussed were the food processing and food service marketing strategies.

The committee had no motions to present.

Industry Services Committee

Industry Services Committee Chairman Buddy Ashurst presented the committee's report. All committee members were present. Lisa Jager explained and reviewed her work.

Fulfillment

The committee discussed the draft of the proposed NHB Policy regarding the distribution of "freebies" to assessment paying members and the distribution of other items "for free."

ACTION III -- POLICY REGARDING FREE DISTRIBUTION OF FULFILLMENT ITEMS
Motion by Buddy Ashurst, seconded by Dave Hackenberg and carried that any individual (non-assessment paying members, general consumers, etc.) may request up to 100 free copies of the current freebie. In addition, individuals and organizations may request up to 100 copies of five (soon to be available) fact sheets. Fair organizers (all types of fairs, including state and county fairs, health fairs, etc.) may receive up to 2,000 free copies of the freebie. (Discretion needs to be used in screening requests to determine actual quantities needed.)

Fall 2006 Nominations Committee Meeting

The issue of whether to hold the 2006 Nominations Committee meeting in September was discussed. Heine stated that he or the new officers would follow up with staff on planning for the Fall Nominations Committee meeting. It was noted that “business as usual” meant that the Nominations Committee would meet in September. The committee’s recommendation for the Fall 2006 nominations committee meeting was given:

Motion by Buddy Ashurst, seconded by Dave Allibone to conduct business as usual with respect to the scheduling of the September 2006 Nominations Committee meeting, unless AMS recommends otherwise.

During board discussion, it was decided that for fiscal reasons AMS should be asked to approve delaying the Nominations Committee meeting until February 2007, in order to resolve questions about the status of the Packer-Importer Board.

Motion by George Hansen, seconded by Hans Boedeker and carried that the motion be amended to request AMS to delay the Nominations Committee meeting until February 2007, and to have the answer to this request relayed to the Board as quickly as possible.

The original motion as amended carried.

Quality Assurance Audit

There was discussion about the amount of the audit fee, the auditing agency providing the inspectors, the possibility of group audits for cost savings, the nature of the pilot program versus a finalized audit program, the specter of government involvement, the domestic and international clout of a USDA certificate of inspection, the flexible and cooperative attitude of the USDA, and the need for uniformity among regions. Zac Browning stated that a budget of \$10,000 should cover the pilot program audits in 2006, if honey industry personnel facilitate training of the auditors. Bruce Boynton observed that those funds were available in the Emerging Opportunities budget.

2006 FACILITIES AUDIT PILOT PROGRAM

Motion by Tom Hamilton, seconded by George Hansen and carried that the National Honey Board direct the Quality Assurance Committee to move forward with a pilot program in 2006 for the purpose of the continued development and trial of facilities audit, and that the Quality Assurance Committee report its findings to the Honey Board at its Fall 2006 meeting.

Richard Adee of the AHPA asked to comment and was introduced. He thanked the National Honey Board for setting up the Industry Roundtable. He expressed AHPA’s and South Dakota’s concern about the voluntary quality assurance program. He complimented Lee Heine’s work as chair of the meeting, and for working to move the Honey Board forward. Adee expressed regret that the industry did not have the opportunity to see the presentations given at the Board meeting, and asked that the information in those presentations be made available throughout the industry.

Research Committee

Research Committee Chairman Tom Hamilton presented the committee's report. All committee members were present. Hamilton said he believes the committee has shown a change in the emphasis of the Research Committee's focus to be more responsive to markets in order to obtain a quicker return on investment. He complimented Charlotte Jordan's presentation on applied science, and the array of exciting new honey products. There were no motions.

Finance Committee

Finance Committee Chairman Clint Walker presented the committee's report. Present at the meeting were Bob Coyle, Dave Allibone, Nancy Gamber-Olcott, Rafael Manzoni, Chuck Parrott, Lee Heine, Sam Butler, Bruce Boynton.

Assessments

Assessment revenues were 16% over budget projections for the first 5 months of 2006. The committee asked to roll 6% of the overage into the emerging issues fund controlled by the CEO.

ACTION IV -- BUDGET AMENDMENT TO INCREASE ASSESSMENTS AND ALLOCATE SOME OVERAGE

Motion by Clint Walker, seconded by George Hansen and carried to amend the budget to increase assessment by \$200,00 and increase the emerging issues fund by \$200,000.

National Honey Board Office Lease

ACTION V -- OFFICE SPACE LEASE NEGOTIATIONS

Motion by Clint Walker, seconded by Bob Coyle and carried to authorize National Honey Board staff to continue the process of securing a lease for appropriate new office space, as described at the June 2006 National Honey Board meeting.

During discussion, Sam Butler described in detail the proposed new space, which will be east of the current office location, more conveniently located for travel from DIA right next to I-25. Butler stated that the lease amount of the new space is expense neutral. The moving expense of \$25,000, which includes the first and last month's rent for the new space, could be taken out of the emerging opportunities fund. The new lease, which will be for either four or five years, will contain the standard clause (already agreed to by the new landlords) that if the USDA terminates the National Honey Board the lease can be unilaterally terminated by the Honey Board with no penalties. It was pointed out that the motion does not authorize selection of this specific space only, but of unspecified office space.

CEO Compensation Package

ACTION VI -- CEO COMPENSATION PACKAGE

Motion by Hans Boedeker, seconded by Dave Allibone and carried to approve the CEO compensation package as discussed in the June 30, 2006 executive session of the National Honey Board.

SEATING OF NEW BOARD MEMBERS

Dale Bauer (Importer), Mark Mammen (Co-op) and David Schenefield (Producer Region 7) were introduced as the incoming Board members.

ACTION VII -- SEATING OF NEW BOARD MEMBERS

Motion by Reg Wilbanks, seconded by Clint Walker and carried to seat the new Board members.

ELECTION OF OFFICERS

Lee Heine read the Election Guidelines published in the Board notebook. Charlotte Jordan and Rafael Manzoni were asked to serve as tellers. Gene Brandi, as Past Chairman, presided over the election of the Chairman.

NHB Chairman

Nominees for Chairman were Lee Heine and Clint Walker. Lee Heine was elected Chairman.

NHB Vice Chairman

Nominees for Vice Chairman were Nancy Gamber-Olcott, Buddy Ashurst, Clint Walker, Tom Hamilton, Reg Wilbanks and Hans Boedeker. Nancy Gamber-Olcott and Reg Wilbanks declined the nomination. There was a tie on the first ballot between Hamilton and Boedeker, and Boedeker was elected Vice Chairman on the runoff ballot.

NHB Secretary/Treasurer

Nominees for Secretary/Treasurer were Nancy Gamber-Olcott, Buddy Ashurst, and Clint Walker. Buddy Ashurst declined the nomination. There was a tie on the first ballot between Gamber-Olcott and Walker, and Gamber-Olcott was elected Secretary/Treasurer on the runoff ballot.

NHB Executive Committee Member 1

Nominees for NHB Executive Committee Member 1 were Clint Walker, Dale Bauer, Tom Hamilton, and Bonnie Woodworth. All expressed willingness to serve. Clint Walker and Tom Hamilton received the most votes on the first ballot, and Clint Walker was elected to the position of Executive Committee Member 1 on the runoff ballot.

NHB Executive Committee Member 2

Nominees for NHB Executive Committee Member 2 were George Hansen, Dale Bauer, Tom Hamilton, and Bonnie Woodworth. George Hansen declined the nomination. Tom

Hamilton was elected to the position of Executive Committee Member 2 on the first ballot.

ACTION VIII -- DESTRUCTION OF BALLOTS

Motion by Reg Wilbanks, seconded by Dale Bauer and carried to destroy the ballots.

Heine thanked the tellers for their work.

OTHER BUSINESS

Potential sites for the February 2007 Board meeting were discussed. February 22-23, 2007, was the preferred date, and California was the preferred location.

Bruce Boynton stated that there could be contractual/financial problems in reducing the number of rooms reserved at the hotel for the Fall 2006 meeting in Houston if the Nominations Committee meeting is rescheduled.

Heine thanked Gene Brandi and the Honey Board staff for their help with the Roundtable and the Board meeting.

ADJOURNMENT

ACTION IX -- ADJOURNMENT

Motion by Buddy Ashurst, seconded by Nancy Gamber-Olcott and carried to adjourn.

The meeting was adjourned at 3:40 p.m.

STRATEGIC PLAN – REVISED AND ACCEPTED BY THE BOARD, JUNE 2006

FOCUS AREA 1: RESEARCH

Research will include all market and scientific research. Research projects will be closely coordinated with other focus areas to ensure that research helps direct strategies and when completed, that results are communicated to appropriate audiences.

Objective 1.1: Develop comprehensive knowledge of the composition, functional properties and health-related applications of honey.

Strategies:

- 1.1.1 Conduct scientific research on the properties of honey for various **application** areas, including food, **cosmetic and wellness**.
- 1.1.2 **Provide technical support and/or fund research to find solutions for honey application constraints when honey is used as an ingredient.**

Objective 1.2: Advance scientific interest in honey research and applications.

Strategies:

- 1.2.1 **Conduct appropriate peer review using scientists and industry experts to guide implementation of research strategies.**

Objective 1.3: Conduct market research and/or collect relevant marketing data and/or consumption and trends data.

Strategies:

- 1.3.1 Collect marketing data and/or consumption data on market segments.
- 1.3.2 Collect trend data as needed for analysis.

Objective 1.4: **Support the honey industry in efforts to maintain honey quality.**

Strategies:

- 1.4.1 **Facilitate limited testing for detection of adulteration, residues or contamination.**
- 1.4.2 **Support development of quality assurance testing methodologies as needed.**

1.4.3 **Support industry efforts for standards of identity for honey and honey products by conducting market research and providing technical data on honey.**

1.4.4 **Serve as an industry resource for technical information on honey and quality issues.**

Objective 1.5: Guided by market-driven **and/or science-based** research, actively pursue product development for the purpose of finding or creating new and increased uses of honey.

Strategies:

1.5.1 Identify opportunities for new honey products based on market research.

1.5.2 Conduct research and development of new honey products

Objective 1.6: Conduct research dealing with honey bee colony management to help producers maintain colony health while allowing for the production of quality honey.

FOCUS AREA 2: INDUSTRY SERVICES

Industry Services includes programs to communicate effectively with the honey industry. **Such communication includes keeping the honey industry informed about National Honey Board programs and activities.** Industry Services also includes **providing** materials and services to help honey industry members capitalize on **National Honey Board** efforts to increase consumption of honey and keep businesses strong, and to protect the purity and image of honey.

Objective 2.1: Provide practical methods and tools that help honey industry members capitalize on **National Honey Board** research and promotional programs.

Strategies:

2.1.1 Create and distribute **promotional** materials that assist the honey industry in informing and **educating various** consumer **groups, including children**, about honey's unique characteristics and quality.

2.1.2 **Provide** educational materials that assist industry members **in** practicing good general business and marketing principals.

Objective 2.2: **Inform and educate the honey industry about National Honey Board programs and activities, and changes in the regulatory environment affecting the honey industry.**

Strategies:

2.2.1 **Develop and distribute newsletters, press releases and other materials.**

- 2.2.2 **Maintain and update National Honey Board Web site(s) with information about National Honey Board programs and activities.**
- 2.2.3 Monitor changes in the regulatory environment, create and distribute materials that inform and educate the honey industry about these changes.
- 2.2.4 **Share information about National Honey Board programs and activities at state, regional and national industry meetings.**

Objective 2.3: Foster industry relationships and development.

Strategies:

- 2.3.1 Foster leadership development for the Board and other honey industry members.
- 2.3.2 **Coordinate and sponsor** “roundtable” meetings on key industry issues of common concern.
- 2.3.3 **Provide materials** that interest youth in the honey industry.
- 2.3.4 Inform and educate interested industries, agencies and commodities of **National Honey Board** research findings and industry issues.

Objective 2.4: Anticipate potential threats, create and implement programs to protect honey’s pure, natural image.

- 2.4.1 **Maintain a readiness plan to provide guidelines for handling and responding to serious problems facing the honey industry.**
- 2.4.2 **Provide crisis and media training to board and/or industry members.**
- 2.4.3 **Provide leadership and coordination in the development of a voluntary quality assurance program as authorized in the Act and Order.**

FOCUS AREA 3: MARKETING AND PROMOTION

Marketing and Promotion includes advertising, promotion, public relations and the direct marketing of honey based on market, product and scientific research.

Objective 3.1: Increase **consumption** and purchase frequency of honey using food and non-food strategies.

Strategies:

- 3.1.1 Reinforce value of honey in food applications to core market (female, primary shoppers).
- 3.1.2 Communicate benefits of honey as an energy source.

3.1.3 Educate new audiences on benefits and versatility of honey in relevant applications. **For example: kids, Hispanics, men, college students, young adults.**

3.1.4 Establish and conduct retail promotions, **and increase awareness of honey's versatility with appropriate health and beauty professionals.**

Objective 3.2: Increase the use of honey in foodservice operations.

Strategies:

3.2.1 Emphasize honey's unique taste, variety, and profitability to foodservice operators.

3.2.2 Based on **current food** trends, prepare new **honey-based** menu applications for foodservice operations.

3.2.3 **Promote honey usage to culinary schools and other foodservice professionals.**

Objective 3.3: Maintain **and increase** U.S. honey's **market share** in key export markets.

3.3.1 Position US honey as a natural product to importers, **food processors, foodservice operators**, retailers, and consumers in targeted export markets.

3.3.2 Continue to be an international resource for information on US honey.

Objective 3.4: Increase honey's **usage** as **an** ingredient with food, **beverage**, and non-food manufacturers.

3.4.1 Position **and maintain the National Honey Board** as a **leading** honey **information** resource **for food and non-food technology professionals.**

3.4.2 **Promote applied research results and honey based products to processing companies.**

**NATIONAL HONEY BOARD
MEETING MINUTES**

PRESIDING: LEE HEINE, CHAIR
LOCATION: HOUSTON, TEXAS
DATE: SEPTEMBER 28-29, 2006

National Honey Board Members Present: George Hansen, Tom Hamilton, Bonnie Woodworth, Lee Heine, Clint Walker III, Reg Wilbanks, David Shenefield, Buddy Ashurst, Nancy Gamber-Olcott, Hans Boedeker, Dale Bauer, Mark Mammen

National Honey Board Alternates Present: Glenda Wooten, Diane Rudebusch, Darrel Rufer, Mike Williams, Bert Kelley, Ann Harman, Dwight Stoller, Steve Smith, Bob Brandi

National Honey Board Alternate Members Absent: Larry Bermel, Thomas Gerkmann, Bartlojiej Jelonek

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Glenda Mostek, Lisa Jager, Charlotte Jordan, Bruce Wolk

Others Present: Gene Brandi, ex-officio; Binford Weaver; Daniel Weaver; Rafael Manzoni, USDA/AMS; Jerry Brown and Zac Browning, Voluntary QA/QC Committee; Renae Wassenberg, Dwain Parrish, Jerry Probst, Mary Anne Davitt, Nominations Committee Members

THURSDAY, SEPTEMBER 28, 2006

Call to Order

The September 2006 meeting of the National Honey Board was called to order by Chairman Lee Heine at 8:04 a.m. Glenda Mostek called the roll.

Introductory Activities

Lee Heine reviewed the expense report procedure. He emphasized that expenses for alcoholic beverages are not reimbursed by the Board.

The meeting format was reviewed. Heine noted that the Nominations Committee caucus meeting was scheduled for the evening, thus allowing Nominations Committee members to observe the Board meeting. He invited the committee members to attend Board committee meetings, which are conducted as part of the Board meeting.

BOARD MEMBER OPEN DISCUSSION

The remainder of the Thursday session of the Board meeting was devoted to open discussion about topics of concern to the honey industry. These included questions of the honey crop and pricing, market conditions and direction, import/export trends,

expectations for domestic production, growing dependence on imported honey, and honey sales not reflected in assessments.

There was discussion of the status of the Packer-Importer Board proposal. It was noted that the referendum about the PIB would be for packers and importers only.

AMS has instructed the Honey Board to proceed with its mandated economic analysis, at a cost of \$35,000, despite the prospective transition to the PIB.

Bruce Boynton gave a brief presentation on the Honey Board's new office space in the town of Firestone, Colorado, east of the Board's present location in the city of Longmont.

The Standard of Identity proposal is still under FDA review.

This session ended at 9:05 a.m.

The remainder of the day was devoted to committee meetings.

FRIDAY, SEPTEMBER 29, 2006

Call to Order

The Friday session of the National Honey Board meeting was called to order by Chairman Lee Heine at 9:00 a.m. Heine emphasized the importance of Board and Nominations Committee members understanding and signing the code of ethics and the USDA lobbying statement. This was immediately followed at 9:05 a.m. by the Industry Services Committee meeting. The Board meeting was reconvened at 10:10 a.m.

VOLUNTARY QUALITY ASSURANCE PROGRAM UPDATE

The VQAP was discussed at length. It was noted that the program and the audit document have been developed by the honey industry. Audits (or "surveys") are proposed to be conducted by USDA AMS Processed Products Branch ("PPB") personnel. Some of those who have gone through the practice or training audits described the positive value of the audit for improving their business practices.

Zac Browning expressed thanks to the Board and the industry for seeing the process through. He briefly described the auditor training in North Dakota and further development of the items on the survey.

Several more audits are needed to complete the pilot program. Final USDA approval on the audit document will be sought and a formal audit program introduced in 2007. A companion guide to the audit document is planned, to assist both producers and auditors. Renee Wassenberg, National Coordinator of the PPB, and the USDA were thanked for the help they have provided in the development of this program.

Wassenberg gave a presentation on the operations of the PPB and spoke of their goals for serving the honey industry, including providing the type of service requested (they

are not regulatory), and helping the industry market its product through increased QA while remaining cost effective. She explained the procedures for settling disputes, the method of determining the cost of a survey, and the value of a survey to the industry.

Heine led a discussion on planning for the next steps. He stated that he would want a conference call with the Board for its stamp of approval before AMS is approached with the plan.

Heine expressed thanks to Jerry Probst, Zac Browning, Jerry Brown and AMS for the hundreds of hours they have devoted to the development of the Voluntary Quality Assurance Program.

ACTION I -- CONSENT AGENDA

Motion by Reg Wilbanks, seconded by Dale Bauer and carried to approve the Consent Agenda.

AMS Update

Rafael Manzoni reported that on September 26, the Secretary of Agriculture appointed new Board members, and he conveyed the Secretary's congratulations to the new members. Sonia Jimenez is the new AMS branch chief, and Manzoni opined that she may attend one of the Board meetings in 2007. AMS recommends the Board reconfirm certain compliance policies. AMS oversight responsibilities were reviewed.

COMMITTEE REPORTS

Marketing Committee

Hans Boedeker, Marketing Committee Chair, gave the report. Committee members present were Nancy Gamber-Olcott, Clint Walker III, Buddy Ashurst, George Hansen, Mark Mammen and Hans Boedeker. The Committee approved the June 2006 meeting minutes. Bruce Wolk reviewed the PR program, spearheaded by Stephan & Brady, and ongoing projects including cultivating consumer food, health and beauty editors, special brochures, a mobile media campaign, refrigerator magnet, and supper club cooking contest. Jason Niosi of S&B spoke about the current media outreach. Wolk reviewed the fourth quarter Hispanic relations campaign. Charlotte Jordan reviewed the Hispanic honey pretenders store survey, noting that the presence of honey pretenders has dropped in several markets. Wolk reviewed the honey export programs to Japan and the Middle East, the food service programs planned for the remainder of 2006, and the results of the online baking survey in Modern Baking magazine, which yielded valuable information for a \$48 billion annual industry. It was recommended that a comprehensive baking education program be initiated. Boedeker commended Wolk, Jordan and the committee for recognizing and seizing the moment.

ACTION II -- FUNDING FOR MARKETING PROGRAMS

Motion by Hans Boedeker, seconded by George Hansen and carried to approve the following budget programs: American Institute of Baking Bulletin (\$20,000), Honey Baking Sales Kit (\$25,000), chef/baker training outreach (\$15,000), and 2007 trade shows/activities ((\$15,000), for a total of \$75,000.

Wolk discussed a possible promotion in connection with "Bee Movie" in 2007. Boedeker thanked the members of the Marketing committee.

Industry Services Committee

Bonnie Woodworth, Industry Services Committee Chair, gave the report. Committee members present were Tom Hamilton, Reg Wilbanks, Buddy Ashurst, David Shenefield, Mark Mammen and Bonnie Woodworth. Lisa Jager gave a report on Industry Services activities. State meeting speaker requests were discussed. The 2006 budget variance report was reviewed, and the 2007 budget approved. Jager is to develop a Q&A section for the Honey Board website on organic standards for honey.

Research Committee

Tom Hamilton, Research Committee Chair, gave the report. Committee members present were Dale Bauer, Reg Wilbanks, Bonnie Woodworth, David Shenefield, and Tom Hamilton. The June 2006 minutes were approved. Charlotte Jordan described her applied research activities and the status of the solid honey development program. The decision was made to fund further development of the solid honey program. Honey balsamic vinegar will hopefully be ready for market in a year. There appears to be great potential for honey in the health and beauty industry. The honey resource database was discussed, and ongoing research projects reviewed. The 2007 research strategy involves everything from animals to human health.

ACTION III -- FUNDING FOR SOLID HONEY

Motion by Tom Hamilton, seconded by Dale Bauer and carried that an additional \$100,000 be put into funds for further development of solid honey (approximately \$74,000 from the remaining 2006 research budget, and \$26,000 from emerging opportunities).

ACTION IV -- 2007 RESEARCH BUDGET

Motion by Tom Hamilton, seconded by Buddy Ashurst and carried to approve the 2007 research budget, amending it to increase production research from \$60,000 to \$90,000.

Tom Hamilton thanked the staff, especially Charlotte Jordan.

Finance Committee

Nancy Gamber-Olcott, Finance Committee chairman, gave the report. Committee members present were Hans Boedeker, Clint Walker III, Dale Bauer, George Hansen, and Nancy Gamber-Olcott. Staff and others present were Sam Butler, Bruce Boynton, Rafael Manzoni and Lee Heine. The June 2006 minutes were approved. Discussion items included the change in administrators for staff's SarSep plan from AG Edwards to Waddell & Reed, clarification of information in the flash report at the beginning of each month, with quick information about assessments, and affirmation of the penalty and interest provision for late payment of assessments. Amendments to the 2006 budget were reviewed. There was a change in the proposed 2007 budget, with \$30,000 taken from Focus Area 3 (Marketing and Promotion) and applied to Focus Area 1 (Research).

ACTION V -- APPROVAL OF AMENDMENTS TO THE 2006 BUDGET

Motion by Nancy Gamber-Olcott, seconded by George Hansen and carried to approve the Amendments to the 2006 budget.

ACTION VI -- APPROVAL OF PROPOSED 2007 BUDGET

Motion by Nancy Gamber-Olcott, seconded by Hans Boedeker and carried to accept the proposed 2007 Budget as changed.

Economic Evaluation. The USDA has instructed the National Honey Board to proceed with its mandatory economic evaluation before the end of 2006. Because of the \$35,000 cost of the evaluation and the uncertainty surrounding the Honey Board and the PIB, the committee recommends that the Board authorize Bruce Boynton to seek deferment of this evaluation until status of the PIB is clear.

ACTION VII -- DEFERRAL OF THE ECONOMIC EVALUATION

Motion by Nancy Gamber-Olcott, seconded by George Hansen and carried to authorize Bruce Boynton to seek deferment of this evaluation until the status of the PIB is clear.

It was reiterated that all expenses in connection with the Honey Board and related committee meetings are paid out of assessments.

OTHER BUSINESS

Emerging Opportunities. Bruce Boynton discussed the emerging opportunities fund line item, which permits a positive response to new opportunities that emerge after a particular year's budget has been approved. This fund is for use as needed by any focus area. Boynton explained that he had asked for only \$100,000 for this fund in the 2007 budget in order to make as much money as possible immediately available to the focus areas for advance planning.

Investment Policy. Sam Butler explained the regulations and practices governing the Board's investment policies.

Future Meeting Dates and Sites. The February 2007 meeting is scheduled for Feb. 22-23, 2007 in San Francisco (Sheraton San Mateo/Gateway). The June 2007 meeting is scheduled for June 21-22, 2007 in Denver.

ACTION VIII -- EXECUTIVE LIMITATION POLICY

Motion by George Hansen, seconded by Tom Hamilton and carried that the Board request the CEO to review the executive limitation prohibitions currently in place for the NHB, and that the Board request the CEO to recommend at the February 2007 Board meeting any changes or deletions in policy that might be prudent.

ACTION IX -- VOLUNTARY QUALITY ASSURANCE PROGRAM

Motion by George Hansen, seconded by Clint Walker and carried to encourage the Voluntary Quality Assurance Program Committee to (1) complete its pilot program; (2) communicate with the AMS director a current draft version of the QA program; (3) present the QA program progress to the national organizations at their January 2007

meetings; and (4) make recommendations and receive approval for future actions at the February 2007 meeting of the National Honey Board.

Binford Weaver observed that by and large the Honey Board has spoken for the honey industry in a most exemplary manner, and said that he did not know where the industry would be without the Honey Board. He expressed the hope that people will ensure the Honey Board carries on.

Nominations Committee members expressed their appreciation for the opportunity to see the Board in action.

Glenda Mostek read the names of the people whose terms on the Nominations Committee ended with this meeting, and reviewed the process of getting names from the state organizations.

Lee Heine thanked each staff member individually.

ADJOURNMENT

ACTION X -- ADJOURNMENT

Motion by Bonnie Woodworth, seconded by Dale Bauer and carried to adjourn.

The meeting was adjourned at 2:50 p.m.

**NATIONAL HONEY BOARD
MEETING MINUTES**

PRESIDING: LEE HEINE, CHAIR
LOCATION: BURLINGAME, CALIFORNIA
DATE: February 22-23, 2007

National Honey Board Members Present: George Hansen, Tom Hamilton, Bonnie Woodworth, Lee Heine, Clint Walker III, Reg Wilbanks, David Shenefield, Buddy Ashurst, Nancy Gamber-Olcott, Hans Boedeker, Dale Bauer, and Mark Mammen

National Honey Board Alternates Present: Glenda Wooten, Dwight Stoller, and Bob Brandi

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Charlotte Jordan, Bruce Wolk, Jami Yanoski, Lisa Jager, and Glenda Mostek

Others Present: Gene Brandi, ex-officio; Rafael Manzoni, USDA/AMS; Christina Hoffman, Stephan & Brady; Jerry Brown; Ron Fessenden; Former Chairmen of the NHB: Harry Rodenberg, Dwight Stoller, Bill Gamber, Binford Weaver, Neil Miller, Randy Johnson, John Miller, Bert Belliston, Steve Conlon, and Brent Barkman; numerous other guests and visitors.

THURSDAY, FEBRUARY 22, 2007

The meeting was called to order at 8:00 a.m. by Chairman Lee Heine. The roll was called by Glenda Mostek. Heine introduced guests, staff members and visitors. Heine noted that, because of the complexity and length of the committee agendas, the board might wish to begin immediately with the Marketing Committee and hold Board Member Open Discussion later in the meeting if it was needed. Heine asked that this change be included in a motion to approve the agenda if the board agreed.

ACTION I -- APPROVAL OF AGENDA

Motion by Clint Walker, seconded by George Hansen, and carried to approve the agenda, with the change that open discussion be removed and that the Marketing Committee meeting begin at the time scheduled for open discussion.

Reg Wilbanks expressed thanks to the Board and staff for their cards and emails during his recovery from knee surgery.

The Thursday morning session ended at 8:08 a.m.

The remainder of the day was devoted to committee meetings.

Immediately after the Friday morning Executive Session, a representative from DreamWorks showed excerpts from The Bee Movie and discussed their marketing plans and schedule.

The General Session of the Board meeting convened at 12:00 noon on Friday.

VOLUNTARY QUALITY ASSURANCE PROGRAM (VQAP)

Lee Heine said the VQAP committee is being reorganized, and prospective VQAP committee members are being contacted.

Jerry Probst reported on the status of the program. Three USDA inspectors have been trained to do the audits. The plant survey form is almost ready.

Probst said that since many beekeepers are concerned about the cost of an audit, and in order to help promote the audit, the NHB might consider ideas for helping with the cost of the audits, at least initially. He presented three possible scenarios: 1) the Honey Board could pay for the honey house inspections for the first 10 beekeepers who volunteer; 2) cap the cost to the beekeeper since the cost of an inspection will not be known in advance (Probst recommended a \$500 cap for the beekeeper, with the NHB picking up the balance); and 3) the beekeeper bears all costs.

Following discussion, it was decided to have the new VQAP committee members cover this question and come back with a recommendation.

Probst stated that Zac Browning and Jerry Brown were instrumental in developing the program, and that Lisa Jager, Eric Wenger and Arlen Penner have been instrumental in continuing work on the program.

ACTION II -- CONSENT AGENDA

Motion by Reg Wilbanks, seconded by Tom Hamilton, and carried to approve the consent agenda.

AMS Update

Rafael Manzoni discussed the reorganization at AMS. The new Chief of the USDA/AMS Fruit and Vegetable Research and Promotion Branch is Sonia Jiminez. Antoinette Carter is now the liaison for the Honey Board, but is in Peru at the moment, so Manzoni has stepped in to attend this meeting. Kathie Birdsell is scheduled to return, and possibly return as Honey Board liaison, but it is not known whether she will remain in Afghanistan.

Manzoni stated that he did not know the status of the Packer Importer and the U.S.- Only board proposals.

Executive Limitation Policy

Bruce Boynton reviewed the executive limitation policy and recommended certain changes and deletions to the internal monitoring reports, and that the consolidated list of executive limitations be made part of the CEO job description rather than signed and distributed to the board with each monthly report.

ACTION III -- EXECUTIVE LIMITATION POLICY

Motion by Clint Walker, seconded by Dale Bauer, and carried to approve CEO recommendations for changes to the Executive Limitation Policy.

Honey International Packers Association (HIPA) Memorandum of Understanding (MOU)

Bruce Boynton discussed the memo from Peter Martin regarding a proposed memorandum of understanding between the Honey International Packers Association and the Honey Board. He said any MOU would need to recognize that the Honey Board cannot lobby. Boynton explained that the Honey Board would not become a member of HIPA, but would have a cooperative relationship on issues of common interest. Jerry Probst stated that the purpose of this group is to promote world trade and develop workable standards, and opined that this MOU relationship would be helpful in strengthening the position of U.S. honey in Europe.

ACTION IV -- HIPA MOU

Motion by George Hansen, seconded by Hans Boedeker, and carried to instruct the CEO to continue negotiating with Peter Martin and to develop an MOU agreement for final signature.

Honey and Health Symposium

Jerry Brown and Ron Fessenden discussed their plan to hold a symposium on honey and health at the combined ABF and AHPA meetings in January of 2008, and requested the Board's co-sponsorship. The primary focus of the symposium is to underscore the link between health and honey and to educate the public about honey in general. The anticipated cost of promotion and website support is \$25,000, and they invited the Board first because they consider collaboration and dissemination of this information through the Honey Board the best place to start.

Issues of health claims and honey and AMS involvement were discussed. Lee Heine opined that the Board could play a major role. Bruce Boynton said that he had asked AMS, and the Board can participate in a honey and health symposium without making claims. There was some discussion about the permissibility of such claims, and Boynton stated that the consistent message from FDA/USDA is that the Board cannot make any health claims that are not based on scientific research approved by USDA.

ACTION V -- HONEY AND HEALTH SYMPOSIUM

Motion by Clint Walker, seconded by George Hansen, and carried that this issue be referred to the staff to work with AMS and the Symposium committee and report recommendations at the June 2007 Board meeting.

Nondisclosure Agreements

The Board was reminded of the Nondisclosure Agreement with a major media company that had been sent to them earlier in the month. A copy was also provided in the Board Books. A document stating that they had read and understood the agreement was circulated at the Board meeting and was signed by all Board Members.

COMMITTEE REPORTS

Research Committee

Tom Hamilton, Research Committee chairman, gave the report. Committee members present were Dale Bauer, Reg Wilbanks, Bonnie Woodworth, Dave Shenefield, Lee Heine, and Charlotte Jordan. Others present included CEO Bruce Boynton, USDA representative Rafael Manzoni, other NHB staff and numerous guests and visitors. The minutes of the September 2006 meeting and three conference calls were approved. There was a brief discussion of the 2007 budget and plan, and a status report on continuing projects. Charlotte Jordan is working on a possible study on honey usage in cosmetics. Mattson's new solid honey phase 4 was discussed and samples were distributed. Formulations are being developed to make it easier to manufacture and handle. Michael Kliks' request for funding was postponed until more information is received and a more complete proposal offered. George Hansen gave a report on the workshop on Colony Collapse Disorder.

ACTION VI -- 2007 BUDGET

Motion by Tom Hamilton, seconded by Bonnie Woodworth and carried that the 2007 budget amount for research be decreased by \$24,700.

ACTION VII -- CCD WORKING GROUP FUNDING

Motion by Clint Walker, seconded by Dale Bauer, and carried that the National Honey Board allocate up to \$100,000 for approved research projects on Colony Collapse Disorder, contingent on additional funds being made available from other sources.

There was extensive discussion about the motion, with concerns raised about Board contributions being contingent on other contributions, description of the Honey Board's testing (honey rather than bees), and the importance of the Honey Board being proactive in finding answers. Staff will work with the Research Committee in developing plans and gathering information.

Industry Services

Bonnie Woodworth, Industry Services Committee chairman, gave the report. Committee members present were Tom Hamilton, Reg Wilbanks, Buddy Ashurst, David Shenefield, Mark Mammen, Lee Heine, and Lisa Jager. Others present included CEO Bruce Boynton, USDA representative Rafael Manzoni, other NHB staff and numerous guests and visitors. Lisa Jager reported on brochures, the freebie "Nature's Sweetener," and bookmarks. There was a call for speakers for the upcoming industry meetings. The idea of using the contingency fund for media training for the industry and of doing this training at the Nominations Committee meeting was discussed. The importance of accentuating the positive and presenting a uniform message was stressed.

Woodworth said the committee was unclear about a suggestion for looking into ways the web site could be used more effectively. Bruce Boynton observed that in last year's update of the website, staff employed the services of a third party consultant.

Marketing Committee

Hans Boedeker, Marketing Committee Chairman, gave the report. Committee members Nancy Gamber-Olcott, Clint Walker, Buddy Ashurst, George Hansen, Mark Mammen, Lee Heine, and Marketing Director Bruce Wolk were present. Others present included CEO Bruce Boynton, Marketing Manager Jami Yanoski, Kristina Hoffman, Stephan and Brady; USDA representative Rafael Manzoni, other NHB staff and numerous guests and visitors. The minutes of the September 2006 Marketing Committee meeting and the January 26, 2007 conference call minutes were approved. Bruce Wolk reviewed the budget of \$2,590,500, and presented a pie chart showing the 2007 programs: general consumer marketing, Hispanic marketing, movie-related promotion, applied science, and exports. Kristina Hoffman and Bruce Wolk presented the general consumer plan, targeting mature women, younger women, and men ages 25-54, and reviewed the media to support these target audiences.

The committee discussed early public relations and related planning dealing with a strategic relationship being developed with a major media company and one of its projects. Due to very strict confidentiality requirements, there can be no disclosure of any information about this project beyond the committee at this time.

Yanoski reported on the Hispanic PR and 2007 food service plans. Charlotte Jordan reported on the 2007 food science plans that relate to marketing.

Dave Ropa presented information on the MRE program and details of 2007 plans to use honey in baking programs. Tom Payne discussed trends in the baking and ingredient industry, with emphasis on using honey as an ingredient. The word "honey" is frequently used on food packages and labels, but there is nevertheless a steady decline in the use of honey by manufacturers using those labels. Payne also discussed chefs' and bakers' lack of knowledge on the use of honey, and tactics to address those problems.

Wolk discussed the export programs in Japan and the Middle East. Yanoski reported on the International Food and Wine Festival at EPCOT and briefed the committee on the mobile media campaign. Wolk observed that the Nielsen reports on honey sales in the target markets of the mobile media campaign were inconclusive.

ACTION VIII -- INCREASE IN MARKETING BUDGET

Motion by Hans Boedeker, seconded by Clint Walker, and carried to change the budget from \$2,850,500 to \$2,590,500.

Finance Committee

Nancy Gamber-Olcott and Sam Butler presented the Finance Committee report. Hans Boedeker, Clint Walker, Dale Bauer, George Hansen, Lee Heine, Sam Butler, Bruce Boynton, Bruce Wolk, Charlotte Jordan and Rafael Manzoni were present. The committee approved the September 2006 minutes.

The 2006 audited financial statements were distributed by Butler. The assessments were reviewed, and Butler presented highlights of the 2006 audit. The Honey Board

received a clean opinion — there were no problems with the financials and investments, and no noncompliance with regulations.

ACTION IX -- 2006 FINANCIAL STATEMENTS AND AUDIT REPORT

Motion by Nancy Gamber-Olcott, seconded by Dale Bauer, and carried to accept the 2006 financial statements and audit report.

Butler reviewed the amendments to the 2007 budget and recommendation to the Board, briefly recapping each amendment.

ACTION X -- 2007 BUDGET AMENDMENTS

Motion by Nancy Gamber-Olcott, seconded by George Hansen, and carried to accept amendments A, C, D, F, G, and H.

There was discussion about the budget not reflecting increased assessments, with the result that excess cash is available. It was suggested that this was an appropriate time to increase expenditures.

ACTION XI -- REVENUE PROJECTIONS

Motion by Clint Walker, seconded by George Hansen, and carried to change the budgeted revenue projection from \$3.8 million to \$4 million for assessment revenue.

ACTION XII -- RESERVE REDUCTION

Motion by Clint Walker, seconded by Nancy Gamber-Olcott, and carried to reduce the reserve from \$250,000 to \$200,000.

Fund Balance. Butler stated that the fund balance has continued to grow, resulting in a \$1.7 million fund balance, and stated that a three-month operating balance is an appropriate amount to have in reserve. It was suggested that the excess funds be placed in the emerging opportunities fund.

ACTION XIII -- FUNDS TRANSFER

Motion by Nancy Gamber-Olcott, seconded by Hans Boedeker, and carried to take \$200,000 from the increase in the 2007 budget and the \$50,000 decrease in the reserves and apply that money to the emerging opportunities fund.

ACTION XIV -- IMMEDIATE UTILIZATION OF REVENUES

Motion by Nancy Gamber-Olcott, seconded by George Hansen, and carried to direct the CEO and CFO to consider ideas to utilize revenues more immediately and to return to the Board with recommendations.

Butler pointed out that “excess” does not mean “unused,” but such funds may sit around for a year or more if they are related to a contract, especially a research contract. It was observed that the motion asks the CEO and CFO to unlock that money as a one-time “fix” that will free up money to be used immediately, rather than leaving it in the bank — a way to budget and account so as to use money more rapidly.

OTHER BUSINESS

Lee Heine asked whether Board members considered the present meeting hotel (Sheraton Gateway) suitable for future meetings.

Remaining 2007 Meetings. The June Board meeting will be held in Denver, at the Loews Hotel, June 21-22. Glenda Mostek asked the Board for direction for the Fall 2007 Board meeting. Properties in Denver are attractive because of price, as the Nominations Committee will be meeting then. There was a consensus in favor of meeting in Denver the second or third week of October.

ACTION XV -- ADJOURNMENT

Motion by Buddy Ashurst, seconded by Hans Boedeker, and carried to adjourn.

The meeting was adjourned at 3:20 p.m.

**NATIONAL HONEY BOARD
MEETING MINUTES**

PRESIDING: LEE HEINE, CHAIR
LOCATION: DENVER, COLORADO
DATE: June 21-22, 2007

National Honey Board Members Present: George Hansen, Tom Hamilton, Bonnie Woodworth, Lee Heine, Clint Walker, Reg Wilbanks, David Shenefield, Buddy Ashurst, Nancy Gamber-Olcott, Hans Boedeker, Dale Bauer, Mark Mammen, Gene Brandi (ex officio)

National Honey Board Alternates Present: Ann Harmon

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Charlotte Jordan, Bruce Wolk, Glenda Mostek, Jami Yanoski, David Fenske, Lisa Jager, Marlys Fallon and Amanda Stout

Others Present: Zac Browning (incoming board member), Jerry Brown (incoming alternate board member), Joan Gunter (incoming alternate board member), Dave Mathis (Golden Heritage), Lisa Butler, Linda Verstrate (USDA Honey Report), Ron Fessenden, Jerry Probst, Kathie Birdsell (USDA/AMS), Daniel Hearn and Christina Hoffman (Stephan & Brady), Barbara deBiase, Ron and Pam Phipps, and Mary Anne Davitt (Transcriber)

THURSDAY, JUNE 21, 2006

Call to Order

The meeting was called to order by Chairman Lee Heine at 8:00 a.m. Glenda Mostek called the roll. Heine introduced guests.

Heine suggested one change to the meeting agenda, requesting that the Board Member Orientation scheduled for 11:00 a.m. Friday be moved to the end of the agenda.

ACTION I -- APPROVAL OF THE AGENDA

Motion by Hans Boedeker, seconded by Mark Mammen and carried to approve the Board Meeting Agenda as printed, with the one requested change.

Heine reviewed the Consent Agenda, which will be voted on tomorrow.

BOARD MEMBER OPEN DISCUSSION

Packer-Importer Board

Heine began the discussion with observations about the current situation and the future of this Board. He reported on a meeting Bruce Boynton and he attended in Washington, DC, in early June, where they met with AMS representatives Bob Keeney, Chuck Parrot, Sonia Jimenez and Kathie Birdsell. Heine expressed that, after this meeting, he had serious concerns about the transition to the PIB. He noted that AMS has never dealt with the particular scenario of an existing board being replaced by a different one. Boynton stated that his understanding from this meeting was that the present National Honey Board would have to terminate, and the Packer Importer Board start up, and that there was the distinct possibility of a time gap between the two events. This Board would pay its termination and shut down costs, including the final audit, but not the costs of the transition to the new board — the incoming PIB would be responsible for its own start up and transition costs and equipment leases. This Board would select five trustees from among its board members (who will then be formally appointed by the Secretary of Agriculture) to oversee the liquidation of assets and the return of unused assessments to the assessment payers. The importers could put their returned assessments into the new board if they wanted to. There are many questions, because this kind of transition is uncharted territory. Birdsell specifically stated that AMS needs comments made on the record — the Secretary of Agriculture needs justification to shut down a board that has done so well for so long. At the AMS meeting, Heine and Boynton were asked to inform the industry of the USDA press release and comment period, and this information was sent out. AMS will not contact the industry outside of a press release. Birdsell said comments were needed, not just on the justification for the new board, but also for the costs. Any comments received are posted on the AMS website as soon as possible. Comments on comments are permissible.

Heine then addressed the question of a proposed U.S.-only board. He said AMS reported that its creation would not be as fast as some had hoped. They said they would work diligently, but could not give a timeline and doubted it would be published in the Federal Register by year's end.

There was discussion about extending the comment period, with concerns about whether all industry members would be informed in time. Birdsell stated that there is precedent for extending a comment period and it might be possible.

In connection with a question about research projects with completion dates later than the projected Board termination date, Birdsell stated that since staff would normally receive the reports and approve the disbursement of funds, the trustees could assign this responsibility to the staff. As to planning for activities and research projects that might be initiated at this or the October meeting and have a completion date well into 2008, Birdsell encouraged the Board to act as if it were continuing operations; in addition, every contract has a termination clause in case of the Board's termination. AMS is

encouraging the staff to continue business as usual, and to plan as if operations will continue. They understand the quandary.

Birdsell stated that the trustees would decide whether there would be office/physical space during the transition, but space would be needed for a logical and sequential shutdown. There will be a final audit after everything is wrapped up.

As to lobbying by current Board members, AMS said that, while Board members should not make a point of stating their opinion on the matter, if asked, they have the right to state their opinion. Anyone can comment as individuals, but should not do so as Board members.

Buddy Ashurst stated that packers and importers were not trying to steal the Board, but were acting, at least initially, out of fear of losing the Board. Hans Boedeker noted that the PIB is committed to putting 5% of assessments into production research, and that producers would not be assessment payers. Boedeker expressed the hope that all would agree a smooth transition to the PIB is in the interest of the entire industry and staff. Ashurst and Boedeker stated that the intent was to have no shutdown period; however, AMS has said that if there is a shutdown period, assessments would stop. In response to a question about the disposition of assets, especially the photography collection, Birdsell stated that all Board property belongs to the U.S. Government, so it could be turned over to the PIB at the discretion of the Secretary of Agriculture. The importance of an uninterrupted transition needs to be emphasized to the USDA higher-ups, although they are aware of it. The law requires the shut down of the current board and start up of the new board.

Bruce Wolk expressed concern about the implications of a termination or transition on funding from the Foreign Agricultural Service (FAS) for our Market Access Program (MAP) export marketing program. As to dealings with FAS and current work on the Unified Export Strategy application process, Birdsell recommended giving FAS a heads-up, and to remember that it is not a transition, but a shut down/start up matter.

In response to the question of whether the trustees could simply transfer everything, Ashurst noted that at the beginning, they were told the Secretary of Agriculture could do this. Birdsell stated that this is governed by the wording of the Order, which is there to protect against a hostile takeover, and it comes down to interpretation by lawyers and the Secretary of Agriculture. The Secretary of Agriculture should be assured that this is a friendly transition, and this would hopefully be reflected in the comments.

There was a question about whether the small producers will have any representation on the PIB, and what the PIB will offer them. It was stated that there was no answer to that at this time — the producers on the PIB will be producers of at least 150,000 pounds, and on the U.S. Board of at least 100,000 pounds. Ashurst stated that the issues would not be different; Heine opined that the PIB would be sensitive to these concerns.

Other Matters

There was some discussion of Colony Collapse Disorder (CCD). George Hansen stated that researchers have been using a process of elimination, and seem to have identified a viral component or elevated stress caused by beekeepers, but at this point, they are not willing to be specific. Some other pathogens seem to have consistent participation. He said a significant effort has gone into fundraising and approaching Congress. Hansen said that about \$40,000 in contributions has flowed through the Foundation for the Preservation of Honey Bees, as well as contributions directly to Pennsylvania State University. Various legislative items are pending for larger monetary support, and a request for CCD funding has been included in the Farm Bill.

The question was raised concerning Board member involvement at the level of staff activities, and what activities would and would not be reimbursed. Boynton referred to the section of the Board Member manual on the responsibilities and role of a board member which states "The Board makes a policy decision when it determines the strategic direction of programs. The CEO implements policy through the staff who develop and carry out the activities and services of the programs. The Board monitors implementation examining outcome statistics and financial records, but does not get involved in direct activities or services."

The Thursday, June 21 session ended at 9:10 a.m. The remainder of the day was devoted to the Marketing and Industry Services Committee meetings.

FRIDAY, JUNE 22, 2006

Call to Order

The Friday, June 22 session was called to order by Chairman Lee Heine at 10:40 a.m., following the conclusion of the Research Committee Meeting.

Quality Assurance

Lisa Jager and Zac Browning presented the Voluntary Quality Assurance Program (VQAP) report. Jager discussed the survey and the issue of "critical deficiencies" – practices that render the product unsafe and unfit. Browning discussed the current and coming situation, noting that the industry has a responsibility to assure the quality and purity of the product. He praised Jerry Probst for his work with USDA. An agreement has been reached with the Processed Products Branch of USDA. The survey is acceptable to USDA standards, and can be used to conduct inspections, if the Board is willing to endorse such a program. The USDA is willing to issue a certificate of acceptance, which signals that a facility has achieved a passing rating of 70% or higher. One of the goals of the QA program is to develop a quality seal that could be used as a producer marketing tool. This is the achievement of a key goal – creation of a program to protect the quality of honey and demonstrate industry commitment to that end, as well as to give producers a marketing tool.

A new QA committee has been organized and will work on sampling procedures and troubleshoot and help the program as it moves forward. In addition, a companion

guidebook will be developed to help the industry better understand and utilize the VQAP.

USDA has made some concessions in the areas of critical deficiencies, taking into consideration that defects such as chips of wood and paint sometimes appear during extraction, and will be removed during further processing. Finding a “critical deficiency” does not necessarily imply that the inspector goes to the FDA, but rather, that the inspector must communicate with the producer who will have the opportunity to correct the deficiency. Mediation and reporting are required only after failure to correct.

The pre-inspection application addresses at length the producers’ rights and what their concerns should be. It discloses all matters to be addressed, so that the producer is not caught off guard, and is to be sent out before the inspection, to give the producer a chance to correct problems prior to the inspection. Jager noted that the chief USDA inspector for this program is aware of the unique nature of honey facilities, and is training her inspectors accordingly.

Browning noted that the FDA currently has authority over the honey industry and could go inspect each facility for compliance with current good manufacturing processes. The VQAP Committee has worked with the FDA to help them to understand that producers are not a finishing packer, but, rather, deal with raw product and process.

Committee members are Zac Browning, Jerry Probst, Jerry Brown, Arlen Penner, Eric Wegner, and, new to the committee, Steve Hyatt, Scott Hamilton, David Mendes, and Jill Clark.

ACTION II -- SUPPLEMENTAL FUNDING FOR QA SURVEYS

Moved by Tom Hamilton, seconded by Dale Bauer, and carried that the NHB supplement funding for initial QA Surveys to allow the producer a maximum cost of \$500, with the NHB paying the remaining balance due, but limited to \$10,000, or the first 20 surveys.

No timeframe for distribution of the \$10,000 was stated, but Browning said the committee anticipated it being spent this year.

ACTION III -- ADOPTION OF THE SURVEY

Moved by Clint Walker, seconded by Mark Mammen, and carried to adopt the National Honey Board Voluntary Quality Assurance Program: Extracting Facilities Survey as the official Facilities Survey Document to be used by USDA/PPB for inspectors purposes in honey facilities.

Heine expressed appreciation for the enormous amount of time and effort committee members put into this process.

GENERAL SESSION

ACTION IV -- CONSENT AGENDA

Moved by Dale Bauer, seconded by Buddy Ashurst, and carried to approve the Consent Agenda.

AMS Update

Kathie Birdsell gave the AMS update. Dwight Stoller's letter has been taken to the Office of General Counsel by AMS, and in the meantime, the current response is that everything possible will be done to make a smooth transition. The 3-6 month timeframe between the termination of the existing board and the startup of the new board has not changed. Business as usual is preferable. Contracts may be completed without using the out clause; select marketing or contracted projects may be allowed to be completed. AMS encourages the PIB to be ready to hold its first meeting mid-January, and to have a list of nominees prepared to submit to USDA. The nature of the ballot is still being debated, whether one with two votes (one a "no" for the current board) or one (yes to PIB). If the referendum succeeds, assessments will be stopped as soon as the assessment-payers are notified, which will be as soon as the referendum results are known. Customs assessments could be stopped when the referendum results are announced. The industry cannot have two boards assessed at the same time. The new PIB proposal is online and ready for comments. Producers are specifically asked to submit comments, whether online or by fax. Birdsell encouraged comments from the industry.

The creation of the proposed U.S.-only producer board is six to nine months behind that of the PIB.

COMMITTEE REPORTS

Marketing Committee

Marketing Chairman Hans Boedeker gave the committee report. The February 2007 Marketing Committee minutes were approved. Bruce Wolk gave an overview of marketing programs at mid-year. This included a review of the marketing budget, which totaled \$3.1 million. Important components of the budget include The Bee Movie, at 33%, and general consumer marketing at 24%. Wolk emphasized that the program has many exciting components, and that while The Bee Movie is promising, media coverage, foodservice, Hispanic and applied science results should not be overlooked.

The most important component of the marketing budget is The Bee Movie, which comprises 33% of the entire budget. Sixty-two percent of this amount is devoted to national grocery promotions. Several important accomplishments in regard to The Bee Movie were mentioned, including promotions in 14,000 grocery stores, on-pack material development, partnership with Scholastic Magazine, and honey press kits.

Daniel Hearn and Christina Hoffman, of the Honey Board's PR firm of Stephan & Brady, presented the general consumer PR update. Media pitching mid-year results show 26.5

million consumer impressions and more than 186 placements. Test kitchen PR coverage with Meredith Publishing and Southern Progress were reviewed. Online coverage has shown positive results with the beauty message. The beauty deskside media tour with Christopher Watt was reviewed, together with honey trend alerts sent to editors each month. Upcoming printed materials include the Honey Varietal Guide and the honey media folder and letterhead. Editor varietal desksides are now scheduled for Washington, D.C., St. Louis, Cleveland and Indianapolis.

Stephan & Brady are currently working on three on-line videos – food, beauty, and a fun general consumer video.

Hearn and Wolk presented The Bee Movie grocery components. Hearn discussed the results of a canned vegetable promotion showing a 32% sales lift following character licensing with the “Sponge Bob” character. Wolk presented a projected sales increase that might result for the promotion of honey from the supermarket program. The supermarket count now stands at 4,818 FloorTalks and 13,816 ShelfTakes. Hearn presented in-store and on-pack materials for The Bee Movie, including FloorTalks, ShelfTakes, neck collars, hang tags, stickers and farmer’s market signage.

Jamie Yanoski covered the chef education programs, including CAFÉ, student culinary competitions and honey tours completed so far this year.

Yanoski reported on programs under foodservice publicity, including ongoing publicity efforts and events that help support our foodservice publicity programs, such as multicultural cuisine and International Food Service Editorial Council.

The Foodservice CD has been updated and currently is at the printer. It will be used in several direct mailings.

A leading competitor to Monin syrups will be making their own honey syrup this summer.

Yanoski reviewed the Hispanic PR program. The Winter Skin Beauty event took place in April. This event was for long-lead magazines, and as a bonus, the Honey Board received three national TV hits at the same time. Other Hispanic PR programs in progress include Aguas Frescas con Miel, Sunday Football with Mom and Honey, Day of the Dead, and Cold and Flu Honey Throat Soother. All campaigns are recipe driven initiatives to gain as much publicity as possible for honey.

Charlotte Jordan presented the applied science PR program. Product concepts developed in applied science are being readied for sale. These include honey balsamic vinegar and cough drops.

Bruce Wolk reported on export activities at mid-year, including export trend lines for the world, Middle East and Japan, and the South Korean market potential.

Staff presented ideas for a proposed National Honey Month program.

ACTION V -- NATIONAL HONEY MONTH PROGRAM IN NYC

Moved by Hans Boedeker, seconded by George Hansen, and carried that with regard to Honey Month promotion, the National Honey Board staff proceed with the National Honey Month publicity program in New York, and that \$120,000 be taken from the Bee Movie publicity promotion for this purpose.

Industry Services Committee

Industry Services Chair Bonnie Woodworth gave the committee report. The minutes of the February 2007 meeting were approved. Lisa Jager reviewed the 2007 Industry Service activities and future agriculture meetings, including the Agricultural Media Summit. There was discussion about National Honey Board anniversary stickers, bookmarks, Honey Month materials, farmers markets, and other fulfillment items. There have been numerous inquiries about CCD, and it was thought that Honey Month would be a good time to focus media attention on CCD issues. NHB speakers have been requested for state and regional bee meetings, and the issue of how to handle PIB questions was discussed. An inventory list of available brochures was circulated. There was also discussion of changing National Honey Month to a different month.

ACTION VI -- REPRINTING BUDGET

Moved by Bonnie Woodworth, seconded by Buddy Ashurst, and carried that the Industry Services budget include funds to reprint adequate numbers of The Story of Pollination and The Story of Honey.

Woodworth thanked Jager for her hard work in this area.

Lee Heine thanked Bonnie Woodworth for her work as Industry Services chair.

Research Committee

Research Chairman Tom Hamilton gave the committee report. All committee members were present. The minutes of the February 22 committee meeting and March 6 conference call were approved.

Charlotte Jordan gave the CCD research update. We are awaiting a proposal by Jeff Pettis, so are not able to distribute all the funds yet. Pettis has not yet given his report on the production research project. Jordan reviewed areas in basic research that showed promise – honey's potential as a cough suppressant (promising), and honey and weight reduction in animals, which has potential and shows good results in reduction of weight in lab animals, so will be continued in a human study.

New product development in applied research includes a solid honey cough drop, which will have less honey than the original 100% honey concept but be more easily manufactured. Mattson has good products with potential.

There was an update on the budget variance report.

ACTION VII -- BUDGET

Moved by Tom Hamilton, seconded by Dale Bauer, and carried that the Research Committee follow the proposed budget as listed in the Board book, and that excess money be kept in research.

Lee Heine thanked Tom Hamilton for his work as Research Committee chairman.

Late Research Reports

Bruce Boynton addressed the problem of research reports that fail to meet their agreed-upon deadlines. He and Charlotte Jordan have discussed whether to give the researchers a drop-dead date, an option the attorneys have said is available. Hamilton suggested evaluating them on an individual basis. Jordan noted that one research project, on oxalic acid, has been in the works since 2005, and has already had one extension. Boynton noted that the Honey Board is under the directive to use its funds, and other options are being considered to get the money spent. Diplomacy is indicated, perhaps in the form of a letter from the new chairman. Heine stated that no motion was necessary, and directed the CEO to send a letter that the Board is concerned. Boynton stated that the matter would be pursued with professional pressure.

Finance Committee

Finance Committee Chair Nancy Gamber-Olcott gave the committee report. All committee members were present. The February 2007 minutes were approved. Sam Butler gave the financial report. Butler and Boynton reported on revenue utilization, and the Emerging Opportunities Fund status. The pending PIB was discussed, along with the cost of salaries and office. The 2008 budget requirements were discussed, and the committee directed the CEO to present at the October meeting both a business-as-usual budget for 2008 and a termination budget. Butler reviewed the proposed budget amendments.

ACTION VIII -- TRANSFER OF FUNDS FROM 2008 TO 2007

Moved by Nancy Gamber-Olcott, seconded by Clint Walker, and carried that funds identified by Sam Butler and Bruce Boynton which were projected to be needed in the 2008 budget be freed up for use in 2007.

Butler discussed budget amendments that reflect areas anticipated to be under spent for the year 2007. The proposal is to transfer \$48,750 of anticipated under spending into the Emerging Opportunities Fund.

ACTION IX -- APPROVAL OF BUDGET AMENDMENTS

Moved by Nancy Gamber-Olcott, seconded by Dale Bauer, and carried to approve the proposed budget amendments listed in the Board notebook.

ACTION X -- TRANSITION PLANNING RECOMMENDATIONS

Moved by Nancy Gamber-Olcott, seconded by George Hansen, and carried that the Board direct the CEO to bring to the October Board meeting recommendations for staff employment and related issues during the Honey Board termination process.

Clint Walker observed that this was an instruction to the CEO to communicate to staff the Board's hope for a successful transition and staff retention.

ACTION XI -- CEO COMPENSATION PACKAGE

Moved by Dale Bauer, seconded by Tom Hamilton, and carried to accept the CEO compensation package approved at the June 22, 2007 executive session.

HONEY AND HEALTH SYMPOSIUM

A presentation was made by Dr. Ron Fessenden and Dr. Ron Phipps, asking for Board support for their proposed Honey and Health symposium, currently projected to be held in conjunction with the 2008 combined ABF and AHPA annual convention. The scientific research on the health benefits of honey was reviewed in some detail. The symposium goal is to promote honey and health using good science, to disseminate scientific research currently available, to encourage and support more research in the U.S., and to educate the consumer regarding the healthful benefits of honey. The symposium was described as an opportunity to reinvigorate the industry, and there is broad industry and international scientific support for it.

An amount of \$30,000-\$60,000 was requested for a high quality symposium, and \$20,000-\$250,000 for follow-up.

Discussion addressed the different possible levels of sponsorship, the Honey Board's support of the honey and health message, and the potential benefits of additional honey and health publicity that this symposium could have for honey.

ACTION XII -- SYMPOSIUM SPONSORSHIP

Moved by Buddy Ashurst and seconded by Dale Bauer to write a letter supporting the symposium, but not to commit money to it at this time because of the transition situation. The motion carried as amended.

Moved by Clint Walker, seconded by Bonnie Woodworth, and carried to amend the motion to include support for the symposium with the Honey Board name, and to include \$30,000 for the symposium for its efforts to disseminate information and to encourage research with regard to honey and health, and that staff monitor the symposium preparations as they go forward to ensure they are progressing as the Board intends.

Discussion included: questions about speakers (contingent on funding), actual use of the \$30,000 (to cover the cost of the speakers' travel and small honorarium for each speaker). Phipps stated that the symposium's administration is largely voluntary, but some money will need to be spent for a PR firm.

There was discussion about the possibility of negative observations about other commodities in connection with the symposium. Kathie Birdsell stated that the FDA guidelines could not be circumvented. Phipps stated that they are interested in presenting scientific research, and it can be done without disparaging other products.

Birdsell agreed to look into other commodity boards supporting such symposiums.

The question of control was raised. Fessenden stated that within 30-60 days, they would provide the Board with a written list of speakers and a budget.

Lee Heine thanked Jerry Brown, Ron Fessenden and Ron Phipps for their presentation.

SEATING OF NEW BOARD MEMBERS

Jim Rodenberg and Zach Browning were announced as the new board members.

ACTION XIII -- SEATING OF NEW BOARD MEMBERS

Moved by Hans Boedeker, seconded by Buddy Ashurst, and carried that the new Board members be seated.

ACTION XIV -- SEATING OF ALTERNATE

Moved by Dale Bauer, seconded by Dave Shenefield, and carried that Jerry Brown, alternate for Jim Rodenberg, be seated in Rodenberg's absence.

ELECTION OF OFFICERS

Lee Heine read the election guidelines, noting that the new chairman will assume that position immediately after the election for that position.

NHB Chairman

Nominees for Chairman were George Hansen, Mark Mammen, Buddy Ashurst, Reg Wilbanks, and Clint Walker. Hansen, Wilbanks and Walker declined. Buddy Ashurst was elected Chairman. Heine thanked staff for all their work at this meeting.

NHB Vice-Chairman

Nominees for Vice-Chairman were Clint Walker, Nancy Gamber-Olcott, Reg Wilbanks, George Hansen, Mark Mammen. Gamber-Olcott, Hansen, and Wilbanks declined the nomination. Clint Walker was elected Vice-Chairman.

NHB Secretary/Treasurer

Nominees for Secretary/Treasurer were Nancy Gamber-Olcott, Mark Mammen, and George Hansen. Mammen declined the nomination. Nancy Gamber-Olcott was elected Secretary/Treasurer.

NHB Executive Committee Member 1

Nominees for NHB Executive Committee Member were Mark Mammen, George Hansen, Reg Wilbanks, Zac Browning, Dale Bauer, and Hans Boedeker. Browning and Bauer declined the nomination. Mammen and Wilbanks received the most votes on the first ballot, and Reg Wilbanks was elected to the position of Executive Committee Member on the runoff ballot.

NHB Executive Committee Member 2

Nominees for NHB Executive Committee Member 2 were Mark Mammen, George Hansen, Hans Boedeker, Dave Shenefield, and Zac Browning. Browning and Shenefield declined the nomination. Hansen and Mammen received the most votes on the first ballot, and the runoff ballot between the two resulted in a tie. On the second runoff ballot between Hansen and Mammen, Mark Mammen was elected to the position of Executive Committee Member.

ACTION XV -- DESTRUCTION OF BALLOTS

Moved by Clint Walker, seconded by Hans Boedeker, and carried to destroy the ballots.

ACTION XVI -- RESCHEDULING OF BOARD MEMBER ORIENTATION

Moved by Dale Bauer, seconded by Dave Shenefield, and carried to postpone Board member orientation to the October meeting.

The Fall Board meeting is scheduled for October 11-12, 2007, at the Renaissance Hotel in Denver (Stapleton area).

ADJOURNMENT

The meeting was adjourned at 3:55 p.m.

**NATIONAL HONEY BOARD
MEETING MINUTES**

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: DENVER, COLORADO

DATE: October 11-12, 2007

National Honey Board Members Present: George Hansen, Jim Rodenberg, Zac Browning, Lee Heine, Reg Wilbanks, David Shenefield, Buddy Ashurst, Nancy Gamber-Olcott, Dale Bauer, Mark Mammen

National Honey Board Alternates Present: Jerry Brown

National Honey Board Members Absent: Clint Walker, Hans Boedeker

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Charlotte Jordan, Bruce Wolk, Glenda Mostek, Jami Yanoski, David Fenske, Lisa Jager, and Marlys Fallon

Others Present: Kathie Birdsell and Kimberly Coy of AMS, Christina Hoffman of Stephan & Brady, Yanka Burgos of RL Public Relations, Jerry Probst, Ron Fessenden, Dr. Ron Ward, Lawrence Lubin of the Championship Group, K. Chris Davis of Minor League Baseball, and Mary Anne Davitt, Transcriber

THURSDAY, OCTOBER 11, 2007

Call to Order

The meeting was called to order by Chairman Buddy Ashurst at 8:00 a.m. Glenda Mostek called the roll. Guests were introduced.

ACTION I - APPROVAL OF THE AGENDA

Motion by Lee Heine, seconded by Dale Bauer and carried to approve the Board Meeting agenda as printed.

BOARD MEMBER OPEN DISCUSSION

Economic Adulteration

Buddy Ashurst began the discussion with observations about the possibility of using rice malt to make artificial honey that can pass the serum protein test. He opined that this could be used to cut honey prices, suggesting that the honey industry may need to monitor this. He observed that the need is greater than ever for promoting pure honey and educating people. It was noted that this situation has been a long time in the

making, and involves the question of what is or is not honey. The Honey Board is right in emphasizing the idea that pure honey alone is real honey.

Ashurst thanked Honey Board staff for helping him in his new role as Honey Board Chairman, and expressed appreciation for people's courtesy on conference calls.

Status of the Honey Board and the PIB

There was discussion of a rumor that AHPA requested a rider to the Farm Bill for a U.S.-only board, to come into existence alongside the Packer-Importer Board. The recent history of this issue was discussed, as well as possible timing. At the time of the Board's discussion, such rider had not been attached to the Farm Bill, and Congress was in recess; when and how it might be attached were discussed. Kathie Birdsell stated that the resignation of the Secretary of Agriculture had had no effect on the timeline for the PIB referendum. She stated that she knew nothing about honey in the Farm Bill.

The Thursday, June 21 session ended at 8:30 a.m. The remainder of the day was devoted to the Marketing and Research Committee meetings.

FRIDAY, OCTOBER 12, 2006

The Friday, October 12 session was convened by Chairman Buddy Ashurst at 9:30 a.m.

UPDATE ON THE EVALUATION OF THE EFFECTIVENESS OF NHB PROGRAMS AND PROJECTS

Dr. Ronald Ward, Professor in the Food and Resource Economics Department at University of Florida, gave a progress report on his work to provide an evaluation of the effectiveness of NHB programs and projects. This analysis was commissioned in accordance with the directives in the Honey Board's Act and Order. Using statistics and gathered data, the evaluation measures the impact of generic promotions on the demand for honey.

After a detailed demonstration of his methodology, Dr. Ward presented his preliminary conclusion that the rate of return on Honey Board assessment dollars was around 1:5, which he said was a pretty good number. He noted that the rate of return was consistent with other commodity boards. Lee Heine opined that the actual statistics should be even better, because of farmers market sales that are not reported anywhere, and so cannot be figured into the analysis. Dr. Ward said the report will be completed by the end of the year.

HONEY AND HEALTH SYMPOSIUM

Dr. Ron Fessenden presented an update on preparations for the Honey and Health Symposium scheduled for January 8, 2008 in Sacramento, in conjunction with the joint ABF/AHPA meeting. Fessenden described the organizational activities of the Committee for the Promotion of Honey and Health, which has been incorporated as a 501(c)(3) not-for-profit organization. Officers have been nominated and board members selected. International support is increasing, articles have been published in trade journals, membership recruitment and sponsorships and endorsements are on-going via direct mail and email campaigns. They have received invitations to speak at the Canadian Honey Council Annual Convention and at state conventions. Contributions to date total \$37,500, with the biggest single gift from the National Honey Board.

VOLUNTARY QUALITY ASSURANCE PROGRAM

Lisa Jager and Jerry Probst presented the report on the VQAP. The first official survey was recently completed at Zac Browning's facility near Jamestown, North Dakota. There was discussion of responses to the survey and of ways to publicize the survey. The first conference call of the new Quality Assurance Committee was recently held.

Jerry Probst gave a presentation on the inspection of Browning's facility. He talked about the importance of documentation and of attention to details. One goal of these inspections is to ensure that people have a basic understanding of good manufacturing practices, how to make things safer and how to have a better product.

Browning observed that, while the survey is positive, a good way to promote it has not yet been developed. Noting that getting this program off the ground has been hindered by money and fear, he suggested that an effective way to promote the program might be enforcement in conjunction with endorsement of the successful producers' products and approval of honey houses that have been certified. He opined that the program would die without proper promotion, which is necessary to ensure that some of the program's enormous potential is realized. It will also help establish a standard for quality.

Zac Browning was awarded a plaque for all his efforts on behalf of the VQAP. Buddy Ashurst also recognized Jerry Brown and John Miller for their efforts.

GENERAL SESSION

ACTION II - CONSENT AGENDA

Moved by Buddy Ashurst, seconded by Dale Bauer, and carried to approve the Consent Agenda.

AMS

Kathie Birdsell gave the AMS report. She stated that she believed the PIB referendum would still take place as scheduled in December 2007.

COMMITTEE REPORTS

Marketing Committee

Mark Mammen gave the committee report. The minutes of the June 2007 meeting were approved. The results of the media relations programs and Bee Movie activities, including grocery promotional items and the Board's involvement with *Scholastic Magazine* were reviewed by Kristina Hoffman of Stephan & Brady Public Relations, Bruce Wolk and Jami Yanoski. Foodservice activities and the kids marketing program were reviewed by Yanoski, and the Board's website was discussed by webmaster David Fenske. The 2007 Hispanic PR campaign was discussed by Yanka Burgos of RL Public Relations. The 2008 preliminary Marketing Plan, focusing on honey's deep roots in the American fabric, family and education, was presented by Wolk. The proposed Marketing budget was presented. Larry Lubin of Championship Group and Chris Davis of Minor League Baseball addressed the committee about the potential minor league baseball sponsorship. The applied science program was reviewed by Charlotte Jordan. Bruce Wolk reviewed 2007 export program. The proposed 2008 marketing budget was approved by the committee for submittal to the Board.

ACTION III - APPROVAL OF 2008 MARKETING BUDGET

Moved by Mark Mammen, seconded by George Hansen, and carried to approve the 2008 Marketing Budget as proposed.

Industry Services Committee

The committee report was presented by Reg Wilbanks. Wilbanks thanked Lisa Jager for her assistance to the committee. The minutes of the June 2007 Industry Services Committee meeting were approved with a change of the meeting date from 2006 to 2007. Past and upcoming state and regional meetings were discussed. Activities and materials for National Honey Month were discussed. Kids bookmarks, the new press kit and the "Sweet and Simple" brochure were reviewed. There was discussion of the depletion and replacement of fulfillment materials, with the committee's consensus being to leave decisions about these matters to staff discretion. The committee reviewed and accepted the proposed 2008 Industry Services Budget, including a \$47,308.36 increase to deal with depletion of fulfillment materials.

ACTION IV - APPROVAL OF 2008 INDUSTRY SERVICES BUDGET

Moved by Reg Wilbanks, seconded by Jim Rodenberg, and carried to approve the 2008 Industry Services Budget as proposed.

Research Committee.

Charlotte Jordan presented the committee report in the absence of committee chairman Clint Walker. Projects in production research were reviewed. The committee approved

setting a deadline for one outstanding project, after which the remaining funds for the project would be withdrawn. The committee decided not to delay 2008 requests for proposals, the PIB issue notwithstanding. There was a basic research update with discussion of upcoming publications of Honey Board funded research as well as other related publications not funded by the Board. Possible areas of future research were reviewed. There was an update on two current projects in applied research, functional foods and new product development. The proposed Research budget was approved by the committee.

ACTION V - APPROVAL OF 2008 RESEARCH BUDGET

Moved by Dale Bauer, seconded by Dave Shenefield, and carried to approve the 2008 Research Budget as proposed.

Finance Committee

The committee report was presented by Nancy Gamber-Olcott. Bruce Boynton reviewed the Emerging Opportunity Fund status, noting that \$47,000 was available. Sam Butler reviewed the remaining money for the current fiscal year, as well as the proposed 2008 Budget. Reductions in line items were reviewed. Butler is to prepare an accrual-based balance sheet at end of year for board information.

ACTION VI - APPROVAL OF 2008 NATIONAL HONEY BOARD BUDGET

Moved by Nancy Gamber-Olcott, seconded by George Hansen, and carried to approve the proposed 2008 National Honey Board Budget.

OTHER MATTERS

There was a consensus to hold the next Board meeting on February 21-22, 2008. No city was suggested.

There was discussion about various PIB-related matters. It was noted that the trustees for the current Board's dissolution would be selected by the Board and submitted to AMS for approval by the Secretary of Agriculture, but only after the PIB referendum has passed.

ADJOURNMENT

ACTION VII - ADJOURNMENT

Moved by George Hansen, seconded by Jim Rodenberg, and carried to adjourn.

Buddy Ashurst thanked the Honey Board staff for a fast meeting and efficient work. The meeting was adjourned at 2:00 p.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: DENVER, COLORADO

DATE: February 21-22, 2008

National Honey Board Members Present: George Hansen, Jim Rodenberg, Lee Heine, Clint Walker, David Shenefield, Buddy Ashurst, Nancy Gamber-Olcott, Hans Boedeker, Dale Bauer, Mark Mammen. Zac Browning (at 8:10)

National Honey Board Alternates Present: Bert Kelley, Jerry Brown

National Honey Board Members Absent: Reg Wilbanks

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Charlotte Jordan, Bruce Wolk, Jami Yanoski, and Lisa Jager

Others Present: Jerry Probst, Kathie Notoro of AMS, Christina Hoffman of Stephan & Brady, Dr. Ron Fessenden, and Mary Anne Davitt, Transcriber

THURSDAY, FEBRUARY 21, 2008

Call to Order

The meeting of the National Honey Board was called to order by Chairman Buddy Ashurst at 8:05 a.m. Bruce Boynton called the roll as above.

ACTION I -- SEATING OF BERT KELLEY

Motion by Lee Heine, seconded by Clint Walker and carried to seat Bert Kelley, alternate for Reg Wilbanks who is absent to recover from surgery.

Buddy Ashurst invited guests and visitors to introduce themselves.

ACTION II – APPROVAL OF AGENDA

Motion by Lee Heine, seconded by Mark Mammen and carried to approve the agenda.

Buddy Ashurst pointed out that the consent agenda item consisted of the minutes from the October 2007 meeting, and that the consent agenda would be voted on by the Board on Friday.

Update on Financial Audit and General Discussion

Sam Butler distributed the Audit Report and auditors' letter. He reviewed the audit's purpose, which was to ensure that the financial statements present everything, and reviewed highlights of the 2007 audit.

Butler said an audit would also need to be done upon the dissolution of Honey Board if there is a transition. George Hansen asked how contracts and other projects would be handled at time of transition. Butler doesn't know at this time how they would be handled. Hansen asked if there were any accounting estimates in the audited financial statements. After giving examples of typical accounting estimates, Butler said there were none. Hansen asked about current contracts with our public relations agencies and other providers. Butler noted that contracts with service providers, including the Board's two major PR agencies and foodservice agency, cover only the first quarter of 2008. We are also working on quarterly contracts with our export vendors because of the uncertainty and problems with MAP funding this year. Because AMS has never handled such a transition, Kathie Notoro said AMS will adhere strictly to the Order.

Bruce Wolk expressed appreciation of Butler's work on the budgets in connection with the quarter-by-quarter activity, and noted the difficulty in long-term planning from the marketing point of view. We're starting and stopping. The need for a timetable from AMS for the referendum if the Farm Bill passes was discussed. Walker said he hoped AMS and USDA recognize that this impacts our ability to conduct programs. Wolk said a tricky part is when to pull the trigger and start the second quarter.

Lee Heine said there were still unanswered questions about the proposal for a U.S. Honey Board and its impact on the current process. Ashurst said the U.S. Board has nothing to do with the PIB moving forward. There was discussion about the publication of the PIB referendum in the Federal Register and questions about how soon a referendum would take place. Ashurst said Dwight Stoller could speak later about it, but he was unable to be here this morning. Kathie Notoro said that what would be published next is the referendum procedures. She observed that if the Farm Bill passes, then they can move forward with the PIB, and AMS can give Butler and Boynton a timetable.

George Hansen said he can't see how its possible for one board to stop and the next board to start. He thinks there would need to be an overlap. Ashurst said the current board would select five trustees that will wrap up the affairs of the old board. There was further discussion on possible transition scenarios, the continuity of assessments, and how staff would be paid during a transition period.

Lee Heine pointed out that four board member terms are up in June, and wondered how that would be handled since we don't have any timeline yet. Ashurst said that AMS would decide what to do. In response to suggestions about directing AMS on what to do, Kathie Notoro pointed out that AMS will move forward as quickly as possible, but that above the level of AMS, within USDA, we cannot control the timing of appointments. The Order allows the current members to remain on the Board until such time as they are replaced.

Buddy Ashurst thanked Lee Heine and others who were involved in making the California joint ABF-AHPA convention a success. He said if we don't have bees, we don't have a U.S. honey industry, so we need to promote bee research.

Boynton said the audited financial statements would be discussed in the finance committee meeting and that the committee would come back to the board with a recommendation to accept or not accept the audit report.

The general session and discussion recessed at 9:52, to be continued later.

Marketing Committee Meeting (9:53 – 11:15, recessed until after lunch)

Transition Finance Discussion (11:15am-12:15pm)

There was a lengthy discussion of issues related to finances during the transition from the current Honey Board to a PIB. The importance of finding enough money to maintain continuity in programs and staff to assure the incoming board of a viable situation was emphasized. Clint Walker asked if anyone here who has been asked to fill a seat on the PIB is aware of any planned changes in direction. It was indicated that the new Board would continue with the existing programs and staff members.

The timeframe for publication of the PIB referendum in the Federal Register was discussed. Dwight Stoller said he had spoken with Bob Keeney yesterday and expected the PIB referendum to be published within a week. Kathie Notoro said she had not been advised of this. Notoro did confirm that the referendum would take place 30 days after publication in the Federal Register to allow for a comment period. She also said that a two week voting period would be conducted and then two days and up to two more weeks might be needed to count and verify the ballots, depending on Compliance's verification of the results.

There was discussion of reduced import assessments, and whether these would improve in the spring.

There was discussion about the length of time the Board's programs and staff could be sustained without assessment income during the transition. Sam Butler noted that the standing expenses are \$91,000 per month transition for core costs of salaries, rent, etc., and that \$180,000 would be required to keep the doors open for 60 days. Butler was asked to build several different transition scenarios to help the Board understand various potential situations. It was suggested that AMS be asked to develop a timetable for the referendum, transition and termination. Butler noted that he has asked staff members to break their programs down by quarter and to be prepared to adjust the next quarter depending on cash flow. It was suggested that the CEO develop a prudent budget based on the assumption of a May 1 termination and two month transition. Notoro again assured the Board that AMS would move as quickly as possible, but that above the level of AMS, within USDA, we cannot control the timing of the dockets moving forward.

ACTION III -- COMMUNICATION WITH AMS REGARDING TRANSITION

Motion by Clint Walker, seconded by George Hansen, and carried to communicate to Bob Keeney and perhaps Lloyd Day that the Board has the budget to handle a 60-day transition, but that beyond that period the Board would suffer losses, and that this would be communicated verbally today.

Butler stated that the Board could survive a two-month transition from the Honey Board to the PIB, regardless of the date of termination. In response to a comment about potential termination of current programs including the Minor League Baseball promotion, Boynton said premature termination of the Minor League Baseball promotion would be exceedingly problematic because of contract commitments.

Break for lunch at 12:15 p.m.

The Marketing Committee resumed after lunch at approximately 1:50 and ended at approximately 2:45. The full board session resumed beginning with an update on the Voluntary Quality Assurance program.

QUALITY ASSURANCE

Lisa Jager and Zac Browning, chairman of the Quality Assurance (QA) Committee, gave an update on the Voluntary Quality Assurance program. Several committee conference calls have been held, and the first face-to-face meeting of new QA committee was held in Sacramento during the joint ABF/AHPA meeting in January. At the meeting, the committee discussed how to implement honey testing as part of the program.

Browning stated that the biggest issue for the past year has been how to promote the program. The major hurdle is the lack of money to subsidize the program early on, so alternatives are being considered. One such idea is developing a processors and packers preferred suppliers list – that is, to make a statement to the effect they would prefer to purchase honey that has met QA standards.

For the development of the testing program, the committee and staff are researching labs that could test honey for specific criteria. The testing would be part of the facility inspection program. Such testing might also improve the QA program's ability to work with the export market.

This session of the Board ended at 3:29 p.m..
The Research Committee met from 3:30 – 4:10

FRIDAY, FEBRUARY 22, 2008

The Friday session of the Board meeting was convened at 9:05 a.m.

ACTION IV -- CONSENT AGENDA

Motion by George Hansen, seconded by Nancy Gamber-Olcott, and carried to approve the Consent Agenda.

MARKETING COMMITTEE REPORT

Mark Mammen gave the report. All committee members were present. The October 2007 minutes were approved. Bruce Wolk reviewed the Bee Movie grocery promotions and results, and gave an overview of the 2008 marketing plan, year versus first quarter (which accounts for 30% of the marketing budget). Wolk also reviewed the work of Stephan & Brady. Jami Yanoski reviewed foodservice promotional activities, Hispanic PR activities, and the kids programs. Lori McGehee reported on the export programs and related financial data. Charlotte Jordan reported on the applied science programs. Bruce Wolk reported on the minor league baseball program. There was a motion to look at increasing the export marketing budget and to include South Korea.

INDUSTRY SERVICES REPORT

Lisa Jager reported for Bert Kelley. All committee members were present, and the minutes were approved. Jager reported on the National Association of Farm Broadcasters annual conference and the Honey Board's participation in last fall's state beekeeping meetings and in the January Sacramento meeting, as well as progress on the new Sweet and Simple Recipe brochure, reprinting of fulfillment materials, and the Haagen Däs loves Honey Bees program.

RESEARCH COMMITTEE REPORT

Clint Walker gave the report. Staff summarized new bee research projects approved for funding. \$46,000 has been added to the original 2008 bee research budget. The issues of contaminated pollen and the need for beekeepers to become more knowledgeable about the content and role of pollen in beekeeping were discussed. Charlotte Jordan reported on the status of the applied science projects and samples of the functional food hard candies were distributed. Walker expressed appreciation for Boynton, Wolk and Jordan for staying with the applied science projects, so that products started a couple of years ago are now going to market. Boynton thanked Wolk, noting that his recommendations for targeting applied science opportunities in the Board's research direction and strategy four years ago have shown positive results. Wolk in turn recognized Charlotte Jordan and her work in seeing a number of projects through. Walker noted that the staff are the ones who accomplish this work.

Walker noted that the committee was brought up to speed on honey testing with the EPA and its value for showing an absence of problems in honey. Ron Fessenden reported on the Honey and Health Symposium.

In response to a question about CCD research funded in 2007, Jordan stated that of the five projects, two had been finished, and nothing definitive has been found yet.

FINANCE COMMITTEE

Nancy Gamber-Olcott gave the report. The October 2007 minutes were approved. The 2008 financial statements were reviewed, and there were no changes. The committee had two motions for the Board's consideration.

ACTION V -- 2007 YEAR END AUDIT

Motion by Nancy Gamber-Olcott, seconded by George Hansen, and carried to accept the 2007 year-end Audit.

Sam Butler discussed in detail each of the seven items in the budget amendments list, providing background and information about the specifics.

ACTION VI -- BUDGET AMENDMENTS

Motion by Dale Bauer, seconded by George Hansen, and carried to accept the amendments to the 2008 Budget as presented.

ACTION VII – Q2 BUDGET

Motion by George Hansen, seconded by Nancy Gamber-Olcott, and carried that the CEO and staff develop a revised second quarter budget, taking into account referendum dates, conditions and timing for termination and transition, when that information is available, and that this draft second quarter budget be forwarded to the Board as soon as it is available.

In response to a question about the availability of financial information from research at the board transition, Buddy Ashurst said that any information from the current Board would be available to the PIB. Boynton noted that an inventory of fulfillment materials is maintained. Ashurst stated that the PIB has agreed to make this material available to both industry groups.

In response to a question about whether the Board should consider who should be appointed as trustees, Kathie Notoro said the concern was premature, that the Board needed to wait for the results of the referendum implementing a new program. Clint Walker stated that it was appropriate for the Board to select the trustees, whom AMS could then unselect at their discretion.

ACTION VIII -- SELECTION OF TRUSTEES

Motion by George Hansen, seconded by Zac Browning, and carried that the Board name the Executive Committee members to serve as trustees.

The Executive Committee members are Buddy Ashurst, Clint Walker, Nancy Gamber-Olcott, Reg Wilbanks, Mark Mammen.

ACTION IX -- ADJOURNMENT

Motion by George Hansen, seconded by Clint Walker, and carried to adjourn.

The Board meeting was adjourned at 9:50 a.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: DENVER, COLORADO

DATE: November 17-18, 2008

National Honey Board Members Present: Buddy Ashurst, Nancy Gamber-Olcott, Steven Smith, Bob Coyle, Charles Kocot, Hans Boedeker, Mark Mammen, Zac Browning, Clint Walker and George Hansen

National Honey Board Staff Present: Bruce Boynton, Bruce Wolk, Catherine Perez, Charlotte Jordan, Sam Butler, Andrea Brening, David Fenske, Marlys Fallon

Others Present: Kathie Notoro - AMS; Daniel Hearn and Kristina Hoffman - Stefan & Brady; Sally Bash - Golden Heritage Foods; Ardy Arani, Chris Davis and Larry Lubin - Championship Group; Mary Anne Davitt - Transcriber

CALL TO ORDER

The November 2008 meeting of the National Honey Board was called to order by Chairman Buddy Ashurst on Monday, November 17, at 8:10 a.m. Bruce Boynton called the roll.

ACTION ITEM I AGENDA

Motion by Hans Boedeker, seconded by Bob Coyle, and carried to accept the Agenda as distributed.

FINANCES

Secretary-Treasurer's Report

Secretary-Treasurer Nancy Gamber-Olcott asked for a motion to approve the minutes of the September 4 board meeting.

ACTION ITEM II APPROVAL OF MINUTES

Motion by Clint Walker, seconded by Mark Mammen, and carried to accept the September 4, 2008 minutes.

Financial Review

Sam Butler reviewed the financials and invited comments about their format, which is presently similar to those of the previous board. He noted that the Board's cash on deposit in U.S. Bank is fully collateralized in accordance with federal regulations with a rate of return of prime plus one percent. Kathie Notoro added that the USDA makes sure the assets of the Honey Board and many other boards are protected by reviewing the collateralization on a quarterly basis. There was discussion of the reserves for the possible future U.S.-only honey board (\$58,753) and for anticipated refunds (\$190,000). Butler stated that the reserve for the U.S.-only board was required by the USDA at the time of the asset sale from the old National Honey Board to the new National Honey Board and has been physically set aside in a separate bank account. The reserve for anticipated importer refunds is a best estimate based on 5% of total assessments. It was noted that the estimate is likely high to be conservative. Butler said staff salaries are allocated to the focus areas based on an estimate of time spent by the staff in each area.

Assignment and Assumption Agreement: Butler stated that dollar amounts for the assigned research contracts were added to the Assignment and Assumption Agreement approved by the Board at its September 4, 2008 meeting at the request of the Board's auditors. Boynton noted that this was the same agreement, but exact dollar amounts were not available at that time.

ACTION ITEM III REVISED ASSIGNMENT AND ASSUMPTION AGREEMENT

Motion by Hans Boedeker, seconded by George Hansen, and carried to accept the revised Assignment and Assumption Agreement.

AMS

Kathie Notoro stated that she had nothing new to report since the September meeting. She is working with the new staff. Butler and others expressed appreciation to Notoro for her work during the transition.

PRELIMINARY BYLAWS COMMITTEE REPORT

George Hansen, Bylaws Committee Chair, gave a brief preview of the proposed changes, with detailed discussion scheduled for the following day.

MARKETING

Bruce Wolk explained upcoming marketing presentations and briefly introduced the PR agencies retained by the Board: Stephan & Brady (General Consumer Public Relations), RL Public Relations (Hispanic Marketing) , Championship Group (Sports Marketing and Minor League Baseball), and Segerstrom Communications (Foodservice).

Marketing Budget

Bruce Wolk talked about the marketing budget, noting that the new marketing strategy will concentrate on fewer, larger programs intended to last for several years. Emphasis will be on the “pure honey” message. Wolk noted that there remains confusion among consumers as to what is in a bottle of honey. While consumers understand that honey is made by bees, a significant percentage of them believe that something is added along the way when honey is bottled.

Minor League Baseball

Catherine Perez opened the Minor League Baseball presentation with a demographic comparison of Minor League Baseball fans and honey consumers. Bruce Wolk noted that Minor League Baseball is a huge opportunity for the honey industry, with its focus on the entire family. He reviewed the results of this past summer’s three test markets – Raleigh, Sacramento and Des Moines.

Ardy Arani, President of the Championship Group, proposed an expansion of the Honey Board’s 2008 Minor League Baseball promotions for 2009. Larry Lubin, Vice president of the Championship Group, gave a recap of the 2008 test program, the market research gained from the promotion, lessons learned, feedback, and next steps. Lubin noted that Minor League Baseball, with a fan base larger than the combined NFL, NBA and NHL, is a \$500M industry with an extended season of April through September. The teams are community oriented, and the ballparks are intimate, interactive, and present an excellent value for the money. It was noted that the teams went out of their way to work with the National Honey Board. Honey, highlighted as “The Official Natural Energy Booster” of each team, was a message well received by the fans. The test program also underscored the importance of affiliating with teams that have strong promotional capabilities.

It was recommended that future such programs be expanded to include at least five teams, especially in underdeveloped honey markets. Honey’s status as “The Official Natural Energy Booster” should continue. The question of what individual packers could do in connection with these games was raised. Staff will keep the board informed about planned Minor League Baseball promotions.

GENERAL MARKETING AND PUBLIC RELATIONS

Stephan & Brady

Kristina Hoffman, Vice President of Stephan & Brady agency, reviewed S&B’s 2008 Honey Board programs. These included the national consumer media outreach in the first half of the year, with high exposure and ad equivalencies, test kitchen visits, sample mailings of major national placements, online campaigns, and Minor League Baseball coverage with spokesperson Turk Wendell. A major editor event is scheduled for early December in Los Angeles, with featured keynote speakers.

Tag Line. Daniel Hearn, Executive VP of Stephan & Brady, presented S&B's 2009 initial planning, noting a trend in the belief that there is more than just honey in a jar, a trend that is extending to younger generations. The strategy to address this includes observing the trend, developing a tag line, a selling line, and an overarching theme, and developing a connecting theme to address the marketing challenge. The highly successful tag lines of Nike's "Just do it" slogan and the milk industry's "Got Milk" illustrated S&B's aim to develop a similar type of strategic message for the honey industry to clear up confusion about honey content. Hearn reviewed the steps in developing an effective tag line.

The budget and timeframe for developing this strategy were discussed. It was suggested that the process, including the creative process, trademark search and research, could be concluded four to five months after S&B receives Board approval and a number of potential tag lines will be brought to the Board for initial review and winnowing. The sum of \$50,000 was given as the estimate for the components of the program.

Other Strategy Areas. Other strategy areas include educating consumers with a comprehensive communications program, concentrating on fewer and larger programs, program longevity, honey bottle contents, and relating honey to green messaging whenever possible.

Marketing Research. Hoffman presented the idea of an educational micro site focusing on the pure and "nothing added" properties of honey, with consumer friendly diagrams on how honey is made, Q&As and interactive components, including video. Targeted online advertising will be used to reach consumers with the pure honey messaging and banner ads will be used to encourage click-through to the micro site. Hard copy and online brochures will be developed and distributed to the honey industry and directly to consumers during Minor League Baseball events. Potential spokespeople were mentioned, as were an e-newsletter, sampling to keep honey top-of-mind with key editors, ongoing beauty media relations activities and Minor League Baseball PR support. Discussion included concern for the ingredient market, effective use of the Internet, and the cost effectiveness of spokespeople. Concern about the effectiveness of any celebrity spokesperson and the dollar amount of the proposed budget for this idea resulted in the request to limit the budget for a spokesperson to \$25,000 to \$30,000 to be used by staff as needed. The Board was asked for input on ingredient sales, and whether Stephan & Brady should be invited to present a proposal on the topic.

Hispanic Public Relations

2008 Activities. Yanka Burgos reviewed RL Public Relations' 2008 activities, including *Carnaval de las Americas*, Christopher Watt Beauty Secrets, Summer Grilling with Honey, and Honey Throat Soothers (building on traditional Hispanic remedy beliefs).

2009 PR Plan. The 2009 Hispanic PR work plan targets US-based *Latinas*, Latino Families and Kids, with the objectives of driving consumption of 100% pure honey,

reinforcing the message of honey purity, and leveraging themes that carry over from year to year. The World Baseball Classic will be a special focus, as will Minor League Baseball with a Hispanic PR overlay such as player interviews. Other possible programs include Honey Mixology, where mixed honey drinks are presented to consumers, and Back-to-School snack recipes

Food Ingredient Market

Daniel Hearn discussed ideas on the food ingredients business. He reviewed Stephan & Brady's background in ingredient marketing and listed the tasks involved in such a marketing direction.

Budget Allocations

Bruce Wolk briefly presented some preliminary ideas to reallocate funds from the budget for a celebrity spokesperson, since that budget item did not have board support.

STRATEGIC PLAN

Bruce Boynton led the discussion of the Strategic Plan.

Focus Area 1: Research Strategy 1.4.2 was discussed in some depth.

ACTION ITEM IV STRATEGY 1.4.2

Motion by Bob Coyle, seconded by Hans Boedeker, and carried to revise the language of Strategy 1.4.2 to read, "Support testing methodologies to ensure quality assurance as needed."

Focus Area 2: Industry Services

ACTION ITEM V STRATEGY 2.1.3

Motion by George Hansen, seconded by Clint Walker, and carried to add new Strategy 2.1.3, "Disseminate results of production research to the industry in a timely manner."

ACTION ITEM VI STRATEGY 2.2.1

Motion by Clint Walker, seconded by Steve Smith, and carried to revise the language of Strategy 2.2.1 to read, "Communicate NHB activities to the honey industry."

ACTION ITEM VII STRATEGY 2.2.4

Motion by Mark Mammen, seconded by Clint Walker, and carried to revise the language of Strategy 2.2.4 to read, "Provide information about National Honey Board programs and activities to state, regional and national industry organizations."

ACTION ITEM VIII STRATEGY 2.4.3

Motion by Charles Kocot, seconded by Bob Coyle, and carried to delete the strategy.

Focus Area 3: Marketing and Promotion

There were no revisions to Focus Area 3 at this time.

BOARD-STAFF RESPONSIBILITY EXERCISE

Bruce Boynton led the Board and Staff in an exercise designed to clarify the allocation of responsibilities.

The November 17 session ended at 5:30 p.m.

TUESDAY, NOVEMBER 18

Buddy Ashurst convened the Tuesday, November 18, session at 9:15 a.m.

BYLAWS

George Hansen, Bylaws Committee Chair, led the Board in a review of the proposed Bylaws.

ACTION ITEM IX ARTICLE IV, OFFICERS, SECTION 1, OPTION 2

Motion by Nancy Gamber-Olcott, seconded by Bob Coyle, and carried to accept Article IV, Section 1, Option 2 (no restriction on choice of officers).

ACTION ITEM X ARTICLE VIII, MEETINGS

Motion by George Hansen, seconded by Mark Mammen, and carried to amend the proposed Bylaws Article VIII, Section 1 to read, "The Board shall hold its Annual Meeting after January 1."

ACTION ITEM XI ACCEPTANCE OF PROPOSED BYLAWS

Motion by Zac Browning, seconded by George Hansen, and carried to approve the proposed Bylaws as amended.

COMMITTEE ROLES AND RESPONSIBILITIES

Bob Coyle conducted a line by line review of the "Draft Committee Roles and Responsibilities, Appendix 1, National Honey Board Bylaws."

Committee Limitations

There was discussion about the final sentence of the "Committee Limitations" section, which outlines committee involvement in implementation of activities or services.

ACTION ITEM XII COMMITTEE INVOLVEMENT IN IMPLEMENTATION OF ACTIVITIES OR SERVICES

Motion by Bob Coyle, seconded by George Hansen, and carried to revise the final sentence of the Committee Limitations section to read, "Committee members and committee chairpersons may become involved in the implementation of activities or services only at the request or approval of staff."

There was discussion about the budget changes sentence of the "Committee Limitations" section, but no changes were made.

ACTION ITEM XIII COMMITTEE ROLES AND RESPONSIBILITIES

Motion by Bob Coyle, seconded by Clint Walker, and carried to accept the proposed Committee Roles and Responsibilities as revised.

Buddy Ashurst expressed appreciation to George Hansen, Bob Coyle and Charles Kocot for their work on the new Bylaws

INDUSTRY SERVICES

Bruce Boynton presented the Industry Services report. A rewrite of the Honey & Wellness brochure is needed. The list of proposed fulfillment materials reprints was presented. The Issue Briefing on industry freebies was discussed in detail. The value of freebies as a low cost, high impact way of getting information into the hands of consumers by using the network of volunteers was noted. Other options for disseminating this information were discussed.

ACTION ITEM XIV CONTINUE POLICY OF INDUSTRY FREEBIES

Motion by Clint Walker, seconded by Nancy Gamber-Olcott, and carried that the National Honey Board continue providing freebies to the industry, including for large public events, as needed.

Honey Locator Listing Fees

Bruce Boynton reviewed the Honey Locator Listing Fees Issue Briefing, and there was discussion about this topic and the need for some control over the list of participants.

ACTION ITEM XV HONEY LOCATOR LISTING FEES

Motion by Steve Smith, seconded by Zac Browning, and carried that current participants in the Honey Locator be grandfathered in at the beginning of 2009, and that new non-assessment paying participants be required to pay a one-time \$50.00 enrollment fee, with all participants required to renew online annually.

Industry Communications

Bruce Boynton reconfirmed that there is nothing in the budget for a hardcopy newsletter.

APPLIED SCIENCE AND RESEARCH

Updates

Product to Market Update Charlotte Jordan gave the product-to-market update, including Bee MD (cough drop), and Honibe solid honey (which is on Canada's top 10 innovator list and voted the best new condiment of 2008 at Americas Food and

Beverage Show). CafePress is selling direct order T-shirts and tote bags that promote honey in baking.

Starbucks Update In 2007 NHB marketing staff gave a presentation at Starbucks, which recently introduced products sweetened with honey.

2009 Promotions

The 2009 promotion focus will be on the National Honey Board as a technical resource. Further recipe development is planned, and Jordan intends to reformulate existing recipes to conform to bakers' cooking measurements (weight and percentage) through a formula exchange. Advertising will be aimed at boutique bakeries via specialty publications such as Modern Baking Magazine and Baking Buyer.

Standard of Identity

The standard of identity question was briefly considered, and it was noted that the NHB has done what it can, although industry groups continue to pursue other avenues.

Research

Applied Sciences – Functional Foods Jordan discussed proposals by Mattson, including Solid Honey Phase VI, which involves joining honey with cane sugar. There was extensive discussion, with concern expressed about potential damage to the pure image of honey. Interest was expressed in tapping into the sweetener market. The difference between a honey blend and adulterated honey was considered, along with issues of misleading labeling and consumer fraud. A question was raised about the actual percentage of honey that might end up in the proposed product. Jordan recommended asking Mattson for a revised proposal for technical feasibility research before deciding whether to move forward on the project.

Research Chefs Association Jordan discussed options for finding product developers with the RCA.

The Research presentation was stopped at this point to make room for the Food Service presentation and a guest speaker before lunch.

FOOD SERVICE MARKETING

Catherine Perez opened the presentation in Food Service marketing. She explained the shift in Foodservice activities for 2009 away from generic programs to restaurants and chain operations, with the aim of reaching chefs, culinary educators and culinary schools with instructions in the use and potential of honey.

Chef Education activities include student recipe competitions, association with the American Culinary Federation, a major chef organization with a focus on chef education and a membership eager to learn new techniques and ingredients. Ongoing publicity

efforts are directed at writers and editors of magazines reaching food service professionals, conferences and events.

Guest Speaker

Chef Jorge de la Torre, Dean of Culinary Education at the College of Culinary Arts of Johnson & Wales University (Denver) spoke to the Board about the JWU Culinary Student Competition and the positive impact the Board-sponsored competitions have had on its students, their creativity, and their future in the food industry. Torres expressed deep gratitude for the Honey Board's support.

Lunch break: 12:00 – 1:30

APPLIED SCIENCE AND RESEARCH (continued)

New Concepts Proposals (continued) Charlotte Jordan discussed Mattson's new Honey Sweeeeet consumer concept, aimed at combining clover honey and cane juice. Jordan will approach Mattson for a bid on the initial research, and forward the revised proposal to the board for an email vote on the project.

Ongoing Production Research Updates

All previous production research projects have been finished and published. Results from previous projects include papers on Cyclodextrin and on Chemical Identification. Ongoing projects have timelines ending in late 2008 or early 2009.

Production Research 2009

Jordan noted that \$148,000 is available for production research in 2009 and asked the Board for guidance on the proposal review process. Buddy Ashurst asked Clint Walker to chair the Research Committee, with two production Board members on the committee. There was discussion about the role of the entire Board in selection of proposals, and the consensus was that full Board approval was not necessary.

Basic Research Update

Disease risk indicators Jordan stated that a study showing that triglycerides are slightly lower for honey users than sucrose users was the most promising and described a follow-up two-year study of this by Dr. Kern being funded by the American Heart Association.

Body Weight Regulation This is a study analyzing the relationship between honey and hunger hormones. It will be complete in early 2009.

Other avenues of research include honey as an energy source for athletes, a New Zealand study of the antioxidant properties of honey, a calcium study finished in 2005 and just published in Journal of Agriculture and Food Chemistry that shows an initial boost in calcium with the use of honey, but no increase in bone density over the long

term. Jordan noted that this research result, while helpful, does not show clear direction for future Honey Board research funding.

Other 2009 Research

Beauty Research NHB is currently conducting a literature review and will follow up with a research study to address hydration, exfoliation, and blemish treatment.

Pollination Study This will be an update of the 2000 Cornell study, based on 1998 statistics, which is frequently cited.

Honey's Carbon Footprint This study is aimed at understanding food and life cycle energy inputs, the consequences of diet, and ways to increase efficiency. The study will be conducted by Gail Feenstra, Food Systems Analyst at the UC Davis Agricultural Sustainability Institute. It will include a literature review, interviews, and a data analysis tool.

Dr. White's Penn State Papers

Boynton described a letter from Jerry Probst to the Board summarizing what is there, why the papers should be available, and why the Honey Board should be involved in their publication. There was discussion about making the materials available on the Honey Board website.

ACTION ITEM XVI DR. WHITE'S PAPERS

Motion by George Hansen, seconded by Hans Boedeker, and carried to direct the CEO to work with Jerry Probst to review the White Penn State bee research papers and to post them on the Honey Board website.

INTERNATIONAL MARKETING

Bruce Boynton reviewed the history of the Honey Board's international marketing efforts and association with the MAP funding from FAS. He showed total US honey exports since 2002, by year, the primary export destinations, and the largest importing countries by retail and bulk. He reviewed the timing of applications to FAS and said notification from FAS on MAP funding usually comes after the start of the year with additions often made during the year. Other challenges with exporting US honey include the lack of a standard of identity and the lack of an industry-wide quality control program. He presented the figures and proposed activities that were in the application for 2009 MAP funding. Part of the application included funding for market research in Korea, as well as activities in the Middle East and Japan. Questions were raised about the profitability of increased bulk exports to Japan relative to the cost of the promotions. He opined that funding probably wouldn't be sufficient for all three areas of Middle East, Japan and Korea. Boynton asked where the board wanted to go from here but said no decision was needed at this time, and we could wait and see what MAP funding we get from FAS for 2009 before deciding next steps.

BUDGET

Sam Butler presented the proposed program budgets for 2009 and explained the background of the \$3,800,000 budget for assessment revenue. He also noted that the wages & salaries budget included eight positions versus ten positions in the 2008 budget. Kathie Notoro observed that importers have been notified of their entitlement to a refund by publication in the Federal Register, and they must apply within 90 days after the end of 2008. Boynton noted that the budget provided for the hiring of an administrative assistant only if needed. His plan is to have the new receptionist/fulfillment coordinator assume many of those duties.

ACTION ITEM XVII BUDGET

Motion by Nancy Gamber-Olcott, seconded by Charles Kocot, and carried to accept the 2009 proposed Budget as presented.

Next Meeting

After discussion, a decision on the date and location of the next meeting was deferred for further consideration.

COMMITTEE ASSIGNMENTS

Chairman Ashurst made the following committee appointments:

Finance — Nancy Gamber-Olcott (Committee Chairperson), Hans Boedeker and Charles Kocot.

Marketing — Mark Mammen (Committee Chairperson), and Bob Coyle and Steve Smith.

Research — Clint Walker (Committee Chairperson), George Hansen, Zac Browning

ACTION ITEM XVIII ADJOURNMENT

Motion by Clint Walker, seconded by Hans Boedeker, and carried to adjourn.

Bruce Boynton expressed thanks to the Board and Staff.

The meeting was adjourned at 3:00 p.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: AUSTIN, TEXAS

DATE: April 23-24, 2009

National Honey Board Members Present: Buddy Ashurst, Nancy Gamber-Olcott, Steven Smith, Bob Coyle, Charles Kocot, Hans Boedeker, Mark Mammen, Clint Walker and George Hansen. **Absent:** Zac Browning

National Honey Board Staff Present: Bruce Boynton, Bruce Wolk, Catherine Perez, Charlotte Jordan, Sam Butler, Andrea Brening. Also present were Kathie Notoro (AMS) and Mary Anne Davitt (transcriber).

Others Present: Brent Barkman, Ilene Miller, Nick Sargeantson, Greg Olson, Jim Phillips, David Ellingson, Doug Weinbrenner, Vincy Wong, Robina Mustafa, Nicole Pettibon, Kim Lehman

CALL TO ORDER

The April 2009 meeting of the National Honey Board was called to order by Chairman Buddy Ashurst on Thursday, April 23, at 8:03 a.m. Bruce Boynton called the roll.

ACTION ITEM I SEATING OF ALTERNATE FOR ZAC BROWNING

Motion by Clint Walker, seconded by Hans Boedeker, and carried to seat Board Alternate Dave Ellingson in place of absent Board Member Zac Browning.

ACTION ITEM II APPROVAL OF THE AGENDA

Moved by Mark Mammen, seconded by Bob Coyle, and carried to accept the Agenda as distributed.

SECRETARY-TREASURER'S REPORT

Secretary-Treasurer Nancy Gamber-Olcott asked if anyone objected to dealing with several sets of minutes and an email ballot as a single consent agenda item. There were no objections.

ACTION ITEM III CONSENT AGENDA

Motion by George Hansen, seconded by Clint Walker, and carried to approve the consent agenda.

FINANCIAL REVIEW

Sam Butler explained the audited year-end review, and noted that the current financial situation is good. He asked for comments on the industry prognosis for the rest of the year with respect to both import and domestic assessments, as both are substantially down for the first quarter. There was extensive discussion about the issue.

Butler summarized each proposed budget amendment and noted the inclusion of the 2009 Treasurer's Report in the board books.

AMS

Kathie Notoro said that the final termination of the old Honey Board was published in the Federal Register on Friday, April 17, with an effective date of April 20.

CEO REPORT

Bruce Boynton expressed appreciation of the staff for their contributions. With more fulfillment items now being stored at the office, offsite storage rental has been reduced from two units to just one unit. He reported on a recent Commodity Roundtable that he attended in Washington, D.C.. The group of CEO's and Executive Directors meet periodically to share information on programs and issues and hear guest speakers. CEO's from marketing orders and research and promotion programs are working with USDA through a Marketing Communication Working Group to seek equity in oversight and messaging of nutritional and health-related claims. The question of how boards can make donations to charitable organizations is also being looked into. Boynton shared key points of how the Peanut Board handled marketing and media activities to respond to the recent recall in that industry.

MARKETING

Bruce Wolk briefly reviewed the programs of the Marketing Department, noting that we have made all of the promotions target specific demographics, such as teens, men, families, etc., with every Honey Board promotion linked to market research. For example, the demographics of the typical honey consuming household very closely match the demographics of the families who attend Minor League Baseball games.

Wolk then listed the Board's various public relations and marketing firms by name and function: Championship Group (Minor League Baseball/Sports Promotion), Stephan & Brady (General Consumer PR), RL Public Relations (Hispanic PR programs), and Segerstrom Communications (Foodservice PR programs).

Catherine Perez reviewed the 2009 marketing budget and its percentage allocations across all marketing activity areas.

Charlotte Jordan reviewed the 2008 honey market, including AC Nielsen and what it provides for the Board, including breakdown of honey sales by varietal. Import statistics were reviewed. There was extensive discussion of the Packer Tracking Survey and its value. Currently the Packer Tracking Survey encompasses about half the annual poundage of honey packed in the US. It was noted that increased packer participation in the PTS would substantially improve the information it provides. By several measures, AC Nielsen and the PTS, retail sales of honey increased in 2008.

Bruce Wolk reviewed the first quarter marketing results for the General Consumer Public Relations program. For Q1, media relations efforts yielded more than \$500,000 in ad equivalency with more than 42 Million consumer impressions. Among the more notable results was the Test Kitchen result of an article in *Southern Living* magazine which alone was worth a substantial five figure sum in advertising. Other General Consumer discussion topics included the breakdown of the various core programs, and food and beauty initiatives to introduce consumers to different uses for honey.

There was a discussion of what market research has recently revealed in regard to a common consumer misconception of pure honey having something added. Wolk said consumers are now differentiating between honey sold at farmer's markets versus honey available in supermarkets. To that end, we have produced a "Honey Simplified" brochure explaining to consumers what is in a bottle of honey. Wolk emphasized that this mis-perception about what is in a bottle of pure honey is a serious trend that must be addressed.

Other programs reviewed for Q2 and beyond included an additional test kitchen visit, a chef honey tasting event in two cities, Family Features newspaper food insert, a New York City editor deskside visit, possible partnership with the 4-H Clubs, continuing food pitches and newspaper matte releases. There will also be a continuing beauty outreach using Christopher Watt for print, radio and television, along with beauty recipes.

Catherine Perez reviewed the Minor League Baseball (MiLB) program. Perez discussed the MiLB/Honey spokesperson, Mitzi Dulan, who is also known as "America's Nutrition Expert." Mitzi is the team nutritionist to the Kansas City Royals and Kansas City Chiefs as well as numerous minor and major league baseball players. Perez described the five teams the Board is working with this year: the Round Rock Express, Fresno Grizzlies, Gwinnett Braves, Kane County Cougars, and Toledo Mud Hens. The MiLB program activities include, among other things, one honey night per season for each team, in-stadium signage, in stadium video screen, between-innings promotions such as honey trivia, the "Kiss Your Honey" cam at the Fresno Grizzlies, a honey bear mascot, market research surveys with Honey Bear Bobble Heads give-away, stadium exit sampling, honey in the locker rooms for player nutrition and the nightly "Sweet Play of the Game!" The Honey Board has an MiLB Micro-site and radio remotes. Wolk noted that the Board's MiLB teams were specifically selected from underserved honey

markets with the potential for increasing sales; they were not chosen at random or to favor honey production or simple geographic patterns.

Perez stated that the marketing department is now bringing several activities in-house as part of an In-House Marketing Program. These activities include the Colorado Crossroads Volleyball Tournament and the 2009 IDEA World Fitness convention in Anaheim, California.

Hispanic Public Relations

Wolk reviewed the 2009 Hispanic promotions. These programs include Honey Mixology, where bartenders in three cities competed for the most creative drink recipes using honey, *Futbol de Oro*, a youth soccer tournament in two cities which features the honey and energy message, MiLB coordination featuring Hispanic baseball players in Fresno, Austin and Gwinnett, Back to School with Honey promotion, and a Honey Fusion 5-course honey feast designed by top Latino chefs across the country.

The Board's Hispanic web site has been revamped to take advantage of increased Internet use among Hispanics.

Foodservice

Wolk reviewed the foodservice programs. Foodservice advertising has been successfully used in publications such as *Food Arts* magazine, which caters to professional chefs. There was a high response from chefs to our offer to give-away Culinary CD's. Wolk then discussed Penton Publishing's 2008 MenuTrak Study, which indicated trends in foodservice as to honey usage. The Board continues to sponsor culinary competitions and chef events. Culinary education materials are often requested through www.honey.com and it is interesting to note that virtually all requests for Culinary Education materials are made by professional chefs and culinary students.

Ingredient/Baking Industry – Ingredient Public Relations

Jordan reviewed the ingredient/baking industry. Staff attended the Research Chefs Association annual conference in March to explore leads for product development vendors. Staff is working with the Arland Group, a full-service marketing and public relations agency, on ingredient promotions and advertising with the goal of driving the audience to a new website, BakingWithHoney.com. Promotions include a booklet on using honey, PR efforts towards baking publications, the new BakingWithHoney.com website and continuing the AIB scholarship. The NHB will also exhibit at the American Bakery Expo this fall.

NHB Web site Revamp

Perez talked about the need for a new Web site after the marketing and IT departments reviewed various concerns, such as difficult-to-access and outdated information, focus group feedback in their continuing interest for new honey recipes, the need for

consumer-friendly navigation, and the need to beautify the Web site. She noted that industry materials and information will stay on the Web site, but with less emphasis.

Tagline Research

Wolk stated that the tagline research project has already yielded a tremendous amount of information concerning honey consumers and consumer beliefs about adulteration. He reviewed the focus groups results in detail, concentrating on the five, most favored statements that had emerged from each group, and noting that one statement, "Honey. Naturally perfect," was common to both groups. Wolk recommended taking the winning statements and putting them into quantitative testing. The winner after quantitative testing could become part of the Honey Board's PR programs, appear on the Web site, and be incorporated into the MiLB program. He stated that the tagline would be strategic, rather than tactical in nature, and could become an industry focal point. He noted that the real focus group message is that consumers believe that honey is perfect as it is and additionally that consumers were more concerned about honey maintaining its purity than issues such as country of origin or domestic versus imported honey.

ACTION ITEM IV FUNDING THE QUANTITATIVE PHASE OF TAGLINE RESEARCH

Moved by Bob Coyle, seconded by Dave Ellingson, and carried to authorize up to \$20,000 for the quantitative phase of the tagline research project.

Budget Allocations

Wolk gave a brief explanation of the additional budget allocations proposed for the Marketing programs with a budget amendment.

RESEARCH

Charlotte Jordan gave an overview of research programs. The NHB is engaged in discussions with the Almond Board, pAM and North American Pollinator Protection Campaign to share information about funded projects, which group would be best to sponsor them, and how to avoid double funding. Other discussion included proposed market research for the consumer and foodservice audiences. The proposed research budget amendment was discussed.

The product development company Premiere Culinary has replaced Matson & Co.

INDUSTRY SERVICES

Bruce Boynton gave the Industry Services update, referring to the Industry Services budget in the board books. Additional funds requested in a proposed budget amendment of \$27,000 are intended to cover a cookbook reprint, "Honey I Love You" stickers, printing of a recipe brochure "freebie", and crisis management. Clint Walker commented that the recipes in the current recipe brochure freebie, titled Sweet & Simple, are probably not appropriate for the intended purpose of the brochure. More recipes and fewer glossy images were suggested.

Thursday's session ended at 4:00pm to allow participants to prepare for the evening Honey Night at the Round Rock Express minor league baseball game.

The meeting reconvened at 9:10 a.m. Friday following an 8:00 a.m. executive session.

MAP/EXPORT MARKETING PROGRAM

Bruce Boynton gave the export marketing update. Activities are underway in the Middle East under the direction of AMFI, the Board's Middle Eastern marketing representative. Boynton will be meeting with Simon Bakht, president of AMFI, on Monday at the NHB office to go over this year's programs. He has just received proposals for market research in Israel. The budget for market research in Israel is \$25,000. The total estimated cost for this year's export marketing activities is \$365,000. This includes \$330,000 for AMFI's contract for Middle East marketing & promotion activities, \$25,000 for Israel market research, and \$10,000 for our MAP consultant fees. Boynton distributed a handout showing U.S. honey exports to the Middle East, Japan, and Israel for 2007 and 2008.

Civil Rights Training. Civil rights training for staff and Board is required for the Board's participation in the MAP Program. Sam Butler stated that a civil rights audit is scheduled for August, in connection with which certain training materials must be completed by all staff and Board members. Butler distributed the materials to Board members and requested the signed forms be returned by June 30, 2009.

EMERGING OPPORTUNITIES

Boynton reviewed the Emerging Opportunities budget. The original budget of \$80,000 was used to temporarily cover some export marketing and crisis management costs. Proposed budget amendments are intended to consolidate these costs into their appropriate focus areas, reducing the need for much of the Emerging Opportunities budget. A proposed budget amendment would reduce the Emerging Opportunities budget from \$80,000 to \$40,000. Boynton said he had visited with staff program directors to see if there were anticipated needs other than those covered in the proposed budget amendments. No other needs are anticipated at this time.

PUBLIC RELATIONS AGENCIES

Mark Mammen led a discussion about the issues and procedures involved in the search for a new general PR agency for the Board. The respective roles of Board and staff and the need for clear Board direction in the search were considered, as were the kinds of agencies that should be invited to apply. The process of issuing an RFP, receiving proposals and narrowing down the selection was considered. Wolk asked that the Board permit staff take the Board's input from this discussion, combine it with their own ideas, and present a recommendation to the Board in a document he would prepare by next Friday.

2009 BUDGET AMENDMENTS

There was discussion about revenues and possible lower assessments than originally budgeted. A forthcoming AMS fee for startup of the new board was mentioned by Kathie Notoro. Several Board members and Boynton spoke against the proposed decrease to the Emerging Opportunities budget.

ACTION ITEM V APPROVAL OF BUDGET AMENDMENTS

Moved by Clint Walker, seconded by Nancy Gamber-Olcott, and carried to approve the proposed budget amendments with the following changes: increase the Research budget from \$102,744 to \$122,744; remove the proposed \$40,000 reduction in the Emerging Opportunities budget; decrease Assessment Revenue from \$3.8 million to \$3.5 million.

AUDIT REPORT

Sam Butler reported that the independent auditor gave the Board a clean audit report: internal controls are acceptable, the reserves are proper, and the Board is in compliance with USDA requirements.

ACTION ITEM VI INDEPENDENT AUDIT REPORT

Moved by Dave Ellingson, seconded by Mark Mammen, and carried to accept the independent auditor's report.

NEXT MEETING

There was discussion of whether alternates should be asked to attend the next meeting. The value of alternates' contributions to the meetings was recognized by several.

ACTION ITEM VII ALTERNATES AT NEXT BOARD MEETING

Moved by Bob Coyle, seconded by Hans Boedeker and carried to have the Board alternates attend the next meeting.

ACTION ITEM VIII NEXT BOARD MEETING DATE

Moved by Dave Ellingson, seconded by Bob Coyle, and carried to schedule the next Board meeting in Denver, from Thursday to Saturday, October 22-24, 2009, ending at noon on Saturday.

STRATEGIC PLAN

Bruce Boynton raised questions about possible revisions to the Strategic Plan. The discussion focused on Strategies 1.4.1 and 1.4.2, and focused on the Board's role in testing honey relative to the authority of the Board provided in the Act and the Order.

ACTION ITEM IX REVISIONS TO STRATEGIC PLAN

Moved by Charles Kocot, seconded by George Hansen and carried to change Strategy 1.4.1 to read "Support industry efforts to maintain honey purity," and Strategy 1.4.2 to read "Support industry testing methodologies to improve quality assurance as needed."

ADJOURNMENT

Chairman Ashurst asked if there was any other business. There was none.

ACTION ITEM X ADJOURNMENT

Motion by Bob Coyle, seconded by Hans Boedeker, and carried to adjourn.

The meeting was adjourned at 11:47 a.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: Denver, Colorado

DATE: October 22-24, 2009

National Honey Board Members Present: Buddy Ashurst, Nancy Gamber-Olcott, Steven Smith, Bob Coyle, Charles Kocot, Hans Boedeker, Mark Mammen, Clint Walker and George Hansen.

National Honey Board Members Absent: Zac Browning.

National Honey Board Alternates Present: Bonnie Woodworth, Dave Ellingson, Ilene Miller, Jim Phillips, Brent Barkman, Gregory Olsen,

National Honey Board Staff Present: Bruce Boynton, Bruce Wolk, Catherine Perez, Sam Butler, Andrea Brening, David Fenske, Marlys Fallon.

Others Present: Kathie Notoro (AMS), Jerry Probst, Troy Fore, Jeff Gross, Mary Anne Davitt (transcriber).

THURSDAY, OCTOBER 22, 2009

CALL TO ORDER

The October 2009 meeting of the National Honey Board was called to order by Chairman Buddy Ashurst at 8:05 a.m. Andrea Brening called the roll.

ACTION ITEM I SEATING OF ALTERNATE

Motion by Hans Boedeker, seconded by Bob Coyle and carried to seat Dave Ellingson, Alternate, in Zac Browning's place.

ACTION ITEM II AGENDA

Motion by Dave Ellingson, seconded by Bob Coyle and carried to approve the agenda.

SECRETARY-TREASURER'S REPORT

Nancy Gamber-Olcott asked for comments on, or approval of, the minutes to the National Honey Board's April meeting and July telephone conference call.

ACTION ITEM III APRIL 23-24 FINANCE MINUTES

Motion by Clint Walker, seconded by Mark Mammen and carried to approve the minutes of the April 23-24, 2009 National Honey Board meeting.

ACTION ITEM IV JULY 1 TELECONFERENCE MINUTES

Motion by Clint Walker, seconded by George Hansen and carried to approve the minutes of the July 1, 2009 National Honey Board telephone conference call.

Sam Butler presented the Financial Report, briefly reviewing the September financial reports. He provided a compliance update, summarized the results of compliance audits so far, and provided a status of reviews scheduled the rest of the year.

Butler reviewed the proposed 2010 Budget and budget assumptions. He referred to a page showing assessment revenue history over several years and projections for 2009. In response to a question about compliance costs covered in the 2010 budget, Butler said the 2010 budget for administrative travel allows for about 12 audits, or one per month. There was a general discussion of compliance issues, related costs, and the importance that compliance is taken seriously. Butler noted that further discussion and action on the proposed budget would take place on Saturday, after the Board had a chance to hear other presentations.

AMS REPORT

Kathie Notoro reported that Edward Avalos was to be appointed soon as Undersecretary for Marketing and Regulatory Programs. She stated that the Department of Agriculture is looking very closely at diversity, and revisiting policies pertaining to submission of nominations packages.

MARKETING

Attitude and Usage Study. Bruce Wolk introduced Jeffrey Gross, author of the Honey Board's 2009 Attitude and Usage Study. Mr. Gross presented a detailed report and slide show on the Study's results.

Marketing Budget. Catherine Perez gave a brief overview of the proposed 2010 Marketing budget, and Wolk explained the changes from the 2009 budget. More in-house programs are planned in order to take advantage of cost efficiencies. Minor League baseball and Hispanic promotions will be scaled back, and the budget for Foodservice will be significantly decreased. These changes are needed to allow a reasonable budget for general consumer public relations.

General Consumer Public Relations. Bruce Wolk presented a year-to-date recap of the Honey Board's 2009 general consumer public relations programs, including media outreach results, major programs completed and upcoming programs. Programs included addressing honey purity to influencers through editorial deskside visits and a new Honey Simplified brochure; educating editors at chef dinners; reaching families with

a new kids honey recipe brochure and matte releases with emphasis on pure and natural; a satellite media tour with Christopher Watt; a beauty brochure; spokesperson Mitzi Dulan promoting honey purity; minor league baseball support; and new food recipes and photography.

Minor League Baseball. Catherine Perez presented a recap of this year's Minor League Baseball promotions positioning honey as the official natural energy booster for several teams. She reviewed the key program elements including in-stadium signage, fan perception surveys, honey facts messaging on the video boards, dedicated Honey Nights, honey sampling, and more. Promotions were supported by Internet exposure, in-house programs, and our public relations agencies. Clips of radio and television interviews with Mitzi Dulan were shown. Wolk discussed on-site survey research findings, including differences in consumer perceptions of honey purchased in a supermarket compared to honey purchased at a farmers market. Criteria for team options in 2010 were presented and seven potential teams were listed. Possible 2010 program elements were also listed.

In-House Programs. Perez presented a recap of the 2009 in-house marketing program activities and ideas for 2010. The 2009 activities included the Colorado Crossroads volleyball tournament, IDEA Fitness Convention and radio remotes to support the Minor League Baseball promotion. The proposed 2010 activities include Colorado Crossroads volleyball tournament, IDEA Fitness Convention, Boston Marathon, 10 City Media Tour with Mitzi Dulan and a new "Honey and Energy" brochure.

Hispanic PR Programs. Perez and Wolk reviewed several programs within the 2009 Hispanic public relations campaign and media results. Several activities supported and tied in with Minor League Baseball promotions. Ideas for 2010 include honey as a beauty essential, vegetarian delights with honey, honey trip to Latin America, and Dulces de Halloween (Halloween Candies).

INDUSTRY SERVICES/FULFILLMENT

Bruce Boynton presented the Industry Services proposed budget for 2010. Materials planned for reprinting and replenishment were distributed by Andrea Brening. Boynton asked for comments regarding NHB representation at various industry organizations. Following comments, Chairman Ashurst asked for a straw vote. There was a consensus in support of Honey Board representation at the two national beekeeping association meetings in January, plus WHPDA and NHPDA. In response to a question about Fulfillment Overhead, Sam Butler explained how Fulfillment Overhead is calculated.

Lunch 12:00 – 1:30

MARKETING, continued

Foodservice Program. Wolk presented a year-to-date recap of the 2009 Foodservice program including promotions and advertising, culinary competitions, events and

publicity. The plan for next year is to reduce involvement in regional events and concentrate on national events to more effectively focus time and resources.

Ingredient/Baking Industry PR. Wolk presented a recap of 2009 ingredient/baking industry public relations efforts. The program set out to establish a baking-specific identity for the NHB in the baking industry and pursued a campaign focused on informing bakers about the form, functional and marketing benefits of honey. A 12-page brochure detailing the benefits of honey was produced, a new Web site was launched for baking with honey, ads were created for placement in several baking industry magazines, and the NHB was represented at two trade shows. Wolk also introduced ideas for 2010 plans.

New Product Development. Bruce Wolk presented four new product concepts developed by Premier Culinary Consulting Group, LLC. Wolk explained that the goal is to develop products with high honey usage.

Web Site. David Fenske provided an update on staff's efforts to revamp the honey.com Website. He reviewed the goals of the revision, steps taken to tackle the project, and showed actual on-line pages of the new Website. He expects the site to be ready for launch in three to four weeks.

New Tagline Plans for 2010. Bruce Wolk said a press release could be released to the industry to kick off the new tagline. The tagline could be used on all emails, brochures and official correspondence, business cards, letterhead, and the NHB tradeshow booth.

AGENCY REVIEW ORIENTATION

Mark Mammen presented background information on the request for proposals (RFP's) and the agency review process. He reviewed the assignments given to the agencies and steps taken by staff and the Marketing Committee to narrow the selections. Catherine Perez reviewed the summary sheet on the finalists. The structure for Friday's presentations was explained.

EXPORT PROGRAM

Bruce Boynton presented an overview of Honey Board's 2009 marketing activities in the Middle East, including pictures of in-store promotions and culinary workshops conducted by our agency in the region. Various statistics on U.S. honey exports were presented. In 2008 approximately 10 million pounds were exported, representing six percent of U.S. production. Boynton showed the primary destination countries for exported bulk and retail U.S. honey. Exports to the Middle East accounted for a little over 1 percent of U.S. production.

Boynton mentioned the recently completed market research in Israel to determine if opportunities existed in that country for increasing retail exports. While some opportunities may exist, the report pointed out that we could expect considerable resistance across Israeli government and industry stakeholders to provide U.S. suppliers with ongoing opportunities in retail sales.

The Board was asked to compare our expenditures on export marketing to the amount we spend on the baking/ingredient and foodservice segment, which together account for more than 50% of U.S. honey consumption. The future of the Export Program was discussed, with Boynton presenting options of 1) business as usual, use 2010 allocation as best possible and apply for 2011 funds, 2) use 2010 allocation but do not apply for 2011 funds, or 3) exit the export program. Boynton recommended the second or third option in order to concentrate resources on domestic issues and messaging. He noted that if the Board terminated its MAP Export Program, restarting it later could be difficult. There was discussion with further action deferred to Saturday.

OPEN FORUM ON INDUSTRY ISSUES

Buddy Ashurst led an open forum on issues impacting the industry, primarily concerning the illegal importing of honey or honey replacements, transshipments, and economic adulteration/honey purity. One packer commented that blending honey with a cheaper sweetener, and selling it as such, was customer driven. Some commented that there has been a loss of business and a potential for shutting down of businesses as a result of competition from illegal transshipments and the introduction of cheap blends.

FRIDAY, OCTOBER 23, 2009

The Friday session of the Board meeting was devoted entirely to presentations by four public relations agencies selected as finalists for 2010 general consumer public relations work, and discussion and evaluation of the presentations.

SATURDAY, OCTOBER 24, 2009

The Saturday session of the Board meeting was convened at 9:15 a.m. by Buddy Ashurst.

ACTION ITEM V NEW PUBLIC RELATIONS FIRM

Motion by Mark Mammen, seconded by Dave Ellingson and carried unanimously to have the Board retain Barkley US Public Relations Firm as its new public relations agency.

RESEARCH

2010 Research Budget. Research Chair Clint Walker led the discussion of the proposed 2010 Research budget. Boynton conducted a line-by-line review and explanation of the budget. In response to a question, it was pointed out that last year's research budget was much higher because it included several projects not in the proposed 2010 budget, including tagline focus group research, use and attitude market research, and others.

ACTION ITEM VI RESEARCH PROGRAM DEVELOPMENT

Motion by Clint Walker, seconded by Nancy Gamber-Olcott and carried to authorize the CEO to work with the Research Committee to develop a comprehensive honey research program, to be presented to the Board for action at a later date.

EXPORT PROGRAM

Boynton asked if there were any questions or comments as a follow-up to Thursday's presentation about the proposed 2010 budget for export marketing.

ACTION ITEM VII EXPORT PROGRAM TERMINATION

Motion by Mark Mammen, seconded by Clint Walker and carried to terminate the Export Program, and that the Honey Board would not participate in the Dubai event in January of 2010.

2010 BUDGET

Nancy Gamber-Olcott indicated the need to refigure the proposed 2010 Honey Board budget to include the now freed-up MAP funds. Butler asked for time to make the necessary changes.

ACTION ITEM VIII EMERGING OPPORTUNITIES

Motion by George Hansen, seconded by Nancy Gamber-Olcott and carried to place the net remainder from the MAP program in Emerging Opportunities after appropriate adjustments have been made to the budget.

Boynton asked if there was agreement and understanding that the budget included funding for two board meetings. There was discussion about the appropriate number of Board meetings per year and Butler answered questions about costs. The consensus was to stay with two Board meeting in the year unless circumstances call for additional meetings. Boynton asked if there were other suggestions for the amount of assessment revenue to use in the proposed 2010 budget. There were none. George Hansen asked if there was something budgeted for OGC assistance with compliance matters. Butler noted that we've not been billed by OGC in recent years but we could add something to the 2010 budget.

ACTION ITEM IX DRAFT BUDGET REVISION

Motion by George Hansen, seconded by Clint Walker and carried to direct the CEO and the CFO to revise the draft Budget and submit it to the Board in the next week.

2010 BOARD MEETINGS

The Spring 2010 Board meeting was scheduled for Thursday and Friday, March 18-19, 2010 in Kansas City, preferably downtown.

The Fall 2010 Board meeting was scheduled for Thursday and Friday, October 21-22, in Denver, preferably at the Warwick Hotel, with October 14-15 as an alternative date depending on the Warwick's availability.

BOARD ELIGIBILITY

There was a question about the eligibility of Board members to return to the Board after their initial term is up. Kathie Notoro stated that terms ending in 2010 will end on December 31, 2010. She said all Board members are eligible to serve a second term if they are nominated and selected.

KIDS' RECIPE BROCHURE

Catherine Perez asked if there was interest in printing more of the Kids' Recipe Brochure (From Honey Bees to Brain Freeze) and making it available to the industry for \$1.00 per copy, the cost of production. It was noted that the brochure will be available on the web site. It was suggested that a decision on this be deferred until the budget situation has been clarified.

Buddy Ashurst thanked Bruce Wolk, Catherine Perez and Mark Mammen for their work on the PR firm selection process.

ACTION ITEM X ADJOURNMENT

Motion by Charles Kocot, seconded by Dave Ellingson and carried to adjourn.

The meeting was adjourned at 10:20 a.m.

NATIONAL HONEY BOARD
MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: KANSAS CITY, MISSOURI

DATE: March 18-19, 2010

National Honey Board Members Present: Buddy Ashurst, Nancy Gamber-Olcott, Steven Smith, Bob Coyle, Charles Kocot, Hans Boedeker, Mark Mammen, Zac Browning, Clint Walker and George Hansen

National Honey Board Members Absent: None

National Honey Board Alternates Present: Brent Barkman, Jim Phillips

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Emily Jack, Catherine Perez, Bruce Wolk, Andrea Brening

Others Present: Marlene Betts (USDA/AMS), Jennifer Cawley, Annie Arnold, Anita Strong, Daniel Molina

THURSDAY, MARCH 18, 2010

CALL TO ORDER

The March 2010 meeting of the National Honey Board was called to order by Chairman Buddy Ashurst at 8:07 a.m. Andrea Brening called the roll.

Bruce Boynton introduced NHB staff members. Bruce Wolk introduced staff from Barkley, Inc.

ACTION I - AGENDA

Motion by Bob Coyle and seconded by Charles Kocot and carried to approve the agenda.

Bruce Boynton mentioned that information on an International Conference on Pollinator Biology, Health and Policy was in the Board books and needed to be covered during the meeting.

SECRETARY-TREASURER'S REPORT

Nancy Gamber-Olcott noted the minutes and items behind the Consent Agenda tab in the Board books.

ACTION II – OCTOBER MINUTES

Motion by Mark Mammen, seconded by Nancy Gamber-Olcott and carried to approve the minutes of the October 22-24, 2009 National Honey Board meeting.

ACTION III – CONFERENCE CALL MINUTES AND EMAIL BALLOT

Motion by Clint Walker, seconded by Bob Coyle and carried to approve the minutes of the teleconference call on January 28, 2010 and e-mail ballot in February, 2010.

The Flash Revenue Report dated February 23, 2010 and Assessment History Summary was handed out by Sam Butler.

Butler reviewed the highlights of the December 31, 2009 financial audit. He noted that the auditors gave a clean opinion of the financial statements. As of December 31, 2009 the Board was in compliance with the guidelines for collateralization of investment funds as established by the Agricultural Marketing Service. The auditors also indicated that there were no matters involving the internal control over financial reporting and its operation.

George Hansen asked how often the auditors are chosen. Sam Butler said we put the audit up for bid every three years. Hansen asked “who makes the decision?” to select the audit firm. Butler said he and the CEO made the decision. Marlene Betts stated that for other commodity boards, the board generally selects the audit firm. Betts suggested that in the future the Board have the audit firm make the presentation of their audit. It was also suggested that the list of potential auditors be made available to the board at the fall meeting. These steps would help protect the Board as well as the staff.

Action IV – BOARD APPROVAL OF AUDITOR

Motion by Nancy Gamber-Olcott, seconded by Zac Browning and carried that future selection of the Board's audit firm be approved by the Board and that the CPA auditor present the findings to the Board.

Butler reviewed the status of assessment revenues relative to previous years and referred to a 36-month linear trend line. Domestic assessments are recovering much stronger than import assessments. If the upward trend continues we might want to consider a budget adjustment at mid-year. George Hansen stated that he doesn't think that the domestic can achieve more. Several had questions about the amount and direction of consumption of honey.

For imported honey, Charles Kocot stated that they don't know what is coming in as honey substitutes and then marketed as honey. Argentina is an issue. Vietnam's crops are just getting started. It is difficult to know what is coming in as honey or syrup or as a honey blend. The economy has had some effect on consumption. Nancy Gamber-Olcott said in 2008-2009 a drop in consumption was seen in all locations. Now consumption is flat but that doesn't mean that the honey isn't being sold. Mark Mammen said he thinks the industrial market isn't tracked as it relates to country of origin. Nancy stated that honey is being put into other products. Buddy Ashurst said that substitutes are coming in as pure honey and not being tracked from the countries of origin.

Boynton asked if anyone wanted to change the assessment revenue figures stated in the budget. Bob Coyle suggested we have a conference call within a few months. Charles Kocot said we should stay with the current budget and see what the future brings.

Butler provided an update on Compliance as of March 17. Six reviews have been conducted so far in 2010 and six reviews were conducted in 2009 starting October, 2009. Three reviews resulted in an additional \$17,000 being owed. One company has refused to allow NHB access and a subpoena has been served. One company has not responded to a letter and telephone calls so a review will be scheduled. Butler said the reviews usually take a day or less.

Proposed Budget Amendments

Sam Butler presented the proposed budget amendments which deal with carryovers of available cash and commitments for ongoing contracts or bills to be paid. He explained that since we are on the cash basis we don't record accounts payable at the end of the year. An increase of \$389,400 to the original budget of available beginning cash, less the commitments for expenses and contracts carried forward results in a net increase of \$156,069 to our permanent reserve. Nancy Gamber-Olcott said this seemed like a high amount and asked where else it should be placed. Boynton said it might be placed in the Emerging Opportunities fund, but said this board really hasn't established a policy for discretionary use of the Emerging Opportunities funds by the CEO. He said if the Board decides to use the funds for a program or project, a budget amendment would be needed to move the funds out of the Permanent Reserve. Nancy asked if there would be formal proposals at this Board meeting to change the use of this money. Bruce Boynton and Bruce Wolk said they had discussed this and they will not have any formal proposals at this meeting. Clint Walker suggested that we keep it in the Permanent Reserve. Mark Mammen wanted to confirm that it takes Board action to change where these funds are located in the budget. Boynton said the Board could place the funds where it wants, and the amended budget approved by the Board must then be sent to AMS for their review and approval. Clint Walker said if we put the funds into Emerging Opportunities, he wanted to state that the funds would be available for use within other projects.

ACTION V – CEO USE OF EMERGING OPPORTUNITY FUNDS

Motion by George Hansen, seconded by Clint Walker and carried to approve the discretionary use of Emerging Opportunity funds of up to \$100,000.00 by the CEO.

Charles Kocot asked about the Audit of December 31, 2009 with regard to expenses and Sam Butler stated that because this is a cash basis report, the audit fee is recorded as it is paid rather than accrued.

AMS REPORT

Marlene Betts from the USDA/AMS discussed the nominations process since the terms of four Board members expire at the end of this year. The terms of Steve Smith, Charles Kocot, Mark Mammen, and Zac Browning will expire on December 31, 2010. Notification to the organizations that these seats are going to expire is necessary and AMS needs nominees from the organizations six months prior to the end of the year.

Since there are three producer positions on the Board, Clint Walker explained the agreement between the American Beekeeping Federation and the American Honey Producers Association to alternate which group would nominate two representatives. The two organizations would be the ones to sort out the producer nominations process.

Betts said that diversity is very important to the new administration in Washington, D.C. A letter was sent to Bruce Boynton outlining the administrations expectations concerning diversity. The administration is looking for new candidates that have not served in the past other than a possible second term. In addition, for each candidate USDA needs to know how many votes did the person receive out of how many possible total votes. Finally, USDA needs to know the efforts taken by the organizations to nominate diverse members to the Board. George Hansen asked if the Board of Directors of the organizations are the ones who have made the nominations. He asked if there is a protocol. Marlene stated that a current protocol does not exist. We need to establish a nomination process in order for the organizations to provide USDA with the information requested. Whatever process is developed will be used from this point forward. George Hansen brought up what diversity could mean in this particular case. It could mean different areas of life, race, small, large, whatever we can show going forward. Marlene stated that we need the Board's assistance in developing a process to work with the certified organizations to get the information the administration has requested so that nominations reach our office by July 1, 2010. Bob Coyle stated that this has been handled by each of the organizations. Marlene Betts said that is fine, but we need the nominations in a timely manner with the requested information.

The Research and Promotion Branch continues to work on new programs. Currently, four new programs are in various stages of development, which include: Processed Raspberries, Christmas Trees, Softwood Lumber, and U.S. Honey Producers programs.

Conflict of interest policy for the Board and/or employees is another issue that needs to be discussed. The board needs to provide its conflict of interest policy to AMS. If the Board does not have a policy, then one must be developed. All seventeen research and promotion programs are being asked to provide and/or develop conflict of interest policies.

Marlene thanked everyone at the Barkley meeting yesterday. She thought it went very well, and mentioned the truthfulness and the backup we need in order to make claims. Key words and terms were discussed and how AMS reviews promotional materials.

DIVERSITY POLICY

Bruce Boynton mentioned that our proposed policy has been reviewed by AMS and will meet with their approval. Hans Boedeker wondered if we can have people on committees who are not Board members. Boynton said according to the bylaws a committee can have a non board member.

ACTION VI – DIVERSITY POLICY

Motion by George Hansen, seconded by Steven Smith and carried to approve the Board's Diversity Policy.

MARKETING REPORT

Mark Mammen mentioned that he wanted the Board and the Marketing Department to have good communication.

Boynton presented results from the 2009 Packer Tracking Survey. Eleven participating companies represented 188 million pounds of honey sold. This is a little more the half the honey assessed in 2009. Retail was 52% of the volume, with Bulk at 34% and Foodservice at 13%. Brent Barkman asked if this was the best study for the Board to use and suggested some other data sources. Boynton said the relative size of the allocations could change if more companies were reporting, and the percentage of Bulk volume could be bigger than shown here. Foodservice stays about the same from year to year. Based on information from these eleven companies, bulk honey sales have declined over the last couple years.

Bruce Wolk mentioned that 9 or 10 of these 11 companies might be having less bulk consumption. We might be seeing the effects of honey syrups or fake honey, and companies might not be using pure honey. We need to get the

honey purity message to consumers, ingredient folks and even cosmetic companies.

Wolk listed the various agencies working for the Board. The Arland Group out of Chicago promotes honey as a food ingredient. Barkley, Inc., located in Kansas City, Missouri, is our new General Consumer Public Relations agency. The Championship Group handles our minor league baseball promotion. RL Public Relations out of Los Angeles reaches the Hispanic market. Segerstrom Communications out of San Francisco handles foodservice public relations.

For our marketing philosophy, Wolk said we want consistency with a limited number of programs with longer duration. Purity is the most important critical issue; Consumption, encouraging Americans to consume more pure honey; Reach our market with non-traditional and traditional techniques; Reach all demographics, younger as well as older, Hispanics and African Americans as well as Caucasians; Balance and leverage utilizing our in-house staff as well as out-sourced programs; Research should be practical, possible and applicable; and we need to go after quantity end-users in the areas of ingredient & foodservice usage.

Marketing Budget

Catherine Perez gave an overview of the proposed \$1,900,000 2010 Marketing Budget. Foodservice, at 4% of the marketing budget, took the biggest decrease compared to last year. More in-house marketing programs helps increase the efficiency of our budget. The budget of \$250,000 for Minor League Baseball is lower than last year. Hispanic public relations are increased to 20% of the marketing budget. General Consumer Public Relations has 41% of the marketing budget. In response to a question from the Board, Boynton said these allocations are very close to what was presented to the Board at the fall meeting. Only minor adjustments were made.

Minor League Baseball

Perez said we want to build on the previous success of the NHB's association with Minor League Baseball. We want to bring more folks to our website and reinforce the natural positive attributes of honey. This is a platform to reach all family members. We also want to focus on markets that drive the Nielsen data. The Iowa Cubs is based out of Des Moines, IA, and is a AAA team. They are affiliated with the Chicago Cubs. The Columbus Clippers are affiliated with the Cleveland Indians. The Nashville Sounds are based out of Nashville, TN. They are affiliated with the Milwaukee Brewers and have over nine years of record setting attendance. The New Britain Rock Cats are associated with the Minnesota Twins and they have also set attendance records. The Norfolk Tides are affiliated with the Baltimore Orioles. These teams are located close to areas where the Nielsen data could be affected to help measure program results. We

will have stadium signage and broadcasts among our normal activities. The honey purchase incentive is our newest item to work on this year. Fans can purchase a bottle of honey and will receive various discounts at the stadium for that event. The teams will do PA announcements and we will be provided additional messages by signage and handouts throughout the stadium. The "Pure Energy Play of the Game" will be announced during the games. Honey will be featured in their clubhouse and on the training table. There will also be a banner ad on each team's website. Bruce Wolk acknowledged that the packers would be notified of promotions in case local packers who want to do their own promotions in conjunction with those of the National Honey Board. There was a question as to the specifics of the honey promotion purchases. The only requirement is that it has to be "Pure Honey". Jim Phillips suggested that the stores do some kind of promotion to sell more honey during this promotion. April through September is the time of the year that they look at the Nielsen information.

In-House Programs

Catherine Perez attended the Colorado Crossroads youth Volleyball tournament in Denver, Colorado the last two weekends. Attendance was approximately 50,000. There were 850 teams and 8,300 players between the ages of 12-18. Perez said the participants were excited about the NHB booth. We had a new prize wheel at the booth this year. The International Association of Culinary Professionals has a convention at the end of April in Portland, Oregon. We'll work with a pastry chef to give food samples made with honey. Hopefully we will be sponsoring Kids in the Kitchen giving them an apron and honey recipes. The IDEA World Fitness Convention will be in Los Angeles, California. Approximately 5,000 fitness professionals and nutritionists are expected to attend. Mitzi Dulan will be attending and autographing The All-Pro Diet book that she co-wrote with Tony Gonzalez. The American Dietetic Association conference and expo will be held in November in Boston. We'll be working directly with Mitzi Dulan to provide recipes and tips and to develop a honey and energy brochure.

Social Media Programs

Emily Jack described social media and discussed the different ways people are communicating in today's world, allowing people to generate and exchange content freely. It creates value instantly and is cost effective. We can use this to educate consumers, reach a younger demographic, and have widespread awareness. We are currently using Facebook, Twitter, a Blog and are looking to expand to YouTube. Facebook allows us to interact with consumers and hear their comments. Twitter allows us to get great publicity and mention our name daily. The recipes we have posted have been received with a very positive note. The blog is titled "Straight from the Hive" to promote our purity message with honey recipes and applications; honey in the news and new research findings. All content will follow the USDA/AMS guidelines and is under our close

monitoring and control. NHB staffs, board members, alternates and industry personnel were encouraged to become involved in the social media process.

The “Honey One” Logo

Bruce Boynton reported that we have filed trademark applications for 1) “Honey ... The Way Nature Intended” 2) “One Ingredient. The Way Nature Intended” and 3) the color HONEY/ONE graphic. Bruce Wolk mentioned how these complement each other. It’s good to pair a symbol with words, and it gives everyone a banner to rally around.

Our Hispanic agency is using a Hispanic version of the “One Ingredient. The Way Nature Intended.” tagline.

Barkley, Inc.

Jennifer Cawley discussed commodity programs that have been successful, and food trends. They had a full approach with all markets. She proposed giving consumers the opportunity to experience honey with messages that promote the product’s versatility, seasonality, personality, and through viral capacity with social media. Target demographics are females/males and young moms aged 20-30, and the female aged 25-55 primary shopper who really spends the money. Annie Arnold discussed the 2010 Strategic Calendar. First quarter is planning and research; second quarter focuses on the 100% Pure message; third quarter is Secret Ingredient; and fourth quarter will focus on versatility. Traditional and social media relations are ongoing throughout the year. Repetition and consistency are key. It was pointed out that a copy of the Honey Board’s Social Media Plan for 2010 is in the board meeting books. The pure honey message has two parts, the message and the visual representation. In quarter 2, they will show the honey bear bottle with an “endangered” campaign. Quarter 3 will show ladies who are cooking with honey. They will feature a Cooking with Honey Contest. They will attend the Blog Her Conference to offer reasons to use honey and allowing these ladies to share this information with everyone they know! September will be a Honey Do Media Relations and referral campaign. They plan to host a Sweetest Tailgate Contest on Facebook for men and young males. At the end of the year, the holidays will bring about the opportunity to show gifts using honey. General measurement guidelines for media relations and social media were presented. Bob Coyle inquired about the mentioning of CCD with their marketing tools.

Hispanic PR Programs

Bruce Wolk presented the plans for 2010 Hispanic PR campaigns. The program starts with a honey purity campaign, using the Honey One logo and the tagline in Spanish. An educational program will show Hispanic consumers how to

differentiate 100% pure honey from honey syrups and blends. Mayte Prida is the spokesperson to reach out to the Hispanic population. She is a cancer survivor and a strong supporter of good eating habits and eating natural foods. There will be a Spanish language Public Service Announcement to air on TV stations, and call-to-action webisodes demonstrating the difference between 100% pure honey and fake honey in the market. The Natural Soother Campaign is based on the concept that honey is a popular soother for colds and coughs among Latinos. Wolk said RL agency has done a great job for The National Honey Board. There has been a dramatic increase in the Latino honey usage since the agency has been working for us. Hans Boedeker inquired if they had thought about advertising with the soccer organizations. Bruce Wolk mentioned that it is more expensive to deal with the soccer teams than the minor league baseball teams, and the agency got good coverage with Latino baseball players on the teams we worked with. Clint Walker mentioned that he'd be interested in receiving quantitative data via email when it is available.

Foodservice Program

Emily Jack presented an update on Foodservice programs. She mentioned culinary competitions planned at four schools. 22 students participated in the February competition at the Culinary Institute in Charleston. In February, we featured honey in food and wine pairings at the Food Service Educators Learning Community conference. The Honey Board's award-winning honey lesson plan was also presented. The Catersource Trade Show was held March 9-10. We had a booth to outreach with honey sampling and marketing materials, and were a co-sponsor with Chilean Fresh Fruit.

Food Ingredient and Baking Industry

Emily Jack presented a recap of first quarter activities and an overview of 2010 plans. We want to capitalize on the crossover between bakery foods and snack foods by extending focus to the snack food industry. We'll target retail, specialty and commercial bakeries with advertising, public relations, interactive through bakingWithHoney.com and social media efforts. We will exhibit at the International Baking Seminar in September, make a presentation at the Healthy Baking Seminar, and develop a Honey Substitution Guide to complement the Resource Guide developed in 2009. To reach the snack food industry, we plan to advertise in trade publications such as *Baking & Snack* and *Snack Food & Wholesale Baking*, launch SnackingWithHoney.com, and produce a brochure with snack ideas using honey. We exhibited at the SNAXPO tradeshow in Ft. Worth, Texas, in early March. We also plan to make inroads into the beverage industry by meeting with trade magazine editors and publishers and launching a beverage-specific website. Hans Boedeker asked about hands on programs with large bakery chains. Bruce Wolk said that while we are not visiting specific bakeries, we are making contact through our presence at trade shows.

Research Report, Honey & Skin Care

Bruce Wolk reported on the results of a clinical test at CyberDERM Clinical Studies. Sixty women from age of 18-55 were tested to see what effect honey had on their skin. He said honey was shown to effectively moisturize the skin and improve skin firmness. Wolk said the study has been submitted to USDA for review of the proposed statements. Marlene Betts said USDA is looking at the study and AMS will instruct staff as to what they can say.

Brent Barkman asked Bruce Boynton if there has been any research on the enzymes in honey. Boynton said we have not, but we do have a paper on the enzymes in honey. Bob Coyle brought up the idea of working with the larger pharmaceutical companies. There were several comments about honey in cough drops and in liquid cough products.

INDUSTRY SERVICES/FULFILLMENT

Bruce Boynton referred to the Industry Services budget in the board books. Boynton and Andrea Brening reported on fulfillment materials. Several items have already been reprinted. At the October 2009 board meeting the question of whether to make the kids recipe brochure “From Honey Bees to Brain Freeze” available for fulfillment was tabled pending budget information. We have cost per unit figures ranging from 30 cents for 5,000 to 13 cents for 50,000, and we have money in this year’s budget to create the brochure if desired. A board member suggested that the brochure be printed and made available as a freebie since we are trying to promote honey.

We don’t have cost estimates for a kid’s brochure freebie that Emily Jack has been working on to replace the out-of-stock kids “A Sweet Story” brochure. Emily said the copy has been approved and is with the graphic designer. Jim Phillips asked if the Honey One logo will be put on the new brochures. Catherine Perez said it will probably be incorporated into the new brochure.

ACTION VII – BROCHURE PRINTING

Motion by George Hansen, seconded by Hans Boedeker and carried to approve printing 50,000 of the “From Honey Bee’s to Brain Freeze” brochures for \$6,500 and make them available to the industry.

CRISIS MANAGEMENT – UPDATED READINESS PLAN

Bruce Boynton handed out to Board members copies of the Readiness Plan. Boynton said the contact information, staff and board member names have been updated. Boynton asked the Board members to take several minutes to read through the notification procedures, which they did.

Boynton said most of Readiness Plan was originally created in 1988 with statements added in the 1990's. He said some of the statements needed review and updating, specifically referring to the statements on Antimicrobial Properties, Diabetes, and Nutrition. References to research studies need to be documented. We have research in our file cabinets, but we need to find the appropriate research. We need to invest some time and money to reference research in support of our statements. Boynton also asked the Board members to think about what other statement we may need to add to our Readiness Plan.

ACTION VIII –READINESS PLAN STATEMENTS

Motion by Clint Walker, seconded by George Hanson and carried to allow use of discretionary funds to have someone look into Readiness Plan statements for appropriate support and terminology.

HONEY DEFINITIONS DOCUMENT

Bruce Boynton said the Honey definitions document created by the old board is used as a resource to help respond to questions from consumers and the media, but it is not a legal document and it has not been approved by the new Board. He read the definition of “raw honey” and asked what “minimum processing” means. How do we go about updating this document, or do we keep it? Clint Walker said that he thought we could use the discretionary funds to update this. Bruce Boynton said that he didn't feel he could update this on his own. George Hansen said there are no legal definitions for raw honey. Jim Phillips said it would be beneficial to say this and have information to back it up. Boynton asked everyone to take the information home and e-mail him with suggestions.

The Thursday session of the Board meeting was adjourned at 3:15 to tour the offices of Barkley, Inc.

FRIDAY, MARCH 19, 2010

The Friday session of the Board meeting was convened at 9:23 a.m. by Buddy Ashurst.

BUDGET REVIEW

Nancy Gamber-Olcott mentioned the Board needed to approve or accept the audit report and audited financial statements as of December 31, 2009.

ACTION IX – APPROVAL OF AUDIT REPORT

Motion by Clint Walker, seconded by Charles Kocot and carried to approve the audit report and audited financial statements of December 31, 2009.

Nancy Gamber-Olcott recommended that the Board approve the budget as discussed in Executive Session, keeping \$200,000 in the Reserve and putting the balance into the emerging opportunities budget.

ACTION X – BUDGET AMENDMENTS

Motion by Mark Mammen, seconded by Bob Coyle and carried to approve proposed budget amendments #1 and #2 as presented at the Executive Session, and keep \$200,000 in the Permanent Reserve and add the balance to the budget for Emerging Opportunities.

ACTION XI – USE OF ADDITIONAL EMERGING OPPORTUNITY MONIES

Motion by George Hansen, seconded by Hans Boedeker and carried to approve that the additional money that went to the Emerging Opportunities budget would be for staff proposals and industrial and food service programs.

RESEARCH

Clint Walker gave an update on the Research Committee's selection of production research projects. Out of six proposals, one was rejected outright. Three of them will be sent back with questions for possible revisions and reconsideration. One proposal was given 50% funding, with \$10,000.00 approved now with the possibility of another \$10,000.00 later in the year after a status report is received. The most expensive proposal for just under \$50,000.00 was approved. Penn State is sponsoring an International Conference on Pollinator Biology, Health and Policy, and asked for a donation from the Honey Board to support it. Walker said honey bees are a big part of this project and the Committee recommends a \$10,000.00 donation to assist them. This and the approved research projects total approximately \$67,000.00, to come out of the \$132,585 in the budget for new production research projects. We might spend more money depending on how three researchers respond to the Committee's questions.

ACTION XII – PRODUCTION RESEARCH PROJECTS

Motion by Clint Walker, seconded by Mark Mammen and carried to approve funding as stated above.

Bruce Boynton mentioned that we list all NHB-funded production research on our website. Walker provided further details on the various proposals.

Bruce Wolk shared ideas for applied research. For honey in baking, we need to see how honey actually works and that the honey has positive benefits. He suggested looking into hair care and conditioners. The amount of sodium in

snacks is a big issue, and expects FDA to come out with something soon. This presents an opportunity for us to explore the use of honey in snacks with less sodium. The American Institute of Baking has a good contact and we will be talking to an independent consultant as well for possible applied research ideas. Candy and confection are something else we are looking into. Snack foods and baking are top priorities.

Boynton continued a review of items in the Research budget. David Ropa is our support consultant for food manufacturers, providing information on how to use honey in a particular product or as an ingredient. Lori McGee is our independent consultant for conducting the Packer Tracking Surveys. The names of the participating companies are kept confidential by Lori. Staff does not know who they are. Dr. Katherine Beals helps explore opportunities for health and nutrition research, reviews research proposals and helps write RFPs for new honey research we would like to take on. Boynton referred to a memo from Dr. Beals in the Board meeting books, and explained that she is not recommending further research on honey and diabetes.

For the current project surveying the research community for possible honey testing, Boynton stated that he has contracted with Jerry Probst to complete the project by June 15, 2010.

Boynton referred to a proposal on honey and meat browning in the Board books and an e-mail from Dave Ropa. Boynton said the recommendation is to not fund this project, and unless the Board objects he will let the researcher know the proposal is not accepted.

Catherine Perez asked how the Nielsen research to be conducted with the Minor League Baseball promotions will be paid for. Boynton said it could be covered by the \$2500 contingency in the Research budget or with Emerging Opportunities funds. Boynton also said he would like to cover future years' market research under the marketing budget. George Hansen suggested putting market research funds in the marketing budget and letting the marketing department be responsible for their use.

Zac Browning suggested research on the effects of heat and filtration on honey.

ACTION XIII- HONEY RESEARCH

Motion by Zac Browning, seconded by George Hansen and carried to do research on the effects of heat and filtration on honey, to be funded from the Emerging Opportunities budget.

There was discussion on the above motion, including comments about raw honey. George Hansen said we are the Honey Board and we should know the truth about honey. Jim Phillips said it is up to the marketers themselves to use

what information they choose to use. Bruce Wolk suggested looking at the high end potential of real quality honey.

George Hansen suggested developing honey and snack recipes for home use rather than for large commercial development. Spending money on snack recipes for development as a commercial product seems to hold questionable promise.

QUESTION ON TAILGATING PROMOTIONS

Buddy Ashurst mentioned that a question about our tailgating promotion came up in the Executive Session. Steven Smith wondered if this was worth the funds spent. Bruce Wolk stated that the previous tailgating promotion was very successful. Our spokesperson worked well but it was an expensive program. In the following year we didn't do it because we had to cut programs due to uncertainty about NHB continuity. Jennifer Cawley said they had looked at the NHB's prior tailgating program. She thinks we can use more online communications and that a spokesperson isn't necessary to make this work. Hans Boedeker asked if we work with individual packers. Bruce Wolk stated that we do not. Boynton said that we tell them where these programs are to give them the opportunity to get involved. Jim Phillips stated that his company will be working with the Minor League baseball team in their area this year.

INDUSTRY ROUNDTABLE

Bob Coyle said in the past the Honey Board has sponsored roundtables, and he asked is there a reason why we cannot sponsor them now. Marlene Betts said the Board can sponsor roundtables, but the discussions must be on honey promotion and information. Bob Coyle said past roundtables have been pretty open as to the discussions. He looked at the Honey Board taking the initial role and he isn't seeing that now. Bruce Boynton said that the two roundtables he has attended had specific agendas and topics set beforehand. Coyle said he had been to all roundtables and there was very open discussion. Marlene Betts said AMS is not completely against the Honey Board sponsoring roundtables, but it needs to be for specific discussion only.

Clint Walker said that if the Board had come to AMS with the idea of a discussion of pure honey and if anything else comes up in the discussion the Honey Board is mute on that subject. He suggested the Honey Board could still be the sponsoring organization if the primary focus is on what the Honey Board can do. If the other groups want to go into another room or meet separately, they could do that. Betts said that is correct. Clint Walker said he thinks, as George Hansen and Bob Coyle have stated, that the Honey Board has the ability to sponsor the roundtables.

Brent Barkman noted that the current roundtable was a timing issue. Since it wasn't going to be done in a timely fashion the packers took it upon themselves to schedule it.

Marlene Betts said she will work with Bruce Boynton to work through this issue.

OFFICER ELECTIONS

Bruce Boynton read from the Bylaws for the proper election procedures. The orders of positions to be elected are Chairperson, Vice Chairperson and Secretary-Treasurer. Nominations are to be by secret ballot. Andrea Brening and Marlene Betts acted as tellers.

CHAIRPERSON

All nominations for Chairperson were for Buddy Ashurst. Ashurst elected Chairperson by general consent.

VICE CHAIRPERSON

Clint Walker and George Hansen were nominated for Vice Chairperson. Hansen respectfully declined. Bob Coyle spoke in support of Walker.

ACTION XIV – ELECTION OF VICE CHAIRPERSON

Motion by Steven Smith, seconded by Nancy Gamber-Olcott and carried to accept by acclamation the nomination of Clint Walker as Vice Chairperson.

SECRETARY-TREASURER

Nancy Gamber-Olcott, Charles Kocot and George Hansen were nominated for Secretary Treasurer. No majority on first ballot. Charles Kocot removed himself from consideration. Nancy Gamber-Olcott elected on second ballot.

Buddy Ashurst thanked the Barkley, Inc. employees for the visit to their offices yesterday, and reminded Board members that the Barkley team was interested in visiting beekeepers and packer facilities to learn more about the industry.

NEXT MEETING

The next meeting will be held in Denver, CO on Thursday October 21 and Friday, October 22, 2010.

ACTION XV - ADJOURN

Motion by Clint Walker, seconded by Zac Browning and carried to adjourn.

The meeting was adjourned at 11:18 a.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: Denver, Colorado

DATE: October 21-22, 2010

National Honey Board Members Present: Buddy Ashurst, Hans Boedeker, Zac Browning, Nancy Gamber-Olcott, George Hansen, Charles Kocot, Mark Mammen, Steven Smith and Clint Walker.

National Honey Board Alternates Present: Bonnie Woodworth, Dave Ellingson, Ilene Miller, Jim Phillips.

National Honey Board Staff Present: Bruce Boynton, Bruce Wolk, Catherine Barry, Emily Jack, Sam Butler, Andrea Brening, David Fenske, Marlys Fallon.

Others Present: Jerry Probst (consultant), Kimberly Coy (USDA/AMS), Molly Todd Rudy (Barkley), Lindsay Ingram (Barkley), Jennifer Cawley (Barkley), Alan Turanski (Glory Bee Products), and Mary Anne Davitt (transcriber).

THURSDAY, OCTOBER 21, 2010

CALL TO ORDER

The October 2010 meeting of the National Honey Board was called to order by Chairman Buddy Ashurst at 9:45 a.m. Bruce Boynton called the roll.

Ashurst reported that Bob Coyle had resigned from the Board for health reasons. Clint Walker stated that Coyle had been instrumental in ensuring the Honey Board's continued existence and vitality, and asked that a letter be crafted honoring him and his work on behalf of the Board.

ACTION ITEM I AGENDA

Motion by Hans Boedeker, seconded by George Hansen and carried to approve the Agenda.

TREASURER'S REPORT

Nancy Gamber-Olcott gave the Treasurer's report and briefly reprised the contents of the Consent Agenda.

ACTION ITEM II CONSENT AGENDA

Motion by George Hansen, seconded by Mark Mammen and carried to approve the Consent Agenda.

FINANCIAL REPORT

2010 Financial Forecast and Update. Sam Butler presented the 2010 Financial Forecast and an update on the 2010 financials, explaining in detail his methods and procedures in developing this information. He commended Marlys Fallon for having saved the Honey Board at least \$5,000 through careful review of the bank statements. He provided an update on compliance and procedures for dealing with non-compliance, noting the additional amount of revenue generated through onsite audits.

Proposed 2011 Budget. Butler reviewed the proposed 2011 Budget, discussing how various shifts in staff responsibilities are reflected in adjustments to budget. In connection with the proposed board that was recently rejected by the industry, Butler stated that the assets have been disbursed appropriately and the related obligations have been discharged. He provided a detailed, item-by-item explanation of the assumptions used in budget preparation, noting that this was the first year estimated carryover amounts have been included in the budget.

Auditor. Butler explained the process of soliciting proposals from ten auditing firms for the Annual Audit, and compared details of the three bids the Board received for the Audit.

ACTION ITEM III AUDITOR SELECTION

Motion by Hans Boedeker, seconded by Charles Kocot and carried to retain the services of the present auditor, CNE CPAs.

AMS

Kimberly Coy, presented the AMS report. She spoke about the USDA's current emphasis on diversity, stating that if the Board's packages are not diverse enough, they will be sent back. She discussed the variety of elements involved in a diversity evaluation, including such things as size of farm, gender, race, age...a variety of elements. She noted that initiative towards meeting diversity in other ways is viewed favorably, and that documentation of efforts to support the diversity initiative is important. She stated that AMS administrators have been advised of the Board's limited options due to its structure. The qualifications of the persons nominated are important and should be stressed.

Regarding Bob Coyle's vacated position, Coy said the current alternate would move into his position and the Honey board would have to go through the normal nomination process to fill the vacant alternate position. The qualified organizations that submit nominees for the position will have to be contacted by the Honey Board staff.

MARKETING

Bruce Wolk gave an overview of the Marketing program, noting that the marketing plan for 2011 is nearly complete. He introduced the marketing staff members and briefly reviewed the services of the different public agencies associated with the Board – Barkley PR (General Consumer PR), RL Public Relations (Hispanic PR), Evans Hardy & Young (Foodservice PR), the Arland Group (Food Ingredient & Baking PR), and the Championship Group (Sports Promotion Agency-Minor League Baseball marketing).

Proposed 2011 Marketing Budget

Wolk discussed the proposed 2011 budget, noting that while it was higher than the 2010 budget, the percentage allocations to each agency remained relatively the same year to year.

Barkley Public Relations

The representatives from Barkley Public Relations, Molly Todd Rudy, Lindsay Ingram and Jennifer Cawley, gave an in-depth presentation of the agency's general public relations activities on behalf of the NHB. These presentations included a general overview, discussion of trends in the evolution of media and social networking. The 2011 public relations plan was discussed in detail, as well as highlights from the 2010 activity.

The goal of maximizing honey demand and consumption and expanding the target audiences was discussed. The platform of HoneyOne and the shift in strategy from purity to "versatility" was described. The quarterly-based 'News Bureau' marketing calendar for this platform was explained in detail. Quarter 1 will follow the theme of Food and Beauty, Quarter 2 the theme of Energy and Beauty, Quarter 3 the theme of Energy and Food, and Quarter 4 Food & Throat Soother.

Lindsay Ingram discussed advertising strategies, the categories of media (print, online/social, broadcast), and the criteria used to rate the effectiveness of individual publications within such media. She explained the print and online advertising strategy and concepts, and solicited Board members' preference for one of several slogans highlighting the "secret ingredient" theme.

Hispanic Public Relations

Bruce Wolk noted statistical evidence from the 2009 Use and Attitude study that support a greater awareness of Honey among Hispanics correspondent to the time span that the National Honey Board has reached out to the Latino community. Wolk noted that the Hispanic PR program recognizes Hispanics as a growing subset of the U.S. population, one that values honey and its cultural traditions. He reviewed the work of RL Public Relations and discussed the 2010 Hispanic programs, Honey Purity, Summer

Party, and The Natural Throat Soother. Wolk showed two webisodes that humorously addressed the honey purity question.

Wolk then reviewed the planned 2011 Hispanic PR campaigns. These plans include a menu built around Valentine's Day (with the help of a top Latino chef, an L.A. tasting event and TV segments); Honey Energy Promotion (with fitness expert Barbara Trujillo); "Moisturize Your Skin with Honey" (beauty promotion); Dulces de Halloween (A unique children's program that uses a candy maker to develop honey-based treats). There is a smaller program in development for local Hispanic markets that could potentially interview Hispanic baseball players.

Minor League Baseball

Catherine Barry presented a summary of the 2010 MiLB promotional activities and results, and the 2011 PR campaign. The 2010 program's objectives are to build on the previous success of honey's association with MiLB, to generate awareness for honey and the website, and to reinforce honey's positive attributes. The program elements include stadium signage, nightly honey trivia promotion, purchase incentive program, broadcast radio reinforcing honey as the official Natural Energy Booster of the team, the Pure Energy Play of the Game. Barry spoke highly of David Fenske's work on the NHB MiLB Micro Site and of Marlys Fallon's work in keeping up with teams. She noted that the Nielsen ratings showed a clear percentage increase in honey usage.

Barry then described the 2011 MiLB promotion planning and recommendations, noting potential teams and recommending selection of Triple-A rated teams because of the better promotional potential. She discussed matters to consider for 2011, including whether to continue selecting MiLB markets with correlation to Nielsen footprints. There was general discussion about whether to return to teams previously associated with the Honey Board, or to expand the Board's reach, or to continue aligning with teams having strong attendance and promotional capabilities. Clint Walker said he believes in this program, and George Hansen said we should keep spreading the word instead of going back to the same teams. Walker agreed that we should keep spreading the word and said we're putting too much on staff to measure this. Buddy Ashurst said we should change every year. Staff has the freedom to expand beyond Nielsen areas. Kimberly Coy is to look into whether the Honey Board could make available coupons for honey purchase.

In-house Trade Shows and Events

Catherine Barry discussed the in-house trade shows and events handled by the National Honey Board staff, which include the Colorado Crossroads Volleyball Tournament, the International Association of Culinary Professionals, the IDEA World Fitness Convention, the American Dietetic Association's Food and Nutrition Conference & Expo, the work of Mitzi Dulan, the MiLB microsite, and the Honey & Energy Brochure. Barry reviewed promotional materials and displays, tradeshow pop-up event booth displays, brochures, tear pads, industry kid focused brochure and other promotional items. She described the 2011 event and tradeshow ideas, which include the DC Capital Hill Volleyball Classic, the International Esthetics, Cosmetics & Spa Conference

in NY, the IACP International Conference in Austin, the IDEA World Fitness Convention, the Chicago Marathon Health and Fitness Expo, and other efforts.

Social Media

Emily Jack discussed Marketing's social media program. She described the goal and objectives of this program, explaining how social media can be used to help achieve the Honey Board's goals and objectives. She noted the strong statistical evidence for the value of social media in the promotional work of business and organizations. She reviewed the 2010 accomplishments of the social media program, noting the growth in popularity of the Board's Facebook, Twitter and YouTube sites and their different target audiences. The 2011 strategies include the continued development of pages, Facebook advertising to increase page visits, and social media automation. Benchmarks will be set with quantitative measures. Specific quantitative 2011 goals for FaceBook and Twitter, as well as other more general goals and objectives were identified.

Foodservice PR

Emily Jack reported on media relations from May through October, 2010. She reviewed highlights of the survey and spoke about the "Hot from the Hive" e-newsletter, which is designed for foodservice professionals to promote honey use. She presented the 2011 Foodservice PR campaign, which builds on what was established in 2010 and will use spokespeople. She described the Culinary Institute of America/NHB event and the Culinary Exploration Seminar in Napa Valley. Menu development, innovation and ideation and the plan to partner with a restaurant consulting company to recreate new menu applications for honey were explained.

Ingredient Marketing

Emily Jack recapped the 2010 ingredient marketing program activities, noting the websites that have been launched or strengthened in connection with ingredient marketing. She noted the many placements through PR efforts, and various events, such as the March 2010 SNAXPO tradeshow and the September 2010 International Baking Industry Exposition (IBIE). She discussed the Honey Substitution Guide and the Snack Ideas with Honey brochure, and spoke about the 2011 plan to maintain the Board's baking and snack industry presence and to further establish honey's presence in dairy and candy segment. The plans for baking-specific advertising and for ads directed at the candy, dairy and beverage industries were discussed. Interactive media advertising will have greater focus on bakery profiles.

General ingredient PR work in 2011 includes continuing to work with editors for positive coverage, outreach to magazine and website editors, and promoting the National Honey Board as an information resource. Surveys of commercial and retail bakers will be conducted to measure honey usage and other factors.

The Honey Board funded the AIB student scholarship program in 2010. Hans Boedeker suggested we get a baker to make a presentation at AIB on how to use honey in baking.

The Thursday session ended at 5:40 p.m.

FRIDAY, OCTOBER 22, 2010

The Friday session of the Board meeting was convened at 9:40 a.m. by Buddy Ashurst.

SEATING OF ALTERNATE

Zac Browning was unable to be present for the Friday session, and the alternate for his position, Dave Ellingson, was seated in his place

ACTION ITEM IV SEATING OF ALTERNATE

Moved by Nancy Gamber-Olcott, seconded by Clint Walker, and carried to seat Dave Ellingson in place of Zac Browning.

CODE OF ETHICS

Buddy Ashurst reminded the Board that every member was required to sign the Code of Ethics and turn it in before the end of the meeting.

EMERGING OPPORTUNITIES BUDGET

Bruce Boynton walked the Board through a line-by-line explanation of the Emerging Opportunities expenditures to date.

RESEARCH

2011 Proposed Research Budget

Boynton explained the background of various line items.

2011 Beauty Research Budget

Catherine Barry discussed the proposed 2011 beauty research budget, with an in depth explanation of three options, including the pros and cons of using vs. not using human subjects.

ACTION ITEM V TEST OPTION SELECTION

Moved by Clint Walker, seconded by Hans Boedeker, and carried to proceed with Test Option #3: "Test honey's ability to aid in the detergency and surface smoothness of human hair."

2011 Production Research Budget

Boynton and Walker discussed production research plans and the intention to get the production research RFP distributed and get things set by the January 2011 convention in Galveston.

Boynton provided an update on research on the effect of heat and filtration on honey. David Ropa is coordinating this project, which is an analysis of whether there are differences between raw and processed honey.

Possible New Basic Research

Boynton stated that Kathy Beals will be evaluating a possible project to study honey as a prebiotic. She has also developed an RFP for research investigating honey's glucose response, but is first attempting to determine what other projects are underway elsewhere.

HoneyOne Mark

Boynton stated that the Board would need to set policy for third party use of the HoneyOne mark, noting that the Board has the right to license such use of the mark. He read the Issue Briefing explaining the background and issues involved in the recommended policy. Several Board members spoke to the importance of the National Honey Board maintaining control of the mark. Kim Coy discussed other boards' handling of such matters, noting that AMS reviews licensing contracts.

ACTION ITEM VI POLICY ON BOARD CONTROL OF HONEYONE MARK

Moved by Mark Mammen, seconded by Clint Walker, and carried to approve the recommended policy:

Due to legal and liability issues, the Board does not allow third party use of the HoneyOne mark and tagline. Collateral material with the mark and tagline may be provided for sale by the NHB at nominal cost.

Economic Adulteration — Survey of Research Labs

Jerry Probst spoke about his survey of research labs equipped to study the natural components of honey. The survey's purpose was to find labs competent to study the inherent characteristics of pure honey and the feasibility of developing an appropriate test in connection with economic adulteration and the honey pretenders that impact the marketability and the image of pure honey and the honey industry. New or improved procedures are being sought to increase the sensitivity, lower the cost or simplify such tests, with the goal of finding a simple, cost-effective test for economic adulteration. Several RFPs are in the works.

Bruce Boynton stated that he would consult the Board about a decision after the RFPs have been received.

INDUSTRY SERVICES

Proposed 2011 Industry Services Budget

Bruce Boynton explained the line items in the proposed budget, and stated the intention to retire the "Home is where your honey is" publication. A new Story of Honey/ Pollination, with more current information, will be developed.

Andrea Brening discussed the items scheduled for reprinting, such as a new recipe brochure, and Honey Pure Energy brochure. A new hang tag may be developed during 2011.

PROPOSED 2011 BUDGET.

ACTION ITEM VII BUDGET APPROVAL

Moved by George Hansen, seconded by Mark Mammen, and carried to approve the proposed 2011 Budget as presented.

BOARD POLICIES

Boynton stated the value of a record of board policies, and noted that most of those contained in the paper presented to the Board were motions passed at previous meetings.

ACTION ITEM VIII BOARD POLICIES (EXCEPT 5.1 AND 6.2)

Moved by Clint Walker, seconded by Charles Kocot, and carried to adopt all of the proposed Board policies except numbers 5.1 and 6.2. (see attachment)

Boynton explained proposed policy 5.1, which concerns how the budget is developed and presented to the Board for review.

ACTION ITEM IX BOARD POLICY 5.1

Moved by Clint Walker, seconded by Dave Ellingson, and carried to adopt proposed Policy 5.1, with the addition of the language "at least 10 days prior," and the word "Committee" changed to "Board."

It is the policy of the Board that a preliminary budget be prepared each fall by staff. The preliminary budget will be submitted to the full Board at least 10 days prior to the fall meeting to allow time for review and questions by the Board.

ACTION ITEM X BOARD POLICY 6.2

Moved by George Hansen, seconded by Hans Boedeker, and carried to adopt proposed Policy 6.2.

It is the policy of the Board to prepare and make public, by posting on its website, an annual Treasurer's Report with an accounting of funds received and expended. This policy is implemented in accordance with the requirement of 1212.47 (g) of the Honey Packers and Importers Research, Promotion, Consumer Education and Industry Information Order. The report shall be prepared by staff and the Secretary-Treasurer immediately following the Board's acceptance of the annual audited financial statements

OTHER BUSINESS

Next Meeting

There was a consensus to hold the next meeting in Denver on February 24-25, 2011, preferably at the Warwick Hotel.

Honoring Bob Coyle

Buddy Ashurst and Bruce Boynton proposed creating a plaque to Bob Coyle listing his contributions to the Board and its Committees.

Rules About Seating New Board Members

Kim Coy explained the Board's options regarding incoming and outgoing Board members. If new Board members are appointed before the February meeting, the old Board members don't need to attend; however, the Board has the option of bringing in the old Board members as a courtesy and to recognize them for their service.

ACTION ITEM XI ADJOURNMENT

Motion by Dave Ellingson, seconded by Hans Boedeker and carried to adjourn.

The meeting was adjourned at 11:00 a.m.

Attached National Honey Board Policies:

Board Policies

June 2010

- 1 Mission Statement**
- 2 Diversity**
- 3 Code of Ethics & Conflict of Interest**
- 4 Reimbursement for Travel Expenses**
- 5 Finance and Budget Development**
 - 5.1 Budget Development and Review (PROPOSED)**
 - 5.2 Authority for Use of Funds for Emerging Opportunities**
 - 5.3 Selection of Audit Firm**
- 6 Industry Communications & Relations**
 - 6.1 Presentations to Industry Groups**
 - 6.2 Annual Secretary-Treasurer's Report (PROPOSED)**
 - 6.3 Promotional Materials – “Freebies”**
- 7 Programs**
 - 7.1 Third party use of any NHB trademark or logo**

POLICY NUMBER 1

SUBJECT: **MISSION STATEMENT**

DATE OF APPROVAL:

DATE LAST REVIEWED:

It shall be Board policy that it will operate under the following mission statement:

“The National Honey Board will serve the honey industry by increasing demand for honey and honey products.”

POLICY NUMBER 2

SUBJECT: **DIVERSITY**

DATE OF APPROVAL: March 18, 2010

DATE LAST REVIEWED:

I. DIVERSITY POLICY

To ensure diversity, the National Honey Board (NHB) adopts the following policy:

The Board’s programs are open to all individuals without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status or other basis protected by law; and it is the Board’s policy that membership on the Board and its committees reflect the diversity of individuals served by its programs. It is therefore the Board’s policy to have industry representatives from diverse backgrounds on the Board and committees. To this end, the Board strongly encourages women, minorities, and persons with disabilities to seek nominations to the Board and committees, and to participate in Board and committee activities. The Board strongly encourages those qualified organizations making nominations to make every effort to emphasize the selection of qualified persons for Board positions without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status or other basis protected by law.

II. ACTION PLAN & STRATEGIES

To ensure diversity, the National Honey Board will implement the following:

1. The National Honey Board’s Chairperson will annually communicate to Board and Committee members the Board’s Diversity Policy. NHB Board members and committee members will be briefed on the Plan and directed to work for its successful implementation.

2. The NHB will issue a press release announcing its Diversity Policy. The press release will be mailed to the leadership of qualified organizations as defined in the Order, packers and importers, and editors of the three beekeeping industry publications.
3. The NHB will encourage qualified organizations making nominations to implement the Diversity Policy in the making of nominations.
4. The NHB shall place the Diversity Policy on its website.

POLICY NO. 3

SUBJECT: **CODE OF ETHICS & CONFLICT OF INTEREST**

DATE OF APPROVAL: May 5, 2010

DATE LAST REVIEWED:

CODE OF ETHICS

Board members and their alternates are appointed by the U.S. Secretary of Agriculture to serve the entire honey industry.

In serving the honey industry, I dedicate myself to improving the position of honey in the marketplace and to developing and expanding markets for honey and honey products. **To achieve this goal, to best serve the needs of the industry I represent and the Department of Agriculture, I pledge myself to:**

1. Maintain loyalty to and uphold the National Honey Board in the eyes of the honey industry and the public.
2. Maintain the highest standard of personal and professional conduct when representing the National Honey Board.
3. Cooperate with other members of my Board/Committee, staff, vendors and agencies for the advancement of the goals and objectives of the Board.
4. Serve all members of my constituency impartially, providing no special privilege to any member of the industry or public.
5. Always communicate the Board's internal and external statements in a truthful and accurate manner.

6. Use only legal and ethical means in Board/Committee activities.
7. Hold in confidence and not use for my personal gain any information about the National Honey Board's programs before such plans are announced to the industry.
8. Use Board funds only for expenses incurred specifically for Board business and within guidelines set by the Board.
9. Recognize that the services of the National Honey Board staff, agencies and vendors are to serve the entire industry equitably.
10. Comply with the provisions of the Honey Packers and Importers Research, Promotion, Consumer Education and Industry Information Order.

CONFLICT OF INTEREST

In their position with the National Honey Board, Board Members:

- Shall ensure that the NHB engages in activities authorized by the HPIB Order and adopted pursuant to the process approved by the NHB.
- Shall, in performance of Board duties, consider the welfare of the entire Honey Industry.
- Shall not vote on or deliberate on any matter in which the Board Member or a direct family member has a financial interest.
- Shall not use his or her Board position for private gain or use nonpublic information for purposes unrelated to NHB business.
- Shall operate through the Board, its structure and Bylaws, and not operate in a manner that may suggest or operate to exercise independently Board authority.
- Shall not engage in anti-competitive behavior or any other activities that violate antitrust laws.
- Shall ensure compliance with the Act, Order, Bylaws and other policies and procedures of the National Honey Board.

- Shall strive to avoid any appearance of self-dealing or promotion or consideration of interests other than the best interests of the Honey Industry.
- Shall sign the certification (SEE SAMPLE BELOW) regarding conflict of interest demonstrating their familiarity with legal requirements and board policies.

CERTIFICATION

The undersigned has read and certifies his or her intent to comply with the Code of Ethics and the prohibitions on conflict of interest as set forth in the Commodity Promotion, Research, and Information Act of 1996; the Honey Packers and Importers Research, Promotion, Consumer Education, and Industry Information Order; and the Conflict of Interest Policy of the National Honey Board. The undersigned agrees to disclose any relationship that would be a conflict of interest, and therefore will disclose any relationship with any organization or company that has a contract with the Board. No member may vote on any matter in which the member or member’s business entity has a financial interest.

Signature	Date

Printed or typed name

Title or Position on Board

POLICY NO. 4

SUBJECT: **REIMBURSEMENT FOR TRAVEL EXPENSES**

DATE OF APPROVAL:

LAST DATE REVIEWED:

POLICY: The National Honey Board (NHB) will reimburse employees, Board members, alternate Board members, committee members and other authorized persons for all reasonable and necessary expenses incurred while traveling on authorized NHB business. The NHB assumes no obligation to reimburse for expenses that are not in compliance with this policy. Expenses deemed to be lavish and/or extravagant will not be reimbursed. **All claims for reimbursement shall be filed within 60 days following the date the expenses were incurred.** Claims received after 60 days will not be considered for reimbursement; such expenses will remain the responsibility of the person who incurred them.

PROCESSING EXPENSE REPORTS: NHB staff should submit their expense reports to their direct supervisor for approval. All others should submit their expense reports directly to the NHB Director of Finance & Administration. Improperly prepared expense reports will not be processed for payment and will be returned to the preparer for corrections.

AIR TRAVEL: Travelers are expected to use the lowest reasonable available airfare that allows them to meet business obligations. Frequent traveler benefits accrue to the traveler. Personal expenses incurred in conjunction with air travel will not be reimbursed. Personal expenses include flight insurance premiums, excess baggage charges for personal luggage, in-flight movies and alcoholic beverages. The cost of first class airfare will not be reimbursed. Also, the cost of upgrading to first class is not reimbursable.

Travelers must submit with their expense report a document (e-ticket confirmation, travel agency receipt, ticket copy or similar document) that indicates the date, destination, class and amount of the ticket.

Travelers choosing to travel by automobile will be reimbursed at the lower of the airfare or the current IRS auto mileage rate. The NHB will not reimburse costs of citations for parking violations or moving violations of motor vehicle laws, car washes or repairs.

RECEIPTS: Receipts are required for all expenditures over \$25. Receipts for expenditures under \$25 are encouraged and should be provided whenever possible. Meal receipts should show the names of all individuals included in the total charge, including companies / organizations and a general description of the business discussed. For professional education or seminars, attach a copy of the class schedule or agenda.

MEALS: The NHB will reimburse actual and reasonable meal costs. Expenses for alcoholic beverages will not be reimbursed. NHB expects travelers to exercise prudence in the selection of restaurants.

LODGING: Incidental charges (movies, personal telephone calls other than to family) not related to NHB business will not be reimbursed. Any penalties incurred for non-cancellation of guaranteed hotel reservations will be the responsibility of the traveler unless they are the result of NHB business necessity.

SPEAKERS AT STATE/REGIONAL MEETINGS: Non-employees who are authorized to speak at a state or regional meeting should contact the NHB office for reimbursement guidelines.

POLICY NO. 5

SUBJECT: **FINANCE AND BUDGET DEVELOPMENT**

- 5.1 Budget Development and Review
- 5.2 Authority for use of Emerging Opportunities Fund
- 5.3 Selection of Audit Firm

POLICY NO. 5.1

SUBJECT: **BUDGET DEVELOPMENT AND REVIEW**

DATE APPROVED: **PROPOSED**

DATE LAST REVIEWED:

It is the policy of the Board that a preliminary budget be prepared each fall by staff. The preliminary budget will be submitted to the Finance Committee prior to the fall Board meeting to allow time for review and questions by the Committee before the budget is presented as a proposed budget to the full Board at the fall meeting.

POLICY NO. 5.2

SUBJECT: **AUTHORITY FOR USE OF EMERGING OPPORTUNITIES FUND**

DATE APPROVED: March 18, 2010

DATE LAST REVIEWED:

The Board approves the discretionary use of Emerging Opportunity funds of up to \$100,000.00 by the CEO. (For clarification: Any planned use of Emerging Opportunity Funds in excess of \$100,000 must be Board-approved.)

POLICY NO. 5.3

SUBJECT: **SELECTION OF AUDIT FIRM**

DATE APPROVED: March 18, 2010

DATE LAST REVIEWED:

It is the policy of the Board that the selection of the Board's audit firm be approved by the Board and that the CPA auditor present the findings to the Board.

POLICY NO. 6

SUBJECT: **INDUSTRY COMMUNICATIONS & RELATIONS**

6.1 PRESENTATIONS TO INDUSTRY GROUPS

6.2 ANNUAL SECRETARY-TREASURER'S REPORT

6.3 "FREEBIE" PROMOTIONAL MATERIALS

POLICY NO. 6.1

SUBJECT: **PRESENTATION TO INDUSTRY GROUPS**

DATE APPROVED: October 22, 2009

DATE LAST REVIEWED:

It is the policy of the Board that staff (the CEO or other designated staff) is authorized to travel to the annual meetings of the following groups to present information on NHB programs and activities:

- National Honey Packers & Dealers Association
- Western States Packers & Dealers Association

- American Beekeeping Federation
- American Honey Producers Association

POLICY NO. 6.2

SUBJECT: **ANNUAL SECRETARY- TREASURER'S REPORT**

DATE APPROVED: **PROPOSED**

DATE LAST REVIEWED:

It is the policy of the Board to prepare and make public, by posting on its Website, an annual Treasurer's Report with an accounting of funds received and expended. This policy is implemented in accordance with the requirement of 1212.47 (g) of the Honey Packers and Importers Research, Promotion, Consumer Education and Industry Information Order. The report shall be prepared by staff and the Secretary-Treasurer immediately following the Board's acceptance of the annual audited financial statements.

POLICY NO. 6.3

SUBJECT: **"FREEBIE" PROMOTIONAL MATERIALS**

DATE APPROVED: November 18, 2008

DATE LAST REVIEWED:

It is the policy of the Board to continue providing "freebies" (recipe or honey information brochures) to the industry, including for large public events, as needed. The Board recognizes the value of freebies as a low cost, high impact way of getting information into the hands of consumers by using the network of volunteers.

POLICY NO. 7 PROGRAMS

7.1 **Third party use of any NHB trademark or logo**

(to be developed)

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: Denver, Colorado

DATE: February 24-25, 2011

National Honey Board Members Present: Buddy Ashurst, Brent Barkman, Zac Browning, Nancy Gamber-Olcott, George Hansen, Mark Mammen, Candace Trussler, and Clint Walker

National Honey Board Members Absent: Hans Boedeker, Elise Gagnon

National Honey Board Alternates Present: Jim Phillips

National Honey Board Staff Present: Bruce Boynton, Catherine Barry, Emily Manelius, Sam Butler, Andrea Brening, David Fenske, Marlys Christiason.

Others Present: Kimberly Coy (USDA/AMS), Linda Eatherton (Ketchum PR), Amy Kull (Ketchum PR), Mary Naud (CNE CPA's & Advisors PC), Kelly Gorbold (CNE CPA's & Advisors PC), Keith Seiz (The Arland Group), and Mary Anne Davitt (transcriber).

THURSDAY, FEBRUARY 24, 2011

CALL TO ORDER

The February 2011 meeting of the National Honey Board (NHB) was called to order by Chairman Buddy Ashurst at 7:58 a.m. Bruce Boynton called the roll.

Visitors and guests were introduced.

ACTION ITEM I AGENDA

Motion by Clint Walker, seconded by Mark Mammen and carried to approve the Agenda.

ACTION ITEM II CONSENT AGENDA

Motion by Nancy Gamber-Olcott, seconded by Zac Browning and carried to approve the Consent Agenda.

DIVERSITY POLICY

Bruce Boynton read the Board's diversity policy, noting that, as per AMS guidelines, the policy is to be communicated to the Board annually. Boynton and Ashurst asked Board members to work for its successful implementation.

Ashurst commented that the industry is changing rapidly, and that this Board's promotion of honey is important, and we need to zero in on a purity test for honey.

AMS REPORT

Kimberly Coy, the USDA AMS representative to the Board, welcomed new Board members and presented an orientation for new Board members. She briefly covered the purpose of AMS and its commodity promotion programs oversight responsibilities. She reviewed the Honey Board's legal authority through the Generic Act of 1996, her own responsibilities and activities with respect to the Board, Board appointments, the diversity policy, and Board responsibilities and accountability. Coy named the new Board appointments and swore in the new Board members and Alternates who were present, including Zac Browning, Candace Trussler, Brent Barkman, and Mark Mammen.

Coy discussed AMS's difficulty discerning industry intent about the priority ranking of nominees. When the organizations submitting nominees do not indicate the first and second choices for nominees, AMS must put the names in alphabetical order when they submit the package to the Secretary of Agriculture. Coy also explained that nominees do not need to be members of the nominating organization. Ashurst asked Coy to provide a written document explaining the need for a system to indicate the organizations' nominee ranking, with a note that nominees need not be members of these organizations, and asking the organizations to work together, and to send this document to both organizations for discussion.

FINANCIAL REPORT

Sam Butler, CFO, presented the January 31, 2011 financials, gave a compliance update, and reviewed the amended budget. Butler also answered questions about the compliance process including the use of subpoenas if needed. In answer to questions, Butler said he does not audit import assessments as those are collected by U.S. Customs and sent to the Board each month.

Annual Audit. Mary Naud and Kelly Gorbald from CNE CPAs & Advisors PC, the Board's CPA firm, reviewed the Annual Audit Report in detail.

Clint Walker asked about the fund balance relative to the revenues.

ACTION ITEM III AUDIT REPORT

Motion by Nancy Gamber-Olcott, seconded by Mark Mammen and carried to accept the Audit Report as presented.

MARKETING

Mark Mammen commended the Marketing staff on their handling of the transitions in the department and ad agencies.

Catherine Barry, Acting Director of Marketing, gave an overview of the marketing presentation, staff assignments, overall Marketing budget and agencies.

In-House Activities

Barry detailed the 2011 Events and Promotions Calendar for In-House activities to be conducted by staff. Planned activities include a Super Bowl Satellite Media Tour, representation at the Capitol Hill Volleyball Classic, International Association of Culinary Professionals Conference, IDEA World Fitness Convention, the American Dietetic Association Food & Nutrition Conference and Expo, attending the Summer Fancy Food Show, and development of a How-to Honey Video Series that will feature honey recipes related to our main versatility messages. Staff will work with Chef Laurey Masterton and spokesperson Mitzi Dulan to provide credibility to NHB messages.

Emily Manelius reviewed the 2010 Social Media activities and their importance for reaching targets, defining messages and positioning the National Honey Board as a valuable resource. In the last year the NHB has generated more than 2,600 Facebook fans and more than 660 Twitter followers. She noted that these numbers are higher than those of other commodity boards she's reviewed. She summarized what has worked and what didn't work, reviewed objectives, and discussed the 2011 overarching concepts and the supporting tactics. She also encouraged Board members, alternates, and industry personnel to become involved in NHB's social media platforms.

General Consumer Public Relations.

Representatives Linda Eatherton and Amy Kull from Ketchum Public Relations, the Board's new marketing agency, were introduced. Mark Mammen gave a brief summary of the transition to Ketchum.

Linda Eatherton described Ketchum's strengths in the food marketing field, nutrition, health and wellness. She also mentioned the wonderful food center/test kitchen they have on site.

Amy Kull discussed the agency's NHB team, their backgrounds and areas of focus ranging from nutrition & wellness, beauty, and research & measurement to digital/social media. It was also noted that Ketchum has a strong background in working with commodity boards.

Ketchum will continue with the "Honey One" message and will build on the emotional connection with honey and its versatility. They plan to capitalize on media opportunities and create a recognizable spokesperson. The iconic Honey Bear is going to be the primary source for all honey-related information...One Bear, One Voice.

News Bureau. Kull went on to explain that the idea behind the News Bureau is to keep media information flowing throughout the whole year. The honey messaging will be communicated via multimedia channels of print, broadcast and digital.

This was kicked off by highlighting honey for Valentine's Day with food bloggers and daddy bloggers. There was also a newspaper mat release showcasing honey as a natural cough suppressant.

Kull discussed some of the new food trends and the agency's plan to leverage honey as a natural energy booster. One of the creative concepts is to promote honey for "Your Natural 3:00 p.m. Energy Boost" that will include tips from Mitzi Dulan.

They will enhance the Minor League Baseball program with consumer involvement outside the baseball stadium. Plans include working with Mitzi Dulan and a retired MiLB player to connect with consumers. Ketchum is currently negotiating a contract with Dulan and confirming cities for a media tour.

Beauty PR + One. A beauty mat release is planned to highlight the benefits of honey as a beauty ingredient. A long-lead editor event is planned at a New York blow dry bar. Blogger Blow Outs or Spa Lunches were suggested as educational events to be held in three key media markets, with media distribution and messaging on "Honey: The ONE ingredient for Beauty". Kull reviewed measurement expectations.

Culinary PR + One. The agency is creating the opportunity to move honey from a well-loved traditional sweetener to a unique, natural and pure ingredient. They are enlisting honey enthusiast and Chef Dave Guas to promote "Honey: The ONE Essential Ingredient". They will be conducting national media test kitchen seminars, publication placements and creating culinary mat releases.

Linda Eatherton presented the "+ One" program, a multi-year consumer engagement program targeting moms and health influencers. The objective is to re-introduce honey into the home through a trusted source to moms when their babies are old enough to try honey. The message will be "Welcome to the One-derful World of Honey". The long range goal is to use the positive "moment-in-time" of a child's first birthday to reintroduce the wonders of honey to the entire family, and to partner with the National Association of Pediatric Nurse Practitioners (NAPNP) or other health care organizations to help educate moms. Eatherton presented examples of rampant misinformation about honey. She presented a due diligence approach to the campaign, citing the need to research the concept for acceptance with consumer focus groups and health professional focus groups. She summarized findings from consumer and health professional focus groups held in Chicago and Denver. Health care professionals are uninformed about honey and eager to get more information. Clint Walker suggested it might be time for the industry to engage legal counsel to see if there might be an opportunity for use of a less stringent message about infant botulism, or a more positive message. Eatherton spoke about what would be involved in effectively challenging the universal belief not to feed honey to an infant, citing the monumental legal and scientific steps. She said the message would be that honey is a perfectly wonderful food, but

avoid giving it to children before age one because baby's tummy can't handle it yet. Kimberly Coy mentioned the peanut industry's reliance on research to deal with the allergy issue. Mark Mammen asked if anyone in the group had any objections to this program. There were none.

Digital and Social Media. Ketchum will conduct a user experience audit of www.honey.com and work with NHB staff on website functionality and user friendliness. They will also produce honey bear character digital postcards to send to top food and lifestyle bloggers to generate buzz, and conduct a search engine optimization audit.

Break for lunch 12-1:30

Code of Ethics and Conflict of Interest. Bruce Boynton referred the Board to the Code of Ethics document in the front of their Board notebooks. He noted additions that were made to comply with AMS oversight guidelines. Board members were asked to sign the document and turn it in to staff now.

Hispanic Public Relations

Barry reported on the Hispanic public relations efforts, with an overview of the 2011 Plan and detailed description of the specific programs, activities and spokespersons. Activities planned for 2011 include: Honey Energy Boosters – to inform Latinas about honey as a natural energy booster for fitness and everyday activities; Honey From Head to Toe – to educate Latinas about honey as a natural skin moisturizer and how to incorporate it into their beauty routines; Dulces de Halloween – to encourage Latinos to feel confident about offering their kids a natural choice by giving them homemade treats with honey; and Ongoing Media Outreach.

Sports Marketing (Minor League Baseball)

Barry reviewed the sports marketing plan, the Minor League Baseball teams NHB will be working with this year, and details of the planned activities. NHB aligns with teams that have exceptional attendance and promotional capabilities. The focus will be on generating awareness for honey and the NHB website, reinforcing the positive attributes of honey (energy, natural, purity, one ingredient), providing a platform to communicate honey messaging to families, and expanding the program and messaging to new markets. Teams include the Albuquerque Isotopes, Buffalo Bisons, Corpus Christi Hooks, Jacksonville Suns, Louisville Bats, Richmond Flying Squirrels, and the Sacramento River Cats. Program elements include honey as the official natural energy booster, stadium signage, nightly in-stadium honey trivia promotion, honey purchase incentive, broadcast radio pure energy play of the game, team website banner ad, NHB micro site, and honey on the team training tables.

Foodservice Public Relations

Manelius reported on the 2011 foodservice programs, the proposed activities, and the spokespersons and organizations with whom the Board will partner. There will be ongoing media relations and outreach to foodservice editors, representation at the

International Foodservice Editorial Council (IFEC) conference, enlisting and strategically leveraging spokespersons such as chef/beekeeper Laurey Masterton and chef Todd Downs, partnering with the Culinary Institute of America (CIA) to conduct a two-day honey seminar on its various culinary applications, continuing the *Hot from the Hive* e-newsletter for foodservice professionals/operators, partnering with a restaurant consultancy to pursue honey menuing at target commercial operations, designing and creating marketing/collateral materials for restaurant professionals and chef educators, and partnering with Women Chefs and Restaurateurs (WCR) to promote honey's culinary applications and benefits.

Ingredient Public Relations

Manelius presented the 2011 goals and projects for the (Food) Ingredient program. Plans for marketing materials, trade shows, speaking opportunities and surveys and research were reviewed. Goals are to further penetrate the baking and snack industries, specifically with food manufacturers and retail/wholesale bakeries; strengthen honey's presence in the general food, candy and dairy segments; and broaden honey's reach as an exceptional ingredient and marketing advantage to include more food segments. New advertising will be developed emphasizing clean labels and natural, wholesome products. Target publications include *Baking & Snack*, *Modern Baking*, *Snack World*, and *Snack Food & Wholesale Bakery*. NHB will work with print and online editors of top publications to promote honey in various food segments, and position the NHB as a valuable resource. Eight-page brochures will be developed for both the candy and dairy segments. NHB will attend the All Things Baking show in Chicago in October. This is a new show for 2011 that focuses on ingredients and not on equipment. NHB will also identify speaking opportunities at shows like the Healthy Baking Seminar or at various baking associations.

Keith Seiz, VP of Operations of The Arland Group, spoke on current trends in food industries, and the ability of honey to capitalize on these trends because of its flavor, functionality and marketing attributes. Trends include simple and natural ingredients, clean labels and products with a "health halo." Honey is in the perfect position to capitalize on all of these trends due to its unique flavor, functionality and marketing attributes.

The quest of alternative sweeteners has amplified in the industry. Natural sweeteners are gaining broad appeal in the baking industry and the gluten-free category is expanding. Honey has immense potential in this category as a natural sweetener, moisturizer and mask for off flavors. One of the most significant trends in the baking industry is *natural ingredients*. It has the momentum to continue to penetrate mainstream shoppers, unlike organic, which still remains a niche market. The lack of an official regulation on what is "natural" could be the category's biggest threat.

Commercial and retail bakery new product innovations center on a "health halo" placed on certain products by consumers. Examples include whole grain/ancient grains/whole wheat, Omega-3 fatty acids, probiotics, gluten free, fiber and double fiber. In the snack food industry, sodium reduction continues to be a goal for most manufacturers. In the

dairy industry, yogurt/Greek yogurt category offers significant potential for honey as they are popular products with a “health halo.” Many yogurt companies are even offering honey as its own flavor option. On the beverage side, honey is being positioned as not only a flavor, but also as an energy booster.

Seiz said NHB is getting about 800 to 1,000 hits per month on the new Baking with Honey and Snacking with Honey websites. He said there is no way to know who the hits are from, but he estimates that 80-90% of the audience is from food manufacturers because we have been promoting the websites to that audience with advertising, public relations and social media.

George Hansen asked if there would be a benefit to registering for the websites. Seiz said, “No, not now; maybe ten years ago.” There is just too much information available on the internet to expect users to have to register to get information. Seiz said the goal is to reach about 2,000-3,000 hits per month. Jim Phillips asked about the number of influencers and decision makers. Seiz referred to magazine subscription numbers. For wholesale baking, it is about 9-11,000. For retail, it is about 18-20,000. Zac Browning asked Keith if he is hearing any concern about honey purity. Seiz said it has not come up. Mostly he hears about cost and supply.

HoneyOne Collateral Materials.

Catherine Barry presented information on pricing and types of decals for possible promotion and use of the HoneyOne mark. There was discussion of various options for material and format, and questions of consumer applications and availability to industry. There was strong support from the Board to use the honey bear in the design, similar to one of the Minor League Baseball signs. Consumer applications such as a smaller version or stickers were also mentioned as a possibility down the road. Zac Browning said he would like to see different options for size and pricing. Barry said that the Marketing Department would develop different options for the Board’s consideration.

RESEARCH

Buddy Ashurst explained that the Research Committee, made up of the three beekeeper Board members, has oversight of the bee research projects because they have the best ideas for the use of the bee research money. He said the whole board is involved with other research.

Intertek Project. Boynton discussed the budget issues and options regarding the Intertek Project. The options presented by Intertek would reduce funds needed in 2011 but would extend the length of the project significantly. Boynton said he could divert funds from other basic research because the Intertek project was high priority. He mentioned a current proposal for honey and glucose response that is recommended by Dr. Kathie Beals. The Board suggested that assessment projections could be revisited. Boynton said this week he told Dr. Elflein at Intertek that we would reallocate our budget in order to fund his original proposal to avoid extending the project.

ADPEN. Boynton reported that the ADPEN contract has been signed, and they will move forward as fast as possible.

The Thursday, Feb. 24 session ended at 4:35 p.m.

The Friday, Feb. 25 session was convened at 9:30 a.m.

RESEARCH REPORT

Boynton reviewed the current research budget, noting that we were coming up a little short for possible new honey research. He asked for Board guidance on research funding. Clint Walker noted that we always have a large reserve or fund balance. There was further discussion on budgeting and how to ensure that National Honey Board funds get put to good use. Kimberly Coy pointed out that the 5% commitment to production research was mandated and that part of it could not be borrowed.

ACTION ITEM IV BUDGET AMENDMENT

Motion by George Hansen, seconded by Nancy Gamber-Olcott and carried to (1) increase 2011 budget for revenue from assessments by \$200,000 to \$3.9 million and (2) allocate additional 2011 expenditures as follows: \$50,000 to Emerging Opportunities; \$120,000 to Marketing, and \$30,000 to Research.

It was suggested that any contract with Intertek be in U.S. dollars.

Boynton said he would ask Katherine Beals to proceed with the glucose study pending approval of the budget amendments

Heat and Filtration Project. Boynton distributed an updated report on the Heat and Filtration Project, which he discussed in detail. There was a consensus to post the entire report on the website. The report, titled "Comparison of Mineral and Enzyme Levels in Raw and Unprocessed Honey", was prepared by Ropa Science Research.

Honey Bee Research Projects. Boynton presented the list of new bee research projects recently selected for funding. The 2011 budget is \$223,000. Eight new projects were selected from 12 proposals, for a total commitment of \$241,303. Boynton referred to a chart that showed payments scheduled for 2011 were \$201,047, and payments scheduled for 2012 were \$40,256. Zac Browning said there may be the perception in the industry that all the bee research money is not being used, and that we should seek out proposals to make sure we spend the majority of the money. Clint Walker explained that last year we only received seven research proposals, and that any money not used last year was carried forward and added to this year's budget for bee research. George Hansen suggested a protocol for approval of bee research projects be developed. Brent Barkman asked that information be provided to board members and alternates to keep them informed of bee research funding.

Research Publication Policy. Boynton asked if the Board was in support of posting market research summaries on the website and of providing full research reports to any

requestor, even if they did not pay assessments or were out-of-country. The Board expressed support for continuing the policy of making the market research reports available since such information would help the industry as a whole.

Hair Care Study Update. Catherine Barry provided an update on the Hair Care Study that is intended to measure honey's ability to aid in the cleansing of human hair. The first test, which consisted of an instrumental laboratory test, measured the amount of light that is reflected off the tresses of hair and was completed the week of February 14, 2011. This industry standard test to measure the cleanliness of hair is based on the theory that the dirtier the tresses of hair are, the less light they will reflect. Conversely, the cleaner the tresses of hair are, the more light they will reflect. Preliminary results from Advertising Claim Strategies, NHB's research consultant, indicated that honey did not perform as well as was expected.

The second test consists of a panel of expert evaluators trained to measure small tactile differences among several hair samples. It is scheduled to be conducted in late March. Staff is hoping for better results from this test.

OTHER BUSINESS

Proposed Item for Inclusion in New Contracts Policy. Boynton explained the proposed item for inclusion in a contracts policy, as requested by AMS. The proposed policy states "*When contracts are submitted to AMS for review and approval, a statement should be provided to explain why a contract was awarded to a particular contractor, including justifications when the lowest bid is not awarded or when non-competitive contracts are awarded.*" Three sample policies regarding different kinds of contracts and whether they are subject to the bidding process or board approval were read and discussed. There was consensus that board approval was an unnecessary part of the second and third proposed policies. After extensive discussion, the following language was adopted.

1. Contracts of the following nature will be reviewed and evaluated at least every three years and may be bid as determined by the Board.
 - 1.1 Public Relations/Advertising agencies.
 - 1.2 Contracts with CPA firms for end-of-year financial audits.
2. Contracts of the following nature are not subject to the bidding process, and shall be at the discretion of the CEO:
 - 2.1 Contracts with spokespersons, but spokespersons costing over \$25,000 annually must be approved by the Board.
 - 2.2 Basic research contracts.
 - 2.3 Production research and honey bee research (as selected by the Board or Committee).
 - 2.4 Collaborations or partnerships with other organizations.

3. Contracts of the following nature are not required to be bid, and shall be at the discretion of the CEO:
 - 3.1 Research consultants and technical support.
 - 3.2 Market research.
 - 3.3 Sponsorships related to trade shows and events.
 - 3.4 Applied research, formulations, product development.

ACTION ITEM V CONTRACT POLICY MODIFICATION

Motion by Zac Browning, seconded by George Hansen and carried to accept the proposed contract policies as discussed and modified.

Sweetener Industry Information about the Cost of Honey. Boynton said there were statements being made in the sweetener industry that honey is costly due to decreased supplies mainly due to CCD. He said in the last year he has also received a few calls from food manufacturers or bakers expressing concern about possible short honey supplies due to CCD. Boynton asked for Board reaction to the statement and guidance on how the Board would like to deal with this information. There was consensus that CCD has not caused a honey shortage and general disagreement with the claim. Prices are impacted by global supply and demand, general inflation, and not CCD. Clint Walker suggested that Boynton produce a two-paragraph press release correcting the misinformation, and there was consensus that we respond to, and disagree with, the claim.

OFFICER ELECTION

Officer Continuity. Buddy Ashurst pointed out a possible need for a change in the Bylaws. There is a potential problem with Board member terms ending on December 31 and officer appointments being made at the first Board meeting of the following year. If a standing officer's term ends on December 31st, there could be a gap in Board leadership between December 31st and the next board meeting. The idea was mentioned of having officer elections at the October meeting with officer terms starting January 1st and lasting through the calendar year. However, new board member appointments are usually not made by October. Zac Browning suggested that the bylaws could be changed to enable the Board to appoint interim officers if the need arose. This issue will be considered at the October meeting.

Officer Elections. Boynton read from Article IV, Section 2 of the bylaws governing Board officer nominations and election procedures.

ACTION ITEM VI OFFICER ELECTIONS

Motion by George Hansen, seconded by Mark Mammen and carried to cast a unanimous ballot to re-elect the current officers.

October Meeting. There was a consensus to hold the October 2011 Board meeting in San Francisco on Tuesday, Oct. 11 and Wednesday, Oct. 12.

Paperless Board Notebooks. After discussion of going paperless in connection with Board notebooks, there was a consensus to place Board meeting materials on the website, secured with a password. A few hard copies of the Board notebook materials could be made available to those who need it. Shared laptops were suggested for use during Board meetings, and there was a consensus to give this a trial run.

ACTION ITEM VII ADJOURNMENT

Motion by Clint Walker, seconded by Mark Mammen and carried to adjourn.

The meeting was adjourned Feb. 25, 2011, at 10:58 a.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: San Francisco, California

DATE: October 11-12, 2011

National Honey Board Members Present: Buddy Ashurst, Brent Barkman, Hans Boedeker, Elise Gagnon, Nancy Gamber-Olcott, George Hansen, Mark Mammen, Candace Trussler, and Clint Walker

National Honey Board Member Absent: Zac Browning

National Honey Board Alternates Present: David Ellingson, Nick Sargeantson, Ilene Miller

National Honey Board Staff Present: Catherine Barry, Bruce Boynton, Andrea Brening, Sam Butler, Emily Manelius

Others Present: Kimberly Coy (USDA/AMS), Amy Kull (Ketchum PR), Shereen Mahnami (Ketchum PR), and Mary Anne Davitt (transcriber).

TUESDAY, OCTOBER 11, 2011

CALL TO ORDER

The October 11, 2011 session was called to order at 8:14 by Chairman Buddy Ashurst. Andrea Brening called the roll.

ACTION ITEM I SEATING OF ALTERNATE

Motion by Candace Trussler, seconded by Brent Barkman and carried to seat Dave Ellingson, Alternate for Zac Browning who is absent.

ACTION ITEM II AGENDA

Motion by Mark Mammen, seconded by Hans Boedeker and carried to approve the Agenda.

ACTION ITEM III CONSENT AGENDA

Motion by Brent Barkman, seconded by Candace Trussler and carried to approve the Consent Agenda.

AMS REPORT

Kimberly Coy gave the AMS report and discussed the status of the nominations package.

FINANCIAL REPORT

Overview. Sam Butler presented an overview of the September financials. He discussed assessments in detail, noting that his projections for both import and domestic assessments for the balance of 2011 are conservative & show signs of improvement. An extensive discussion of assessments by the board followed, with a consensus view that improvement is possible, while the downside risk is minimal. Clint Walker suggested that whether assessments come from domestic or imported honey is not relevant; we should look at total demand and total assessments for our projections.

Compliance Program. Butler reviewed compliance activities for the year up to September 27, explaining various aspects of the compliance audits. In connection with questions that have been raised by companies facing audits about the Board's authority to conduct such audits, Kimberly Coy reaffirmed that the Board does have such authority and is encouraged to do so by AMS. The board indicated their satisfaction with the three-year history of audits & indicated their support of its continuation. There was discussion about statistical differences between the National Honey Report and the U.S. Customs Honey Fee Collections Report, and Butler stated that the Honey Board is working with Kimberly Coy and Customs to resolve those issues.

Budget Preview. Butler presented a line-item comparison of the proposed 2012 budget with the 2011 budget, with emphasis on budgeted revenue & administrative costs. He also indicated that details of focus area budgets would be presented in each area's board presentation later in the meeting.

RESEARCH

Bruce Boynton said there is not much to report as far as the ongoing research projects are concerned. He noted that bee research projects are often delayed for various reasons, and final reports are sent out to the Board as soon as we get them.

Honey Purity Tests – Adpen and Intertek. Jerry Probst reported on the status of the ongoing projects at Adpen and Intertek labs. The Adpen project has gone beyond the estimated time and costs to the lab. They are not asking the NHB for more money, and Probst said he still expects them to develop something. The Intertek project is somewhat behind due to delays in equipment deliveries, but they have run 170 samples through. George Hansen asked if our costs will increase. Jerry said nothing about money was mentioned in the reports. Boynton noted we have a contract with each lab for a set dollar amount.

Research Budget. Boynton presented the proposed 2012 Research budget with comparison to the 2011 budget. The budget includes nearly \$217,000 for bee research. This is 5% of the budgeted 3.9 million in assessment revenue, plus about \$22,000 from the 2011 bee research budget that was not used. However, several of the new bee

research projects started this year will extend into 2012 and will require payments out of the 2012 budget. That will leave about \$177,000 available for new projects. We've already put the word out that research proposals will be accepted until December 15th. We plan to make selections by late January.

There was discussion on the requirement to spend 5% of our revenues on production research. Boynton said the requirement was to spend 5 percent of our anticipated revenue from assessments on production research. Clint Walker asked how AMS would respond to lower or higher spending. Kimberly Coy said AMS understands that there can be fluctuations, and that they look at the intent of the industry. Hans Boedeker asked how much this research has actually helped the industry. George Hansen said it adds important information to the database, but we don't have silver bullets coming out of this or research by other groups. The research is published in various articles. Our studies are posted on the Honey Board's website.

Boynton briefly discussed the market research budget and responded to questions. A Use & Attitude study is planned for early 2012. Brent Barkman asked how it would be correlated to our past market research. Boynton said we will look at the past studies while we develop the new study to be sure we gain information that is useful. Catherine Barry said we look at how consumers are using honey and look for any changes.

We'll again monitor retail sales data through AC Nielsen. The ongoing project with Intertek will require \$39,700 in 2012.

We use various consultants for Scientific Counsel, honey technical support and food technology support. We've increased the budget for food technology consulting in 2012, with plans to make greater use of food technology support in the ingredient and baking sector with our agency, The Arland Group. The overall budget for scientific counsel and consulting is therefore increased to \$30,000 for 2012.

A project started this year on the glycemic effect of honey on humans will extend into mid 2012. \$22,000 will be carried forward from the 2011 budget for final payment, so no new money needs to be included in the 2012 budget.

INDUSTRY SERVICES

Fulfillment Materials. Andrea Brening presented two new hang tags created by the Marketing department, and stated that several existing brochures were being reprinted.

HoneyOne Logo Decal. Brening showed a new decal, designed for use on honey industry vehicles or signs. Boynton said the proposal was to give up to six decals for free to anyone in the honey industry, and charge for additional decals. Suggestions were made for distributing the decals and encouraging industry use. George Hansen suggested sending sample decals to the state beekeeping associations. Clint Walker suggested encouraging people to send in pictures showing how they used the decals. George Hansen suggested that smaller versions be made as well.

2012 Industry Services Budget. Boynton reviewed the proposed Industry Services budget compared to the 2011 budget.

George Hansen said the ABF has asked for a statement from the NHB on the GMO issue. Boynton agreed that the Honey Board's current statement in our Readiness Plan probably needs review and updating. Buddy Ashurst said we could take this up tomorrow under "Other Business."

MARKETING

Catherine Barry presented the proposed Marketing budget , reviewed the 2011 Marketing programs and discussed the plans for 2012. Planned In-House activities for 2012 include co-op satellite media tours, Camp Blogaway, and the IDEA World Fitness Convention. Emily Manelius reviewed Social media plans that included contests and giveaways to spread our messages in a fun and interactive way.

General Consumer Public Relations. Amy Kull and Shereen Mahnami, from Ketchum Inc., recapped the firm's 2011 work that was based on the 2011 goals, which were to increase awareness of pure honey as one ingredient, to increase awareness of honey's versatility for food, health, beauty, fitness, energy, and to position the National Honey Board as the leading resource for information about honey.

They outlined their plans for 2012, listing the objectives, strategies and target audiences. The objectives are to increase awareness that pure honey contains only one ingredient: honey; to promote the versatility of honey for food, health, beauty, fitness and energy; and to position the National Honey Board as a valuable resource for honey-related information. The primary target audience is women/moms 30+. The secondary target audience is men and women 18 -25.

Activities planned for 2012 include:

- National magazine test kitchen seminars with Chef David Guas.
- Martha Stewart Living Radio product integration.
- Blogger Spa educational events and lunches for top beauty media and bloggers.
- Minor League Baseball media tour with Mitzi Dulan.
- Honey as a cough suppressant - educational webinar
- Reach supermarket and media RD's to arm them with tools to spread honey messages to their customers.
- Broadening the "First Birthday" message to the healthcare community and consumers.
- Engage consumers through social media, and providing Facebook and Twitter strategic counsel and assistance.

Amy and Shereen presented a timeline for 2012 that showed when the various activities would take place during the year.

Hispanic Marketing Activities. Barry reviewed the 2011 Hispanic marketing events and outlined the plans for the 2012 Hispanic program activities. Activities or pitches planned for 2012 include:

- Honey Fitness Challenge, collaborating with key media outlets, reporters and bloggers.
- Kick off summer with an ice cold honey treat. Leverage real Hispanic flavored shaved ice carts in key markets. Develop honey-infused recipes with authentic Latino flavors.
- Leverage National Breakfast Month and National Honey Month in September and encourage consumers to celebrate breakfast with honey. Work with a Latino baker to develop honey-based breakfast options and traditional sweet breads.
- Promote five-ingredient, easy and quick appetizer and party snack recipes.
- Picture Perfect on Your Big Day: Leverage honey as a natural skin moisturizer that will keep skin glowing throughout the planning period and all the way through the celebration (wedding, *quinceanera* or prom).

Minor League Baseball. Barry reviewed elements of the 2011 Minor League Baseball program. The program communicated various messages directly to fans and their families. The messages expanded awareness for honey and the honey.com website. The program also provided a call-to-action for consumers to purchase honey through the ticket and merchandise discounts. Barry presented a list of teams that are under consideration for the 2012 program.

Foodservice PR. Emily Manelius recapped the 2011 Foodservice marketing program and previewed plans for 2012, which include:

- Ongoing outreach to the media to create relationships with key media.
- Attending IFEC to liaise with media, influencers and pitch honey-focused stories.
- Bolster our photography of select, existing NHB recipes.
- Hot from the Hive e-newsletter: Building on 2011 successes.
- Develop a honey cocktail guide for foodservice industry targets.
- Women Chefs & Restaurateurs annual conference: Build on 2011 partnership/sponsorship.

- Collaborate with the Culinary Institute of America to implement a honey recipe contest on its campuses.
- Target sit-down, casual restaurant chains. Work with chain operations on honey recipes/menuing and promotional opportunities.

Ingredient PR. Emily Manelius reviewed the 2011 programs and handed out a copy of the 2011 Bakery Survey results. She presented plans for 2012, and said the focus will be for our agency to seek out leading food and beverage manufacturers to work directly with them on using honey in a variety of products. We'll maintain a presence in dairy and candy segments by developing interactive content with significant focus on public relations and building a solid base of technical research. We'll lay the groundwork in the beverage industry by launching public relations and online efforts. Plans for 2012 include:

- Reduced print advertising in the retail baking industry. Focus on the wholesale baking industry through Baking & Snack magazine.
- Online advertising through The Baking Channel.
- Continue public relations with magazine/online editors to obtain positive coverage.
- Promote original content on BakingWithHoney.com to industry magazines and websites.
- Continue developing content for Made with Honey websites with a focus on bakery/manufacturer profiles, research/formulation ideas and new products.
- Continue sending monthly e-newsletter with a greater content focus on formulas, profiles and "how-to" information.
- Launch "Frequently Asked Questions" on each website that address common questions bakers have when using honey.
- Launch BeveragesWithHoney.com to build honey's presence in the beverage market.
- Bolster NHB's technical assistance capabilities by working with food technology consultants/specialists.
- Launch inaugural Baker's Honey Summit, a full-day seminar to provide 8-12 industry leading bakers with a comprehensive education track, hands-on formulation demonstration, and an industry roundtable session.
- Attend Natural Products Expo West/Healthy Baking Seminar in Anaheim, CA (March, 2012).

GMO Discussion. There was general discussion of GMO-related issues and implications. Bruce Boynton read the Honey Board's Readiness Plan statement on GMOs.

The Tuesday, October 11, session ended at 3:27 p.m. Afterwards, the Board visited the San Francisco office of Ketchum Inc. and toured the Ketchum test kitchen.

WEDNESDAY, OCTOBER 12, 2011

The Wednesday session was convened at 9:10 a.m.

CRISIS MANAGEMENT 101

Sean Fitzgerald, Partner and Managing Director of Ketchum Inc., provided a handout to the Board and gave a presentation on The Changing Media Landscape. He explained Ketchum's recommendations in recent months regarding news articles aimed at the honey industry and answered questions.

2012 BUDGET

Sam Butler briefly discussed the proposed budget and asked for questions.

ACTION ITEM IV 2012 BUDGET APPROVAL

Motion by Dave Ellingson, seconded by Brent Barkman and carried to approve the proposed 2012 Budget as presented.

OTHER BUSINESS

AC Nielsen. The value of paying for AC Nielsen retail sales data in the NHB's Minor League Baseball markets was discussed. Catherine Barry noted that AC Nielsen retail data is not the best measurement tool because it does not include big box stores like Costco, Walmart, and farmers markets. The value of incomplete retail sales data as a measurement tool for the program was questioned. There was a brief discussion about how to capture information to measure whether the NHB programs are working. Boynton commented that this is a challenge for many commodity boards. There was a consensus to not continue gathering AC Nielsen retail sales data as a measurement tool in the NHB's Minor League baseball markets.

HoneyOne Logo. Catherine Barry had asked whether the Board wanted promotions to use primarily the Honey Board's logo or the HoneyOne logo. There was a consensus to continue focusing on the HoneyOne logo and to make HoneyOne tools available to the industry.

GMO Statement. Boynton read a statement drafted by George Hansen on honey and GMO issues. It was well received. Boynton will send it out to the Board after the meeting to allow time for thoughtful input. A new or revised GMO statement will be part of the internal readiness plan.

Intertech and Adpen. Buddy Ashurst asked Jerry Probst if he would provided a written proposal to the Board to explain the benefits of a suggested visit to Intertek and to Adpen, and if the results of his visits could be communicated to the Board with a written report. Jerry explained his concerns about the ongoing research, questions he had, and explained that the visits and discussions he would have with the researchers would be in the best interests of the Board. Jerry said he could provide a written proposal by the end of next week.

Assessments. Nick Sargeantson asked if any consideration had been given to increasing the one cent per-pound assessment. There were general questions about why this might be needed and ways this might be accomplished. Boynton read from section 1212.52(g) of the Order. Kimberly Coy said the Board would have to provide a reason for any requested increase, and she would check into the required process and report back to us. There was a consensus to include the topic on the next Board meeting's agenda, and to approach industry meetings to allow opinions or dissent to be expressed.

NEXT MEETING

The date and location for the next meeting were discussed and settled.

ACTION ITEM V NEXT MEETING

Motion by Clint Walker, seconded by Dave Ellingson, and carried to hold the next National Honey Board meeting on Tuesday and Wednesday, March 20-21, 2012, in Atlanta, GA.

ADJOURNMENT

There being no other business, the meeting was adjourned by Chairman Ashurst at 10:40 a.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: Atlanta, Georgia

DATE: March 20-21, 2012

National Honey Board Members Present: Buddy Ashurst, Brent Barkman, Hans Boedeker, Zac Browning, Nancy Gamber-Olcott, George Hansen, Mark Jensen, Mark Mammen, and Candace Trussler

National Honey Board Member Absent: Elise Gagnon

National Honey Board Alternates Present: Charles Kocot, Eric Wenger

National Honey Board Staff Present: Catherine Barry, Bruce Boynton, Andrea Brening, Sam Butler, Jessica Schindler

Others Present: Kimberly Coy (USDA/AMS), Charles Parrott (USDA/AMS), Ardy Arani (Championship Group), Jerry Probst (consultant) and Mary Anne Davitt (transcriber).

TUESDAY, MARCH 20, 2012

CALL TO ORDER

The March 20, 2012 session was called to order at 8:00 a.m. by Chairman Buddy Ashurst. Bruce Boynton called the roll.

ACTION ITEM I SEATING OF ALTERNATE

Motion by Mark Mammen, seconded by Zac Browning and carried to seat Charles Kocot, Alternate, for Elise Gagnon, who is absent.

ACTION ITEM II CONSENT AGENDA

Motion by George Hansen, seconded by Hans Boedeker and carried to approve the Consent Agenda.

NHB DIVERSITY POLICY

Bruce Boynton read the National Honey Board's diversity policy and asked that the Board work toward its successful implementation.

AMS REPORT

Kimberly Coy gave the AMS report noting that the Research & Promotion Program Division has merged with the Economic Analysis & Program Planning Division, now called the Promotion and Economic Division.

Charles Parrott mentioned the recent issue with the Christmas Tree program and some matters pertaining to the USDA.

NEW MEMBER ORIENTATION

Kimberly Coy gave an orientation for new Board members. She reviewed the role of AMS, authority for the honey program, USDA oversight, board member responsibilities, and potential pitfalls to avoid. The newly-appointed Board members and alternates were called to the front of the room, where Coy administered the oath of office to them.

FINANCIAL REPORT

Sam Butler presented the February financial statements, noting that import and domestic revenues were both strong. Assessments in general were discussed. Butler gave an update on compliance and number of compliance reviews conducted. The proposed budget amendments were introduced. Bruce Boynton explained some of the reasons for allocating additional funds to certain areas. Butler presented the assumptions for the proposed budget amendments.

RESEARCH

Proposed Budget Amendment Bruce Boynton explained a proposed \$75,000 addition to the Research budget. An additional \$15,000 is proposed to be added to the production research budget because of the difference between 2011 anticipated vs. actual assessment revenue. An additional \$60,000 is proposed for a new research project. The project would analyze and compare the nutritional value of raw versus processed honey. Consultant David Ropa would coordinate the project.

Honey Purity Tests

Adpen - Jerry Probst reported on the status of Adpen Lab's research. They ran into setbacks with the original proposed procedure but are trying to develop new methods from what was discovered. They may have found something to determine the presence of C3 sugars and other adulterants. The project is taking longer than anticipated and has cost the lab more than planned.

Intertek - Probst reported that Intertek has purchased new equipment and the research is on schedule.

Production Research - Boynton read a note from Clint Walker expressing appreciation to the Board for its funding of bee research projects. Boynton stated that five projects have been selected, leaving some funds still available for a possible sixth project.

INDUSTRY SERVICES

Bruce Boynton explained the proposed budget amendment adding \$40,000 to the Industry Services budget. The increase will help fund Crisis Communications and Fulfillment Materials. In answer to a question by George Hansen, he explained that the flip-top cookbook was not scheduled for reprinting because of declining demand.

MARKETING

Catherine Barry, Director of Marketing, introduced Jessica Schindler, Marketing Coordinator, and explained staff and agency responsibilities.

Review of Agencies Barry noted that the relationship with the Ketchum agency has been quite successful, as have those with RL Public Relations for the Hispanic market, Championship Group for sports marketing, Evans Hardy & Young for foodservice, and The Arland Group for the ingredient/baking industry.

2012 Marketing Messages The 2012 marketing messages include honey as a pure, all-natural product; honey as a versatile ingredient in the kitchen; honey's many benefits outside the kitchen; and honey's marketability and added value.

General Consumer Public Relations Barry presented planned activities for 2012. These include a cough suppressant education webinar featuring Dr. Ian Paul and Mitzi Dulan, several national magazine test kitchen seminars with chef David Guas, sponsoring a "how to" segment on Martha Stewart Living's Cooking School on radio, blogger beauty events at spas in the summer, a 2-city media tour supporting the Minor League Baseball program, a program to arm supermarket RD's with tools to spread honey messages to their customers, broadening the First Birthday program to the healthcare community and consumers, a news bureau and editorial calendar for ongoing coverage, and National Honey Month promotions including an online "find the honey bear" scavenger hunt.

Market Research Barry reviewed the methodology, objectives and results of the 2012 Usage and Attitude Study.

Hispanic PR Barry presented planned activities for 2012 Hispanic public relations. These include a honey fitness challenge with fitness expert Barbara Trujillo, working with a Latina makeup artist or spa owner to develop honey-based beauty recipes, promoting honey ice treats for summer, creating honey-based breakfast options and sweat breads, creating and promoting simple recipes for holiday entertaining, and ongoing media outreach.

Minor League Baseball Ardy Arani of the Championship Group reviewed the program objectives from the beginning and discussed plans for the 2012 season, including the teams and the planned promotion activities.

Lunch Break: 12 – 1:30

2011 AUDIT REPORT.

The report of the 2011 audited financial statements was presented via telephone by Barb Clausen, CPA, of the Board's CPA firm CNE CPA's and Advisors P.C.

ACTION ITEM III AUDITED FINANCIAL STATEMENTS

Moved by George Hansen, seconded by Candace Trussler and carried to accept the audit report as presented.

CODE OF ETHICS

Bruce Boynton stated that according to AMS Guidelines, Board members must sign the Code of Ethics and Conflict of Interest every year. Copies of these were distributed for signature and the signed copies collected.

MARKETING (CONT.)

Social Media The Marketing report continued with a presentation by Jessica Schindler on the social media programs. Goals and objectives were explained, and strategies discussed.

In-house Activities Schindler presented plans for 2012 activities to be conducted by staff. These included having a honey presence at a food blogger event called Camp BlogAway, sponsoring and promoting honey at the Blog Her conference in NYC, and creating new honey beauty photography.

Foodservice Public Relations. Schindler presented plans for 2012. Planned PR activities include a news bureau to share recipes, photography, foodservice applications, with a focus on more featured articles; attending the International Foodservice Editorial Council (IFEC), creating a Culinary Council as an informal advisory board of honey ambassadors, conducting a student recipe contest with the Culinary Institute of America (CIA), pursuing prospects from last year's NHB/CIA Honey Summit, establishing a strategic relationship with Women Chefs & Restaurateurs, continuing the Hot from the Hive e-newsletter, and developing and promoting a honey cocktail guide.

Baking and Ingredient Industry Trends Catherine Barry reviewed trends in the baking and ingredient industries. Current trends include natural foods, clean labels, whole/ancient grains, gluten free, and sweetener scrutiny. Portion control is the key to indulgence in the baking category. Consolidation continues in the wholesale segment, making room for specialty bakers to fill the void. Baking industry and snack industry new products were shown. In the snack food industry, the trend is for healthy snacking. Existing products are striving to be healthier, and new products are designed for health-conscious consumers. In the dairy industry, the yogurt boom shows no signs of slowing down. The milk category is being infused with new product introductions, led by honey milk and innovative packaged offerings. New products were shown in the dairy and candy industries. In the candy industry, the gum and mint segment continues to reduce or eliminate sugar. Premium candies are growing in popularity, creating an opportunity

for honey with higher-priced products. In the beverage industry, Jack Daniel's and Wild Turkey have launched honey varieties. Energy drinks are incorporating honey to maintain naturalness of products and capitalize on honey's energy-providing carbohydrates.

Baking and Ingredient Industry Public Relations 2012 Plans include positioning the National Honey Board as a technical resource for managers to incorporate honey into their products. The campaign will shift to more personal interactions; reduce the amount of print advertising and move to online advertising, focus on how-to videos; advertise on The Baking Channel and e-newsletter.

A Bakers Honey Summit is planned, with educational sessions, roundtable discussions and hands-on formulation demonstrations for 8-12 bakers. The goal is to have attendees launch new product lines made with honey.

The NHB will be represented at the Natural Products Expo West in March. The Honey Substitution Guide will be updated. A comprehensive list of the most frequent questions we receive from bakers about using honey will be developed, and will include comprehensive research-based answers.

2012 Marketing Budget and Proposed Allocations of Budget Amendments Barry explained the allocation of the marketing budget to the various marketing areas.

A proposed budget amendment would add \$125,000 to the marketing budget.

The General Consumer PR area would receive \$105,000 for a Multi Media Release project; Foodservice area would receive \$15,000 to create a Culinary Council; \$5,000 would be allocated to the In-House Activity area.

Barry explained the rationale behind the proposed Multi-Media Release, noting that Food Safety News articles have driven media pickup by influential blogs, online magazines and newspapers, and social media posts. Negative news and misinformation about honey is reaching a "tipping point" that requires a proactive approach. The program would issue both a traditional press release and a multi-media release (MMR) to tell "The Story of Honey". Phase I involves developing the messaging. Phase 2 is creation and distribution of "The Story of Honey". Ketchum estimates it will take 3-4 months to complete the MMR project. Chairman Ashurst asked Board members whether they approved of the proposed multi-media release project. There was consensus to proceed. Brent Barkman suggested that the budget was too small. Boynton said the Board would have the opportunity to review and approve the messages developed in Phase I. A suggestion was made to allocate all income above projections to the project.

Discussion on Increase In Assessment Level The potential benefits of an increase in the assessment rate were discussed. Kimberly Coy explained the rule-making logistics and recommended attaching a specific purpose to any proposal for an assessment increase. The assessment rate may not increase by more than \$0.0025 (1/4 cent) in any single fiscal year. A ¼ cent increase could result in another one million dollars a

year for research or promotion. Several people spoke in favor of an increase. Honey Board staff members were asked to develop proposals for the additional funds, which the Board could then take to the industry.

The Tuesday session concluded at 4:20 p.m.

WEDNESDAY, MARCH 21, 2012

The Wednesday session was convened at 9:30 a.m.

ACTION ITEM IV AMENDED BUDGET AND PROJECTS

Moved by George Hansen, seconded by Mark Mammen and carried to approve the proposed amended budget and projects as presented.

ACTION ITEM V EXECUTIVE DIRECTOR COMPENSATION

Moved by George Hansen, seconded by Mark Mammen and carried to approve the Executive Session recommendations regarding the Executive Director's compensation.

ACTION ITEM VI EXPENSES OF ALTERNATES

Moved by George Hansen, seconded by Hans Boedeker and carried to have the Board pay the expenses of the alternates attending this Board meeting.

OPEN DISCUSSION

Standard of Identity (SoI) George Hansen stated that ABF has given the SoI issue high priority. He suggested that the industry take a look at the language that was in the petition to be sure it's what they want. He felt this needs to happen fairly soon. Kimberly Coy reminded the Board that this issue can be discussed in terms of sharing information, but the discussion should not become a lobbying effort. Mark Jensen said that AHPA has been trying to get the FDA to come up with a standard of identity for honey to help deal with adulteration issues.

Pollen in Honey Buddy Ashurst asked if everyone supported the position that honey on grocery store shelves that didn't have pollen in it was still honey. He said the industry is in agreement that honey on the shelf without pollen is truly honey. George Hansen commented that consumers have a choice, and this needs to be resolved as a collective industry.

OFFICER ELECTIONS

Bruce Boynton read the procedures for the election of officers.

ACTION ITEM VII ELECTION OF CHAIRMAN

Buddy Ashurst was nominated by George Hansen, but declined the nomination. Brent Barkman was nominated by George Hansen. There were no other nominations, and nominations were closed.

Moved by Zac Browning, seconded by Mark Jensen and carried to cast a unanimous ballot in favor of Brent Barkman.

ACTION ITEM VIII ELECTION OF VICE CHAIRMAN

George Hansen was nominated by Hans Boedeker; Mark Mammen was nominated by George Hansen. Mark Mammen was elected by secret ballot.

ACTION ITEM IX ELECTION OF SECRETARY/TREASURER

Nancy Gamber-Olcott was nominated by Mark Mammen.

Moved by Hans Boedeker, seconded by Zac Browning to close nominations.

Nancy Gamber-Olcott was elected by acclamation

NEXT MEETING

There was a consensus to hold the next Board meeting in Denver on Tuesday and Wednesday, October 16-17, 2012.

ADJOURNMENT

ACTION ITEM X ADJOURNMENT

Moved by Brent Barkman, seconded by Hans Boedeker and carried to adjourn.

The meeting was adjourned at 9:55 a.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BRENT BARKMAN, CHAIR

LOCATION: Denver, Colorado

DATE: October 16-17, 2012

National Honey Board Members Present: Buddy Ashurst, Brent Barkman, Hans Boedeker, Nancy Gamber-Olcott, George Hansen, Mark Jensen, Mark Mammen, Elise Gagnon, Candace Trussler

National Honey Board Member Absent: Zac Browning

National Honey Board Alternates Present: Bonnie Woodworth, Dave Ellingson, Eric Wenger, Ilene Miller, Mathias Leitner, Ron Phipps

National Honey Board Staff Present: Catherine Barry, Bruce Boynton, Andrea Brening, Sam Butler, Jessica Schindler, Darren Brown

Others Present: Kimberly Coy (USDA/AMS), Jerry Probst (consultant) Mary Anne Davitt (transcriber), Michelle Jones, Pam Phipps

TUESDAY, OCTOBER 16, 2012

CALL TO ORDER

The October 16, 2012 session was called to order at 8:00 a.m. by Chairman Brent Barkman.

Andrea Brening took roll as above.

ACTION ITEM I SEATING OF ALTERNATE

Motion by Mark Jensen, seconded by Hans Boedeker and carried to seat Dave Ellingson, Alternate for Zac Browning, in Browning's absence.

ACTION ITEM II AGENDA APPROVAL

Motion by Buddy Ashurst, seconded by George Hansen and carried to approve the Agenda.

ACTION ITEM III CONSENT AGENDA

Motion by Mark Mammen, seconded by Candace Trussler and carried to approve the Consent Agenda.

AMS REPORT

Kimberly Coy reported that Bob Keeney has retired and Chuck Parrot is the new Deputy Administrator of AMS' Fruit & Vegetable Program. Linda Leary is the new Associate Deputy Administrator. The nominations packet has moved forward for signature. She mentioned the management review of NHB that took place in June. Findings were mostly on policy updates to follow AMS' new Guidelines. Policies were being followed, but some still needed to be put in writing. A written report from AMS will be coming soon.

FINANCIAL REPORT

Nancy Gamber-Olcott introduced the financial presentation. Sam Butler reported on revenues, noting that spending was within budget in all areas. He discussed the trend in assessments, the reserves and their importance, the procedures for the Board's accounting method, end-of-year allocations and encumbrances of remaining monies, and the legal restrictions governing Honey Board investments. He explained the projections for domestic and imported honey assessments and provided a compliance update, noting that no problems had been encountered in obtaining access to assessment payers' records.

Proposed 2013 Budget. Butler briefly reviewed the proposed 2013 Budget, and reviewed in detail the budget assumptions.

RESEARCH

Jerry Probst presented an update on the development of honey adulteration testing methods by Adpen and Intertek.

Intertek

Intertek's goal is to develop and validate simple, cost effective tests for the honey industry to verify whether a sample of honey has been adulterated with sugar syrup. Probst described Intertek's research and the technology it has developed in connection with testing, most notably the use of cavity ring down spectroscopy, a bench-top instrument with simple maintenance, produces more consistent results and calibration that is less expensive than mass spectroscopy. The project stayed on task and within budget. Hans Boedeker suggested meeting with the Intertek researchers at the January convention in San Diego, similar to a meeting of two years ago, to ask questions and explore options for next steps in this line of research. Boynton said he will follow up with Intertek to try and arrange the meeting.

Intertek has offered a discount to the industry for honey sample testing. Boynton reviewed the proposal and the price for the testing, and there was discussion about how to make this available to the industry. Boynton will ask Intertek to create a method to allow assessment payers to take advantage of the discount on a first-come-first served basis until the discount has been exhausted. Boynton will notify assessment-payers of the offer and its start date.

Elise Gagnon asked Probst to prepare a one page report for the Board, briefly summarizing the results of the Intertek research project.

Adpen

Problems associated with this line of research were considered, and there was a consensus to not continue this project.

ACTION ITEM IV ADPEN CHANGE ORDER

Motion by Dave Ellingson, seconded by Nancy Gamber-Olcott and carried to not approve the Adpen change order proposal.

Honey Nutritional Analysis

Boynton stated that a draft copy of the report comparing the nutritional value of honey in its raw state and after heating and filtration had been sent to Dr. Kathy Beals for review and feedback. Dr. Beals will also look into getting the final report published.

Proposed 2013 Research Budget

Boynton reviewed details of the line items in the proposed 2013 Research budget. The budget includes a provision for a required independent econometric study of NHB program effectiveness.

INDUSTRY SERVICES

Proposed 2013 Industry Services Budget Boynton reviewed details of the line items in the proposed 2013 Industry Services budget. The budget includes money for crisis communications, fulfillment materials and overhead, and travel to the four annual meetings of industry associations. Fulfillment materials include a proposed update of a flip-file cookbook that was originally created in 2003, and a sample was passed around. Bonnie Woodworth said some beekeepers had lost touch with what the Honey Board was doing and wondered if presentations could be made to just a few of the state meetings. There was discussion about current practices for information dissemination and outreach.

MARKETING

Catherine Barry introduced the marketing presentation topics and listed the key marketing messages of 2012, which included promoting honey as a pure, all-natural ingredient, and promoting honey as a versatile ingredient for culinary, wellness, beauty, and energy.

Social Media and In-House Activities Jessica Schindler reviewed the 2012 social media efforts including Facebook, Twitter and Pinterest. Other E-communications include *Straight from the Hive*, the Honey Board's blog about in-house programs, and *Honey Feast*, the monthly e-newsletter featuring honey-based recipes.

Schindler recapped the food blogger events Blog Her Conference and Camp BlogAway. Photography images have been developed for media distribution, and the Honey Board participated in a Satellite Media Tour.

2013 In-House Activities Schindler presented the proposed 2013 in-house activities. These include participation in BlissDom, an influential blogging community, a Satellite Media Tour, and exhibiting at the New York Baby Show. Ads will be created to reach all demographics on Facebook, and a variety of promotional items will be developed. Honey Locator.com is being integrated into the current website design. Barry noted that, while the total number of meetings with Honey Board participation is being reduced, specific activities within selected meetings are being expanded.

New Website Barry reported that the redesigned Honey Board website was launched in late September. The site is more interactive, especially the home page, benefits and recipe sections. The site fosters organic navigation and has revised information architecture to direct users to key messages and better serve audience segments.

2012 General Consumer PR Barry recapped 2012 activities which included an educational webinar, test kitchen seminars, partnerships with media and associations of healthcare professionals, and *The Story of Honey* multimedia release and press release were created to combat negative misconceptions about honey.

2013 General Consumer PR Barry went through the proposed activities for 2013, which include: a media event in conjunction with the NY Fancy Food Show in March, a video series with Chef David Guas, sponsoring a recipe challenge to create honey recipes replacing other sweeteners, producing two newspaper matte releases, enlisting two top-tier beauty bloggers, partnering with *DailyCandy* to host a sweepstakes, host a honey tailgate with a retail/radio partnership, a September TV and radio media tour with Mitzi Dulan, enlisting a healthcare spokesperson for the First Birthday messaging, revise and reprint the First Birthday patient education tear-pads, and continuing the dialogue and relationships with supermarket RD's.

Barry said additional marketing ideas were developed for consideration in case another \$250,000 was available for the marketing budget. Since we were able to include an additional \$250,000 in the marketing budget, she presented those options. They included 1) a product integration with WebMD to promote honey as a natural cough suppressant, 2) partnering with TV cooking shows, and 3) furthering distribution of *The Story of Honey* mini-documentary. Barry asked the Board for direction and whether they wanted to pursue the TV show integration which could run \$200,000 each. When asked, she said her recommendation was for the WebMD activity, with an estimated cost of \$165,000. She said the decision for now was to decide between the WebMD or the TV integration. After board discussion, Brent Barkman said he heard a consensus for the WebMD activity. Barry asked whether to apply the remaining \$85,000 left over from the \$250,000 or to save it. Barkman said there was a clear consensus for her to go forward with WebMD. Boynton suggested that budget amendments expected in early 2013 might allow us to consider the other options as well.

Hispanic Public Relations

2012 Programs Jessica Schindler reported on the Board's Hispanic marketing programs. Programs included a Honey Fitness Challenge, with recipes and activities.

There were a variety of season-oriented programs and outreach to Hispanic mother bloggers.

2013 Hispanic PR Program Plans Plans for 2013 Hispanic PR include the promotion of honey as a portable beauty secret, honey-based finger foods and drinks for Cinco de Mayo, Mother's Day and International Day of Families, and honey as natural energy for back to school. Honey will be promoted as an energy source at the Zumba Instructor Convention, with an anticipated ripple effect. Additional grassroots events are planned for Miami and New York.

Minor League Baseball

2012 Programs Schindler reported on this year's program. Promotion activities included outdoor signage, honey trivia, a purchase incentive promotion, in-store promotions, discount redemptions, online exposure and impressions, the MiLB micro site, and fan surveys. The statistics for these programs were reviewed and interpreted. Schindler observed that the teams enjoy their National Honey Board sponsorship.

2013 Programs MiLB program objectives for 2013 were reviewed, and other sports event marketing opportunities, such as NASCAR and college sports, were considered. The marketing staff's recommendations and the list of prospective teams for 2013 were reviewed. Barry asked for Board feedback on sports marketing in general, and recommended continuing the MiLB program because of the effectiveness of its consumer outreach. There was a consensus to continue the MiLB program for another year.

Foodservice Public Relations

The 2012 activities were reviewed by Barry. Barry reported that a request for proposal for a food service public relations agency for 2013 had been circulated. As part of a periodic routine program evaluation, staff wanted to see what other agencies could offer. Out of 15 proposals, staff identified two finalists to meet with and present to staff in late October. Our current agency is one of the finalists. Barry presented the specific programs proposed by the two agencies. Each of the agencies will make a presentation to staff at the end of October, and a final selection will be made.

Ingredient Public Relations

2012 Programs Barry reported on this year's activities. These included marketing to the baking, food, beverage, and confectionery industries. Honey substitution research has been updated to include new sweeteners, and a comprehensive technical FAQ Answers database is in the works.

2013 Plans Barry said the focus will continue on interaction with audiences through in-person events and direct communications at meetings. New video content will be developed and the budget will be shifted to online platforms that promote the Made With Honey websites and the videos. New initiatives include an East Coast Honey Summit targeting 10-12 retail, specialty and commercial bakeries, in-person seminars at a processor's facility, developing 12 more videos on creating bakery foods with honey,

adding new formulas to the Baking with Honey guide, and maintaining a minor presence with print advertising targeting large food manufacturers.

Proposed 2013 Marketing Budget

Barry presented the proposed 2013 marketing budget of \$2,800,200. She reviewed a chart showing the percent change in budget from 2012 to 2013 for each of the marketing program budget areas, and explained the reasoning behind the proposed changes.

The Tuesday session ended at 5:00 p.m.

WEDNESDAY, OCTOBER 17, 2012

The Wednesday session was convened at 9:01 a.m.

Neither Elise Gagnon nor her alternate were present at this session.

ASSESSMENT INCREASE DISCUSSIONS

Bruce Boynton reviewed the Issue Briefing concerning a one quarter of one cent (\$0.0025) increase in the National Honey Board assessment rate, explaining that consideration for a possible assessment increase was originally raised by an alternate board member at a previous meeting. Boynton presented ideas for the possible use of additional revenue for increased marketing activities. There was discussion and consensus among board members that board members would need to go to industry groups about this and make sure there was support before approaching the Secretary.

Kimberly Coy explained that the process would not require an industry vote or referendum, but would necessitate a rule change. There would be a 60-day comment period to a proposed rule, and the publishing of a final rule in the Federal Register. The process could take about six months or more, and there would be costs for publishing in the Federal Register. She said a request for a rate increase would have to be justified, and she confirmed the importance of ensuring industry support before submitting a request to the Secretary. She also suggested that the results of an econometric study, planned for 2013, could be helpful.

AD HOC COMMITTEE APPOINTED

Brent Barkman appointed an ad hoc committee to develop talking points for industry meetings and to gather and evaluate industry responses to the idea of an assessment rate increase. The ad hoc committee members include Mark Mammen, Nancy Gamber-Olcott, Candace Trussler, and Brent Barkman.

FDA POSITION ON HONEY WITHOUT POLLEN

ACTION ITEM V LETTER TO FDA

Motion by Hans Boedeker, seconded by Dave Ellingson, and carried to instruct the National Honey Board attorney to prepare a letter to the FDA asking them to respond to

the statement that honey remains honey when the pollen is removed during processing

Boynton confirmed that the Board and AMS would have the opportunity to review the letter before it was sent by the attorney.

2013 BUDGET

Brent Barkman asked if there were any questions or comments about the proposed 2013 budget before taking action on it. George Hansen asked if the marketing budget, if approved as is, will cover both the WebMD program and wider distribution of *The Story of Honey* MMR. Barry said the budget would cover both programs. Hansen also said he felt there was sameness in some of the activities in the marketing program, related to the use of blogs and social media.

Bruce Boynton said the proposed budget was based on conservative projections of assessment revenue. While overestimating revenue could result in having to cut programs that had taken agency and staff time to plan, the most recent revenue projection for 2012 indicated that assessments could likely reach \$4.175 million or higher. He said if the Board felt the 2013 budgeted assessment revenue of \$4.1 million was too conservative, the budgeted amount for assessment revenue and marketing expenses could easily be increased.

ACTION ITEM VI 2013 PROPOSED BUDGET

Motion by George Hansen, seconded by Mark Mammen, and carried to accept the 2013 budget as proposed, with the following change: that the proposed budget revenue amount be increased by \$50,000 and that the marketing budget be increased by \$50,000.

OTHER BUSINESS

ACTION ITEM VII OUTGOING BOARD MEMBERS

Motion by George Hansen, seconded by Hans Boedeker, and carried to invite outgoing Board members to attend the next Board meeting for recognition.

ACTION ITEM VIII NEXT BOARD MEETING

Motion by George Hansen, seconded by Candace Trussler, and carried to schedule the next National Honey Board meeting for April 9-10, 2013, in San Diego, CA.

Brent Barkman and Bruce Boynton expressed thanks to the Board and the Staff.

ACTION ITEM IX ADJOURNMENT

Motion by Dave Ellingson, seconded by Nancy Gamber-Olcott, and carried to adjourn.

The meeting was adjourned at 10:03 a.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: BRENT BARKMAN, CHAIR

LOCATION: San Diego, California

DATE: April 9-10, 2013

National Honey Board Members Present: Brent Barkman, Hans Boedeker, Nancy Gamber-Olcott, George Hansen, Mark Mammen, Candace Trussler, Zac Browning, Jill Clark, Mark Jensen

National Honey Board Member Absent: Charles Kocot

National Honey Board Alternates Present: Nicholas Sargeantson, Eric Wenger

National Honey Board Staff Present: Bruce Boynton, Andrea Brening, Sam Butler, Jessica Schindler

Others Present: Kimberly Coy (USDA/AMS), Jerry Probst (consultant), Mary Anne Davitt (transcriber), Buddy Ashurst, Shirlee Ashurst, Tim Tucker, and Michelle Jones.

TUESDAY, APRIL 9, 2013

The Tuesday session of the National Honey Board meeting was convened by Brent Barkman at 8:00 a.m. Andrea Brening called the roll.

ACTION ITEM I SEATING OF ALTERNATE

Motion by George Hansen, seconded by Nancy Gamber-Olcott and carried to seat Nick Sargeantson, Alternate for Charlie Kocot, in Kocot's absence.

ACTION ITEM II AGENDA

Brent Barkman asked for the addition of the following items to the agenda: a draft letter to the FDA concerning the definition of honey, and a credit card policy.

Motion by Nancy Gamber-Olcott, seconded by Mark Mammen and carried to approve the Agenda with the proposed additions.

ACTION ITEM III CONSENT AGENDA

Motion by Candace Trussler, seconded by George Hansen, and carried to approve the Consent Agenda.

DIVERSITY POLICY

Brent Barkman summarized the history of the Board's Diversity Policy, which Bruce Boynton then read.

CODE OF ETHICS AND CONFLICT OF INTEREST STATEMENTS

Barkman reminded Board members that the Code of Ethics and Conflict of Interest Statements must be signed by Board members annually. Board members who had not yet signed the Statement were asked to do so at this time.

AMS REPORT

Kimberly Coy noted the change in AMS administrators, which has not yet been announced. She explained that the Sequester would not have much effect on the Board.

AMS ORIENTATION AND SWEARING IN OF NEW BOARD MEMBERS

Coy conducted an orientation for new Board members, briefly reviewing the structure of USDA-AMS, the formation and history of commodity boards, the legal authority of USDA/AMS, and its responsibilities with respect to the Honey Board. She also reviewed Board member responsibilities and accountability. She then conducted the official swearing in of newly appointed members who were present, including Jill Clark, Nicholas Sargeantson, and George Hansen.

GENERAL CONSUMER PUBLIC RELATIONS

Jessica Schindler introduced Shereen Mahnami and Alyson Barnes of the Ketchum Public Relations Agency, who then presented an overview of the objectives and strategies for the year. Details of various promotions were covered, including ads and educational unit on WebMD, educational segments with spokesperson Nurse Barb, a speed pitching event with media in New York, Supermarket outreach, plans to revise and redistribute The Story of Honey Multi-Media release, updating materials for First Birthday educational handouts for patients and specific practice groups within the Academy of Nutrition and Dietetics, creating and distributing a culinary video with chef David Guas, MAT releases, partnering with two or three blogger ambassadors, supporting minor league baseball activities with honey tailgates on game day with retail/radio partnerships and media tours with spokesperson Mitzi Dulan.

In response to questions about the various honey messages, Mahnami shared a Message Map document that was created last year by Ketchum and NHB staff with feedback from Board members.

FINANCIAL UPDATE

Sam Butler discussed assessment revenues including the year-to-date actual versus budget amount for domestic & import assessments. He indicated that the trends for both continued as in the recent past (imports up, domestic down). Board members predicted an increase in imports this summer as a result of a slow start to the honey season in South America. Butler also pointed out that the NHB's cash position was

somewhat lower than past months due to two large non-recurring disbursements in March (minor-league baseball & fulfillment materials), and explained that the cash balance equals 1.3 months' reserve. In the compliance update, Butler reported that he has conducted seven reviews in 2012 at a total cost of \$4,127; no additional assessments were collected as a result of these reviews. In reporting on the 2012 financial audit, he indicated that all areas audited were successfully completed, with the auditors issuing an unqualified opinion.

CREDIT CARD LIMIT

Bruce Boynton said that according to AMS Guidelines for credit card use, "Dollar limitations must be set unless an exception is approved by the Board and documented." Since American Express will not allow a dollar limit for the primary cardholder on our account, Boynton asked the Board to approve the exception in order to satisfy AMS guidelines.

ACTION ITEM IV CREDIT CARD LIMIT EXCEPTION

Motion by George Hansen, seconded by Mark Jensen and carried to approve the exception to limits on the Board's American Express Card charges.

2012 Audited Financial Statements

Copies of the audited financial statements and report were handed out to Board members and AMS. Via telephone, Barb Clausen, CPA, conducted a page-by-page review of the 2012 audited financial statements and answered questions from the Board.

ACTION ITEM V 2012 AUDITED FINANCIAL STATEMENTS

Motion by George Hansen, seconded by Nancy Gamber-Olcott and carried to accept the 2012 audited financial statements.

MARKETING

Jessica Schindler reviewed the Marketing Department's Social Media efforts that include facebook, Twitter, a blog, a monthly e-newsletter called the Honey Feast, a featured recipe, and Pinterest. Schindler noted that Pinterest is pushing traffic to Honey.com. She also reviewed planned 2013 activities by staff that included exhibiting at Blissdom to increase honey's visibility among the influential blogging community, exhibiting at the New York Baby Show to spread information about the First Birthday program and cough suppressing messaging, and a Satellite Media Tour Co-op to promote back-to school lunch ideas with honey. Staff also launched facebook ads, and will provide new promotional materials for tradeshow, conferences, program activities, website giveaways, and for fulfillment. The honeylocator website will also be updated to integrate it into the honey.com website design and layout.

Minor League Baseball

Schindler explained the criteria a team must satisfy to qualify for NHB sponsorship, and listed the 2013 program's objectives and highlights.

Market Research

Ketchum's Amy Kull reviewed the Consumer Use & Attitude Study conducted by Ketchum's Research Team, with a detailed look at its objectives, key findings and insights, and implications for program development.

To address implications for program development, Barkman asked Kull to share several program ideas that could be considered for 2014 and asked for Board member feedback and discussion. There were questions from Board members and interest expressed in the ideas and acquiring more information for further consideration later in the year.

Lunch: 12:00 – 1:30

Foodservice Public Relations

Max Martens and Andrea Shepke of Evans Hardy & Young reviewed the plans for 2013. Programs and activities include a Honey Summit at the Culinary Institute of America, a Honey Summit partnership with Plate magazine, trade media outreach, sponsorship and participation at the Research Chefs Association Conference and Expo, a honey recipe contest for culinary students, and initiatives with the NHB Culinary Council. The agency will also pursue strategic partnerships with casual dining restaurant chains.

Ingredient/Baking

Jessica Schindler presented the Food Ingredient Marketing Campaign Goals for 2013 and reviewed the various activities planned for this year. Planned activities include two Honey Summit Events, coverage of several food ingredient trade shows, placements in various food ingredient publications, creation of formulation videos that are advertised on The Baking Channel, development of sample food and beverage formulas, online advertising, and market research. Schindler also presented a brief summary of food and beverage trends for 2013 and beyond.

Proposed Addition To Website Q&A Section

Bruce Boynton presented draft text that was prepared for the Board's review and consideration. The text, intended for the Q&A section on the website, was drafted to answer the question *Is raw honey more "nutritious" than processed or filtered honey?* Following Board discussion and suggestions, Boynton was asked to prepare a revised draft for consideration at tomorrow's session.

ACTION ITEM VI ASSESSMENT LEVEL

Brent Barkman asked the Board's permission for the Assessment Level Ad Hoc Committee to continue pursuing support from industry groups for an assessment increase.

Motion by George Hansen, seconded by Nick Sargentson and carried to have the National Honey Board ask honey industry stakeholders for their support in raising assessments by one quarter of one cent (\$0.0025).

Kimberly Coy recommended starting now to prepare language for the assessment increase proposal, both for AMS review and for industry support, and offered to send the Board examples of rulemaking from other commodity boards.

Hispanic PR

Schindler reviewed the Hispanic public relations program being directed by RL Public Relations. Campaigns for 2013 include: Honey, Your Portable Beauty Secret; Honey Adds a Golden Flavor to Your Celebration; Honey, Natural Energy for Back to School; and Winter Honey Flavors. Schindler reviewed the details and messaging of the various campaigns.

WEDNESDAY, APRIL 10, 2013

The Wednesday session was convened at 9:08 a.m.

Proposed Addition To Website Q&A Section

A revised draft of the proposed addition to the Q&A section of the NHB's website (discussed earlier in the meeting) was circulated for further consideration. Additional edits were suggested and agreed upon, and there was a consensus to approve placement of the information in the Q&A section of the website.

Review of Draft Letter to FDA

Boynton distributed a draft letter prepared by attorney Anthony Pavel to the FDA stating that his client understands that filtered honey without pollen can correctly be labeled honey, and asking the FDA for a response if the agency does not agree. Zac Browning pointed out that the letter should reference the "definition of honey" rather than the "standard of identity". Other changes were suggested, along with questions for the attorney about the letter and its possible ramifications. Boynton will communicate the questions and suggestions to the attorney. When a revised draft is prepared by the attorney, Boynton will circulate it to the Board and to AMS for review and approval.

OPEN DISCUSSION

Barkman invited open discussion on any other topics.

Boynton asked for feedback and suggestions on the meeting agenda and content. Several Board members offered constructive suggestions and comments to facilitate Board input and consideration of future direction.

ELECTION OF OFFICERS

Boynton read the section of the bylaws pertaining to Board officer elections.

ACTION ITEM VII NOMINATIONS

Motion by George Hansen, seconded by Hans Boedeker and carried to nominate the current officers for another term.

ACTION ITEM VIII NOMINATIONS CLOSED

Motion by George Hansen, seconded by Hans Boedeker and carried to close nominations.

ACTION ITEM IX ELECTIONS

Motion by George Hansen, seconded by Hans Boedeker and carried to cast a unanimous ballot to reelect the current officers for another term.

NEXT BOARD MEETING

There was a consensus to schedule the next Board meeting for October 22- 23, 2013 in Denver.

Brent Barkman expressed thanks to the staff for their hard work and special efforts for the Board meeting.

ACTION ITEM X ADJOURNMENT

Motion by Mark Mammen, seconded by Candace Trussler, and carried to adjourn.

The meeting was adjourned at 10:30 a.m.

NATIONAL HONEY BOARD

MEETING MINUTES

PRESIDING: MARK MAMMEN, VICE CHAIR

LOCATION: Denver, Colorado

DATE: October 22-23, 2013

National Honey Board Members Present: Hans Boedeker, Zac Browning, Jill Clark, Charles Kocot, Nancy Gamber-Olcott, George Hansen, Mark Mammen, Mark Jensen

National Honey Board Member Absent: Brent Barkman, Candace Trussler,

National Honey Board Alternates Present: Ron Phipps, Mathias Leitner, Eric Wenger, David Ellingson

National Honey Board Staff Present: Catherine Barry, Bruce Boynton, Andrea Brening, Sam Butler, Marlys Christiason, Jessica Schindler, Darren Brown

Others Present: Kimberly Coy Spriggs (USDA/AMS), Jerry Probst, Lori McGehee, Jay Hendrix, Lisa Butler, Mary Anne Davitt (transcriber), Pam Phipps, Dr. Ron Ward.

TUESDAY, OCTOBER 22, 2013

The Tuesday session of the National Honey Board meeting was convened at 8:08 a.m. by Vice Chair Mark Mammen in the absence of Chair Brent Barkman. Bruce Boynton called the roll.

ACTION ITEM I SEATING OF ALTERNATE

Motion by Hans Boedeker, seconded by George Hansen and carried to seat Ron Phipps, Alternate for Candace Trussler, in Trussler's absence.

ACTION ITEM II AGENDA

Mark Mammen briefly reviewed the agenda and the structure of the meeting.

Motion by Jill Clark, seconded by Mark Jensen and carried to approve the Agenda.

ACTION ITEM III CONSENT AGENDA

Motion by George Hansen, seconded by Hans Boedeker, and carried to approve the Consent Agenda.

AMS REPORT

Kimberly Coy noted that research and promotion boards and their government agencies had not been seriously affected by the government shutdown, but some items such as nominations may be delayed because of it. There was no word on when import assessment payments would resume. She also explained that the Sequester would have little effect on the Board.

TREASURER'S REPORT

CFO Sam Butler reported on the financials as of September 2013, noting that assessment revenue was 3% ahead for the year compared to 2012. He gave the projections for import and domestic assessments for the remainder of year, and compared assessments over the last 4 years. He also presented a compliance review update.

PROGRAM EVALUATION REPORT

Dr. Ron Ward, Professor Emeritus of Economics at the University of Florida, presented an econometric report commissioned by the Board to determine the economic impact of the National Honey Board programs on honey demand. His report covered the methodology and economic models he employed, and a review of major trends. The major conclusions of his study show a major growth in imports, a major change in domestic supplies, a return on investment (ROI) in the area of non-manufacturing use of 8.70, with an overall ROI of 14.12 – that is, an increase in honey revenues of \$14.12 for each \$1.00 of expenditures by the National Honey Board. Zac Browning asked how these results compared to other commodity boards. Ward stated that the analysis showed the Honey Board's performance to be right in the ballpark with other commodity boards, with the Honey Board's rate of return being on the higher side. The five year change shows positive improvement. Ward said we can go to USDA's website to see other reports. A copy of the report was handed out to meeting attendees at the beginning of Dr. Ward's presentation.

Introduction of Guests and Visitors. Mark Mammen invited guests and visitors to introduce themselves at this time.

INDUSTRY SERVICES

Bruce Boynton discussed the proposed 2014 budget for Industry Services. He reviewed the issues of information dissemination to trade groups, supplies, industry information, inventory storage and steps taken to estimate needed fulfillment materials.

RESEARCH

Boynton briefly discussed the proposed research budget for 2014. The budget for production research is based on 5% of estimated 2014 assessment revenues of \$4,520,000, plus \$9,650 of unused production research money from 2013. A planned PR measurement survey to be conducted by Ketchum in 2014 was further described by Shereen Mahnami. Boynton noted the budget's dependence on actual assessment revenues.

MARKETING

Nielsen Retail Data. Catherine Barry gave the Nielsen retail data update, noting that the Honey Board had changed from quarterly reports to annual reports this year at a considerable cost savings. The annual report will include data from more retail outlets, and should be available in January 2014. Barry also shared recently obtained Nielsen data on Hispanic consumption of honey, showing a 19.6% increase from 2011 in the number of Hispanic households purchasing honey, and an 11.5% increase from 2011 in the number of Hispanic households that purchased honey at least once.

2013 Marketing Programs.

Barry gave an overview of the marketing presentations to follow, explaining that the recap will be results-based. She reviewed the 2013 key marketing messages and stated that the 2014 program recommendations were based on budget availability and the evolution of the individual programs.

2013 Hispanic PR Program. Susanna Nunez of RL Public Relations presented the events and results of the 2013 Hispanic marketing program, explaining the target audiences and rationales. During discussion, board members suggested that the ways in which honey is perceived and utilized in other ethnic groups in the US, and opportunities for marketing honey to these groups, be explored.

ACTION ITEM IV MARKETING TO OTHER ETHNIC GROUPS

Motion by George Hansen, seconded by Hans Boedeker, and carried to ask the Marketing Department to look at other ethnic groups to increase the marketing of honey, focusing specifically on how honey is perceived and used in recipes in these groups.

2013 Sports Marketing. Jessica Schindler discussed the 2013 Minor League Baseball marketing program with six teams. She reviewed the program's promotional activities and collaboration with the selected teams. Schindler reported on impressions made through attendance, radio listenership, web impressions, social media impressions by team, email blasts, and honey receipt redemptions.

2013 Social Media and In-House Programs. Schindler reported on the marketing efforts using social media to drive traffic to honey.com as well as to promote and educate readers and fans about honey. Social media efforts include the Straight from the Hive blog, Featured Recipes, the Honey Feast e-newsletter, Facebook, Twitter and Pinterest. In-house activities for 2013 included a Back-to-School satellite media tour, NY Baby Show exhibitor booth and two-page spread in the show directory, Blissdom blogging conference exhibitor booth and attendee gift bag inclusion, and the redesign of www.honeylocator.com to be integrated into the current www.honey.com site.

2013 General Consumer Public Relations. Shereen Mahnami and Alyson Barnes of Ketchum Public Relations presented a recap of the 2013 general consumer marketing program. Strategies, objectives, and specific activities were covered. The number of impressions and other results of the activities were also shared. An increase of referrals to honey.com from a variety of sources was mentioned. Efforts in the area of Issues

Support were also briefly recapped. These included a letter of response to misinformation about honey given by a guest on The Rachael Ray (TV) Show, development of the “Sweet Truth Beyond Honey” mailing kit that was distributed to 29 key media and chef influencers, and development of a search engine optimization marketing campaign with Google ads for a 3-month period, launched during National Honey Month in September.

2013 Foodservice Public Relations. Barry reported on the 2013 Honey Food and Beverage Summit and media partnership with Plate Magazine. Several strategic marketing partnerships were discussed that highlighted a Sysco “Hogs n’ Honey” recipe contest and an Applebee’s “Craving Honey Pepper” social media co-promotion. Other program elements recapped included an industry survey, student online recipe contest, tradeshow/event attendance, formula development, and other activities.

2013 Ingredient Marketing. Keith Seiz of The Arland Group reviewed 2013 market targets and discussed the ingredient marketing strategy evolution since 2009, noting the shift of advertising from print to online. This year’s activities also included several in-person events, formula and video development, and printing of new collateral materials. Public relations efforts have netted more than 20 placements so far this year, all including information and quotes from the NHB.

Lunch: 12:15 – 1:30

2014 Proposed Marketing Programs

2014 Proposed Marketing Budget. Catherine Barry presented the proposed marketing budget for 2014, and the budgets for each area. She showed the percentage changes from 2013 to 2014 for each area, as well as each area’s percentage of the total marketing budget. Barry explained that the big increase for In-House activities was due to the planned Taste of Home activity. The next largest budget increase planned for 2014 is for the Ingredient PR area.

2014 General Consumer PR Programs. Shereen Mahnami and Alyson Barnes presented the goals and plans for 2014. Jill Clark and George Hansen requested changes to the proposed communication goals. Boynton offered to send revisions to the Board for review and approval. Several strategies were explained. It was suggested that we educate consumers about what information is available, including recent research that demonstrates little change through heating and filtration. Mark Jensen noted that questions about pasteurization often come up.

Mahnami explained that the primary consumer target is women and moms aged 30+. The secondary target is Millennials 18-35, including non-parents in their 30’s. She discussed the proposed spokesperson, Kerri Walsh Jennings, together with plans for her activities. Board members expressed approval of Jennings as a spokesperson.

To help educate consumers and reduce consumer confusion about honey, the idea of town hall-style meetings was presented and discussed. After extensive discussion and

input from Board members, staff was asked to work with the agency to develop another concept for the Board's review and approval.

A honey education webinar geared towards the RD community is planned, as well the creation of a panel of culinary experts. Traditional media and online outlets will be pitched throughout the year to further educate target audiences. For social media efforts an Instagram account will be launched while continuing to grow followers on Facebook, Twitter and Pinterest. The NHB will host an integrated media tour featuring Nurse Barb to reach health and nutrition editors with the cough suppressant and First Birthday messaging.

2014 Ingredient Marketing. Keith Seiz of The Arland Group presented the proposed plans for 2014. He discussed the different categories of food products and the strategies for getting honey included as an ingredient. Jill Clark suggested that information and materials developed for outreach to food manufacturers be made available to the industry to help ensure continuity of messaging. There was discussion about how this information could be made available to the honey industry, including use of the website.

Seiz stated that advertising dollars will continue to be shifted from print to online and aimed more at direct engagement rather than overall impressions. Other advertising activities include webinars in the baking and beverage industries, guest blog posts, online category sponsorship, and eNewsletters. Our video series will be taken directly to bakers, and bakers will be filmed for stories on *Bake's* The Baking Channel. Seiz shared ideas for expanding our audience to bakers and associations.

An expanded version of the Baking with Honey Summit is planned, and the first Honey Beer Summit will be conducted. Other efforts will include attending events such as the Natural Products Expo West and the Craft Brewers Conference. In-person seminars with food and beverage manufacturers are also in the plan. A brochure for the beverage industry promoting honey's usage in a variety of categories, plus technical information and formulas, will be developed.

2014 Hispanic PR. Susana Nunez presented the planned programs timed throughout the year. Several grassroots events were recommended. As part of ongoing media opportunities, a Facebook page will be maintained and general consumer promotional activities can be supported with Hispanic market relevance. Ron Phipps asked what geographic areas we could reach out to that haven't been touched yet, to target moreHispanic markets across the country. Nunez identified Texas and Chicago as having great potential.

2014 Sports Marketing. Jessica Schindler summarized the value of Minor League Baseball for the marketing of honey and reviewed the plans for the 2014 season. The teams selected are the Brooklyn Cyclones, Clearwater Threshers, Portland Sea Dogs, Savannah Sang Gnats, and Spokane Indians.

2014 Social Media and In-house Activities. Jessica Schindler presented the plan to sponsor a session of the Taste of Home Cooking School. Its sizeable market (120+ venues each season) and the number of attendees purchasing product after a class were considered sufficient to justify the cost. A short Taste of Home video was shown. The cost of the Taste of Home program will be about \$140,000 plus \$20-30,000 for attendee gift bag inclusions and door prize giveaways for each market. A poll of individual Board members showed a consensus in support of the plan. Work with spokesperson Mitzi Dulan is being moved in-house for 2014 and will focus on social media efforts, including recipe development and photography. Instagram will be added to the Honey Board's social media platforms in 2014. Other planned activities include satellite media tour co-ops and multiple kid/family-focused expos to carry the First Birthday and cough suppressant messaging.

2014 Foodservice. Catherine Barry presented the plans for 2014 Foodservice public relations activities. Strategies include promoting honey as a versatile ingredient, ramping up the beverage focus, highlighting food and beverage pairings, and advancing sweetener substitute positioning. Planned activities include a honey beverage summit, various trade shows and conferences, an initiative to motivate and recognize chefs using honey, a honey summit road tour, strategic marketing partnerships, year-round trade media outreach, increasing the E-Newsletter from quarterly to every other month, and creation of a comprehensive honey beverage guide.

2014 Marketing Budget Discussion. In response to a question from the Board, the 2014 Marketing budget was further discussed. Revisions to the Ingredient and Hispanic programs were suggested by Board members. Barry noted that the budgeted amount for the Ingredient PR program already includes the planned technical research presented by Keith Seiz. Barry suggested that funds could be reallocated within the proposed marketing budget to add funds to the Hispanic program. The Board instructed Barry to give some thought to how funds could be reallocated to the Hispanic program and how much would be needed to include additional outreach to new markets. Barry was asked to be prepared to present some ideas at tomorrow morning's session.

The Tuesday session ended at 5:20 p.m.

WEDNESDAY, OCTOBER 17, 2012

Hans Boedeker was absent for the Wednesday morning session.

ACTION ITEM V SEATING OF ALTERNATE

Motion by Mark Jensen, seconded by Jill Clark and carried to seat Mathias Leitner, Alternate for Hans Boedeker, in Boedeker's absence.

REAPPORTIONMENT OF BOARD MEMBERSHIP.

Mark Mammen read the following section from the Order:

§ 1212.48 Reapportionment of Board membership.

At least once in each 5-year period, but not more frequently than once in each 3-year period, the Board shall:

(a) Review, based on a three-year average, the geographical distribution in the United States of the production of honey and the quantity or value of the honey and honey products imported into the United States; and

(b) If warranted, recommend to the Secretary the reapportionment of the Board membership to reflect changes in the geographical distribution of the production of honey and the quantity or value of the honey and honey products imported into the United States.

Mammen pointed out that the section about geographical distribution of production probably applied more to the old producer board rather than the current board.

A line chart showing import vs. domestic assessments for the five year period covering 2009 through 2013 was shown and reviewed. Imports have risen from 62% of total assessments to 76% of the total (2013 projected). Mark Mammen pointed out that the ratio is still very close to the current allocation of board members, with three producers on the ten-member Board. David Ellingson commented that the board membership was agreed to as part of the change to the current Board structure, and that a change would not be viewed favorably by producers. There was further discussion of the matter.

ACTION ITEM VI BOARD REAPPORTIONMENT

Motion by Zac Browning, seconded by Mark Jensen and carried that the Board membership not be reapportioned because, after careful consideration, it was agreed that such reapportionment is not justified by the statistics and would not benefit the national honey industry.

PROPOSED NHB ASSESSMENT INCREASE

Mark Mammen discussed the possibility of having the question of an assessment increase placed on the agenda of the National Honey Packers and Dealers Association meeting in January. He asked for the Board's direction in the matter, noting that Brent Barkman had offered to address the question at that meeting, with materials provided by the Honey Board Staff.

ACTION ITEM VII ADDRESSING THE INDUSTRY ABOUT A POSSIBLE ASSESSMENT INCREASE

Motion by George Hansen, seconded by Jill Clark and carried that the Board move forward to address the industry regarding a possible increase in assessments at the National Honey Packers and Dealers Association meeting in January in San Antonio, through a representative from the Board designated by the NHB chairman.

PROPOSED 2014 BUDGET

Sam Butler reviewed the proposed 2014 Budget, commenting on specific line items as appropriate. He explained the projected ending cash amount for the year 2013, reviewed and explained the budget assumptions, and explained the calculations behind

the 2014 assessment revenue budget. Mark Mammen asked the Board if they were comfortable with Sam's assumptions. Butler said his projections were cautious and conservative, and noted that the numbers could be revisited at the spring Board meeting if changes needed to be made.

Regarding the issue of increased funding for Hispanic marketing in Chicago and Houston, Catherine Barry stated that Susana Nunez suggested that a 15% budget increase would meet those needs. Consequently, Barry added \$65,000 to the proposed budget for the Hispanic marketing program, offsetting it in the general consumer area without changing the overall Marketing budget proposal.

ACTION ITEM VIII 2014 BUDGET APPROVAL

Motion by Nancy Gamber-Olcott, seconded by Ron Phipps and carried to approve the proposed 2014 budget.

NEXT BOARD MEETING

Catherine Barry suggested that it might be possible to have a meeting in conjunction with a minor league baseball game, perhaps in Clearwater, Florida, or Savannah, where we are sponsoring teams next year.

After discussion, there was a consensus to have staff develop options for the date and location of the 2014 Spring Board meeting.

BEE RESEARCH

ACTION ITEM IX BEE RESEARCH

Motion by Zac Browning, seconded by Nancy Gamber-Olcott and carried that the National Honey Board Research Committee develop an RFP to study declining honey production, identify related factors and trends, and recommend possible solutions, with a draft of the RFP to be presented at the Spring 2014 Board meeting.

Catherine Barry asked for Board feedback on Tuesday's Marketing staff and agency presentations. The feedback was uniformly positive. Nancy Gamber-Olcott said the presentations were well planned and well thought out. Mark Mammen expressed the Board's appreciation of the staff's presentations. Staff was asked to communicate the Board's appreciation to the agencies for their good work during the year and at the meeting.

ACTION ITEM X ADJOURNMENT

Motion by Nancy Gamber-Olcott, seconded by George Hansen, and carried to adjourn.


The meeting was adjourned at 10:30 a.m.

From: Danielle Downey
To: (b) (6); (b) (6); [Doug Hauke](#); (b) (6); [Brent Barkman](#); (b) (6)
Cc: (b) (6)@projectapism.org; [Margaret Lombard](#)
Subject: Re: question on proposal

Dear NHB Selection Committee,
Please see (b) (6) comments and questions about the Tarp proposal below. I will inform you of any response or outcomes from the discussion, and for now I think this feedback may be helpful for you as you review it. Feel free to reply to this group if you have anything to add.

Thank you,
Danielle

Danielle Downey
Executive Director

www.projectapism.org
ProjectApism (1)


On Wed, Nov 2, 2016 at 11:49 AM, (b) (6) wrote:
David, I strongly support your proposal to look into (b) (4) (b) (4) I see this regularly--(b) (4)

(b) (4) It would be good to get firm data on the (b) (4)

However, I have a number of questions on the experimental design of your proposal.

Note to Danielle: may I suggest that you ask the other scientific advisers to weigh in? I'd like David to put together a proposal that satisfies our concerns. (b) (4) so I'd want to see that it meets our standards for consideration.

You state: (b) (4)

How in the world are you going to ensure that all (b) (4) ?

(b) (4)

The above is really weak. What about (b) (4) ? I see far more (b) (4) due to those. And why would you think that (b) (4) I'd prefer that you (b) (4)

(b) (4)

(b) (4)

I'd change (b) (4) to (b) (4) or something that better reflects what you're actually testing.

(b) (4)

The above design will result in (b) (4) (b) (4) Better to (b) (4) This would (b) (4) (b) (4) . It would be more akin to (b) (4) (b) (4) I'd probably just (b) (4)

(b) (4)

I'd like to see the above clarified. Please define the (b) (4) How often are you going to (b) (4) (b) (4) ? And how are you going to control for the (b) (4)

(b) (4)

(b) (4)

(b) (4)

Otherwise, there would be nothing to compare to.

That's all from my preliminary reading of the proposal. I'd be happy to work with you to improve it.

Best,

(b) (6)

From: Sean Smith
To: (b) (6) @nhb.org; (b) (6) @nhb.org
Cc: Jimmy Szczepanek; Linda Martin; Hailey Thompson
Subject: DMR: Iowa company's "100% pure" honey laced with weed-killer, lawsuit says

Hi Margaret and Catherine,

Hope you had a good weekend. Sorry the game Friday didn't go better. If there's a silver lining, at least Washington is in the playoff and the conference will be represented. Just wanted to flag this lengthy piece from the Des Moines Register which posted over the weekend.

<http://www.desmoinesregister.com/story/money/agriculture/2016/12/03/iowa-companys-100-pure-honey-laced-weed-killer-lawsuit-says/94223744/>

Iowa company's '100% pure' honey laced with weed-killer, lawsuit says

[Donnelle Eller](#), deller@dmreg.com 2:20 p.m. CST December 3, 2016

Two national advocacy groups are suing a Sioux City cooperative they say is falsely advertising its honey as pure, despite tests that show it contains traces of glyphosate, used in Roundup, the most widely used farm herbicide in the world.

The Organic Consumers Association and Beyond Pesticides claim that Sioux Honey Association, the 95-year-old cooperative that makes Sue Bee Honey, is misleading consumers by labeling its honey as pure and natural.

The advocacy groups say their lawsuit is more than a labeling dispute — it's an attempt to push retailers and, ultimately, federal agencies to adopt better standards and practices that would protect bees, honey and consumers from contamination from herbicides that are widely applied by farmers.

The lawsuit points to U.S. Food and Drug Administration documents that indicate Sue Bee Honey contains traces of glyphosate, the active ingredient in Roundup. It also highlights a gap in government oversight over the herbicide, which experts say is inadvertently getting into honey.

While the herbicide residue "may be due to the application of glyphosate on crops by neighboring farms and unrelated to beekeeping activities," the advocacy groups say "labeling and advertising of Sue Bee products as 'Pure,' '100% Pure,' 'Natural,' and 'All-Natural' is false, misleading and deceptive."

Sioux Honey Association, with 300 members nationally, didn't respond to requests for comment on the lawsuit and testing.

The EPA hasn't set maximum levels for glyphosate in honey that would effectively establish consumer safety levels. That leaves beekeepers caught between consumers, farming and the government, said Darren Cox, president of the American Honey Producers Association.

By comparison, the European Union has set maximum residue limits for glyphosate in honey at 50 parts per billion.

Cox wants the federal government to set tolerances, which could restrict how farmers apply the popular herbicide.

"We can't wave a magic wand and make that happen," he said.

Monsanto, the St. Louis-based maker of Roundup, is downplaying the study findings, saying that even the highest levels of glyphosate found in the honey samples are still well within the "acceptable daily intake" set by the U.S. Environmental Protection Agency.

"You could consume more than 25 gallons of honey every day for the rest of your life and still not exceed the EPA's exposure limits," Monsanto said in a statement.

Regardless, Andrew Joseph, the state apiarist and a beekeeper, said any trace of herbicide in honey is cause for concern. Honey purity is a source of pride for beekeepers.

"There's no beekeeper that's in any way happy about this," said Joseph, who keeps about 130 hives. "All of us who are aware of this study are fairly frustrated, and we'd like more answers."

Is it safe for people?

The FDA study also showed that honey sold in Iowa contains glyphosates, with one sample reaching as high as 653 parts per billion.

John Vargo, research and development coordinator at the State Hygienic Laboratory, who co-authored the study, pulled honey jars from the shelves of Iowa City area grocery stores last spring to replicate testing that FDA chemist Narong Chamkasem developed.

The testing is able to detect glyphosate more accurately at lower levels than existing assessments.

Vargo tested nine honeys at the University of Iowa lab and found eight samples had glyphosate levels at more than 10 parts per billion. Four samples had levels higher than the 50 parts per billion limit established in Europe. One sample was 13 times higher than that limit.

Whether those levels are harmful is up for debate.

An email between FDA officials, used in the lawsuit to connect the FDA samples to Sue Bee Honey, states that recent EPA evaluations have "confirmed that glyphosate is almost non-toxic to humans and animals."

"While the presence of glyphosate in honey is technically a violation, it is not a safety issue," wrote Chris Sack, an FDA residue expert, to Chamkasem and others.

But a prominent global agency reached a different finding on glyphosate last year. The International Agency for Research on Cancer, part of the World Health Organization, labeled the chemical as "probably carcinogenic to humans."

The European Food Safety Authority and other global groups have disagreed. And the EPA released a finding in September that said "the strongest support is for 'not likely to be carcinogenic to humans' at the doses relevant to human health risk assessment."

Nowhere is safe from contamination

Vargo said he couldn't determine if the honey he bought in Iowa came from state beekeepers. He declined to name the specific brands he purchased.

The lawsuit said a Sue Bee Honey sample tested in the study — and purchased in Atlanta — showed glyphosate levels at 41 parts per billion.

The Sioux Honey Association, formed by five beekeepers in western Iowa in 1921, has bottling plants in Sioux City, Ia.; Anaheim, Calif.; and Elizabethtown, N.C., that process about 40 million pounds of honey annually.

The cooperative lists three beekeepers in Iowa as members.

Altogether, Iowa has about 4,500 beekeepers who manage about 45,000 hives, said Joseph, the state apiarist.

Beekeepers have few options when it comes to avoiding areas where glyphosate is used, especially in Iowa, where about 25 million acres were planted to row crops this year, primarily corn and soybeans.

The majority of Iowa and U.S. farmers grow genetically modified corn and soybeans that can be sprayed with glyphosate or other herbicides, killing the weeds without harming the crops.

Joseph said an important part of beekeeping is finding hive locations that will be "good, productive and safe areas for our bees."

"I don't think there's anywhere that would be safe" from possible contamination, he said. "I don't think there's any place for beekeepers to hide."

Cox, the American Honey Producers Association president, said beekeepers can't "mitigate the exposure" insects encounter as they forage, typically in about a 3-mile radius around their hives.

"I don't know how you would fix that," he said. "Bees need agriculture, and agriculture needs

bees."

Pesticides are everywhere

Nationally, bees pollinate dozens of fruits, nuts and vegetables in \$25 billion of agricultural production, federal data show.

But Iowa's dominant crops don't rely on bees for pollination. Corn is pollinated by the wind, and soybeans self-pollinate.

Still, bees forage soybean and cornfields for pollen and nectar, said Matthew O'Neal, an Iowa State University entomologist. And research shows soybean fields visited by bees can push yields 6 percent to 18 percent higher.

"The boost isn't trivial," O'Neal said. "There's a reason for soybean farmers to think about encouraging bees on their farms" by planting areas with prairies that provide strong forage for pollinators.

He said the presence of glyphosate in honey is "alarming to people, but it shouldn't be surprising," given the herbicide's prevalence.

Varga said other foods, even water, can have small traces of chemicals such as glyphosate.

For example, EPA set glyphosate levels in drinking water at 700 parts per billion.

"Pretty much any product that you test, if you have equipment that's sensitive enough, you'll likely find low level detects of pesticides," Varga said.

Most of the time, though, the amount present isn't a high enough level to be considered a health risk.

The FDA said it tested soybeans, corn, milk and eggs for glyphosate this year as part of a special assignment. Preliminary results showed no pesticide residue violations.

Honey was not part of that assessment, the agency said. The FDA chemist conducted that research independently.

Cox said he's concerned the honey industry is being unfairly singled out. Joseph, the state apiarist, agreed.

"I could have had more glyphosate in morning coffee" than most consumers would find in a year of eating honey, he said.

'EPA has sat silent'

Cox said the honey industry has lobbied EPA for greater protections for bees from pesticides,

including herbicides, insecticides and fungicides.

"We've asked EPA to put caution labels on other products that were causing harm to our pollinators and to our bees, and we've not been successful in those efforts," he said. "EPA has sat silent."

Researchers have recently linked bee deaths to dust from neonicotinoids, used to treat seeds so plants are healthier. The insects also are threatened by Varroa mites, a parasite that attacks bees, and dwindling forage areas such as pastures and prairies.

Iowa and other states ask beekeepers to register their hives and limit when some pesticides can be sprayed to protect nearby colonies.

Bees can find similar threats in cities, O'Neal said. Glyphosate is used to kill weeds on lawns, and communities that spray insecticides for mosquitoes, especially given concerns about the spread of the Zika virus, can wipe out entire bee operations.

"Those are tragedies that can be avoided," he said.

The canary in the coal mine

Most of the threats bees face impact the insects themselves, not their honey, experts say.

Last winter, for example, about 60 percent of beekeepers nationally reported losses that exceeded the acceptable average. About 28 percent of the U.S. bee colonies were lost over the 2015-16 winter, according to a beekeepers survey.

Joseph, the Iowa apiarist, said bees reflect what's going on in the environment around them.

"People view bees as a canary in a coal mine," Joseph said. "Whatever is good or bad — it's reflected in the hives."

Cox hopes the federal government takes a stronger look at how glyphosate could be getting into honey — whether it's in water, sprayed on flowering plants or taken into the plant from the soil.

Federal tolerance levels would help reassure consumers that honey is safe, said Joseph and others.

Even though tolerances could be helpful, they also could have negative ramifications, Cox said, especially since beekeepers are unable to control glyphosate's widespread use.

"What do you do with the honey if you've exceeded a limit? Do you take your \$1 million or \$2 million harvest to the landfill, get rid of jobs and close up business?" Cox said.

Sean Smith
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PRNews Best Place to Work (2015)

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From: Sean Smith
To: [Samantha Forth](#); [Margaret Lombard](#); [Linda Martin](#)
Cc: [Jimmy Szczepanek](#); [Hailey Thompson](#)
Subject: RE: NHB Issues Management News Monitoring 4.27.17

The LAT Op-Ed has some good pushback on the glyphosate debate. Be sure to check it out.

From: Samantha Forth
Sent: Thursday, April 27, 2017 9:35 AM
To: Margaret Lombard (b) (6) @nhb.org>; Linda Martin (b) (6) @na.porternovelli.com>; Sean Smith (b) (6) @porternovelli.com>
Cc: Jimmy Szczepanek (b) (6) @porternovelli.com>; Hailey Thompson (b) (6) @porternovelli.com>
Subject: NHB Issues Management News Monitoring 4.27.17

Hi all,

Below, please find the Issues Management-related news from this morning's scan. Let me know if you have any questions.

Thanks,
Sammy

[The flight of the honey bee is considerably messed up thanks to a common pesticide](#)

Zoe Schlanger, Quartz
4/27/2017

A key to the epidemic of [honey bee colony collapse](#) may be an agricultural pesticide that impairs bees' ability to fly, according to a paper published Wednesday (April 26) in the journal [Scientific Reports](#).

Biologists at the University of California San Diego attached harnesses to the backs of honey bees and flew them in circles in a specially designed contraption resembling an amusement park swing ride, except for bees. A sensor attached to the swing could detect slight changes in speed as the bees flew, at their own pace and for as long as they could, both before and after being exposed to doses of the neonicotinoid thiamethoxam at amounts akin to what they might encounter in a crop field.

Additional coverage: [Common Pesticide Damages Honey Bee's Ability to Fly \(Lab Manager\)](#)

[No, California, Roundup won't give you cancer](#)

Julie Kelly and Henry Miller, LA Times
4/27/2017

The chemophobes who run California are at it again, siding with environmental activists and pseudoscience rather than evidence and common sense.

The state Office of Environmental Health Hazard Assessment announced last month that it was adding the weed-killer glyphosate to its list of chemicals that purportedly cause cancer. Glyphosate — sold as Roundup and under other brand names — is one of the world’s most widely used herbicides. It has been safely killing weeds on farms, in yards and in public areas for the last several decades. Right now, you can find it at your local home improvement store; but in California next year, in addition to its current 14-page label, those bottles will carry this warning: “Contains chemicals known to the state of California to cause cancer and birth defects and other reproductive harm” — even though there is no persuasive evidence for that claim. (The decision is being challenged in a California appellate court by Monsanto, the maker of Roundup.)

[Without Bees, You Can Say Goodbye to These Breakfast Foods](#)

Jordyn Cormier, Care2

4/24/2017

Bees pollinate 70 of the world’s 100 most consumed crops. Most of the nutritional diversity in the American diet is entirely dependent on bees. Yes, you could live off of soda, grains, meat and beer, but there would still be a huge gaping hole in your nutrition. In fact, this is especially apparent if we look at how much of an impact bees have on a nutritious breakfast. If you are anything like me, here are 7 favorite breakfast foods that are in jeopardy if bee populations continue to decline in massive numbers.

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From: Jimmy Szczepanek
To: [Margaret Lombard \(b\) \(6\) @nhb.org](mailto:Margaret.Lombard@nhb.org)
Cc: [Samantha Forth](#); [Kelsey Hammonds](#)
Subject: USA Today follow up
Attachments: [image009.png](#)
[NHB_National Pollinator Week_Consumer Tips Fact Sheet_FOR REVIEW.docx](#)
[USDA Releases Results of New Survey on Honey Bee Colony Health.docx](#)
[NASS_BeeColonies-05-12-2016.pdf](#)

Hi Margaret,

This is what we're going to send to Sean from USA Today as a follow up. To recap, he was interested in the following:

- Advice about what the everyday consumer can do to help to save bees
- More information about the loss of honeybees and to confirm if there are actually fewer bees than before.

Here's what we'd like to send him with your permission:

- The attached fact sheet, which we took directly from honey.com about what people can do to help the bees.
- The attached survey and press release from NASS. This is the most recent survey that we could find and it's about one year old. Here's the executive summary which we'll call out to him.
 - *According to the survey released today, there were 2.59 million or 8% fewer honey bee colonies on January 1, 2016 than the 2.82 million present a year earlier on January 1, 2015 for operations with five or more colonies. New quarterly colony data allow new levels of analysis. For example, there was an 18% loss of colonies in the January-March quarter in 2015 and a 17% loss in the same quarter in 2016. Honey beekeepers with five or more colonies reported Varroa mites as the leading stressor affecting colonies. They also reported more colonies with symptoms of Colony Collapse Disorder lost in the first quarter of 2016 with 113,930 than the 92,250 lost in the same quarter in 2015.*

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Bee the Change: Five Tips to Help Pollinators

Bees provide an invaluable service to our ecosystem by pollinating 80 percent of flowering plants¹. As a result, approximately one third of the food that we eat every day relies on some form of pollination,^{2,3} so it's important that we play our part in protecting bees and our other pollinator friends. Following are five easy tips that everyday people can do to help protect the health of bees.

1. Plant pollinator-friendly flowers and flowering herbs in your garden and yard so pollinators can forage. We recommend finding plant species that are native to your area by visiting the [Xerces Society for Invertebrate Conservation website](#).
2. While you may not like the look of dandelions on your lawn, bees love them! Consider letting the dandelions grow and give yourself a little break from yard work this summer. But if you must control weeds or other pests, look for alternatives to common chemicals and pesticides, like using the release of other organisms, such as natural pest predators and pulling weeds by hand.
3. Most everyone knows that bees feed on nectar and pollen, but they also need water. Give a thirsty bee a drink by creating a simple 'bee-bath' with some fresh water on a plate, or put water in a shallow basin with marbles or rocks for the bee to land.
4. Donate to an organization dedicated to helping protect and promote honey bees and other pollinators; for example [Project Apis m.](#) and the [Honey Bee Coalition](#).
5. Eat more honey. Supporting the honey industry will fund bee health research that will help our pollinator friends to thrive.

FOR MORE INFORMATION PLEASE CONTACT:

Samantha Forth: Samantha.forth@porternovelli.com, (310) 754-4122

###

¹ https://www.fs.usda.gov/Internet/FSE_DOCUMENTS/stelprdb5306468.pdf - page 2

² Klein AM., Vaissiere B, Cane JH, Steffan-Dewenter I, Cunningham SA, Kremen C (2007) *Importance of crop pollinators in changing landscapes for world crops*. Proceedings of the Royal Society B: Biological Sciences 274: 303–313;

³Buchmann S, Nabhan GP (1996) *The Forgotten Pollinators*. Island Press, New York

USDA Releases Results of New Survey on Honey Bee Colony Health

Survey Developed as Part of National Pollinator Research Action Plan Gives New Insight into Losses of Managed Bee Colonies

Release & Contact Info

Press Release

Release No. 0114.16

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WASHINGTON, May 12, 2016 – The U.S. Department of Agriculture's National Agriculture Statistics Service (NASS) released the results of its first ever [Honey Bee Colony Loss](#) survey today. The survey queried more than 20,000 honey beekeepers about the number of colonies, colonies lost, colonies added, and colonies affected by certain stressors and gleans state-level estimates on key honey bee health topics. The survey was developed as part of the "[National Strategy to Promote the Health of Honey Bees and Other Pollinators](#)" released last summer, and gleans state-level estimates on key pollinator health topics.

Results from the survey will provide statistically strong baseline information about honey bee losses and can help guide honey bee management decisions in the United States. NASS created the survey questions with input from beekeepers and researchers, and other stakeholders. The results will allow USDA and other federal departments and agencies to create a more unified and complementary approach to implementing the National Strategy, which was unveiled in May 2015.

"Pollinators are essential to the production of food, and in the United States, honey bees pollinate an estimated \$15 billion of crops each year, ranging from almonds to zucchinis," said Dr. Ann Bartuska, USDA Deputy Under Secretary for Research, Education and Economics. "This new data will add to USDA's robust scientific body of knowledge on the inventory, movement and death loss of honeybees in the United States."

For this report, NASS surveyed 3,300 beekeeping operations with five or more colonies on a quarterly basis, following their operations throughout the year. In addition, NASS surveyed a sample of 20,000 beekeepers who have less than

five colonies annually. Data collected covers the state in which colonies are located, movement of colonies between states, newly added or replaced colonies, number of colonies lost, colonies renovated, and presence of colony stressors and specific signs of illness. The responses allow USDA for the first time to differentiate patterns between small-scale and commercial beekeepers, analyze data on a state-by-state basis, and compare more specific quarterly losses, additions and renovations for larger scale beekeepers.

According to the survey released today, there were 2.59 million or 8% fewer honey bee colonies on January 1, 2016 than the 2.82 million present a year earlier on January 1, 2015 for operations with five or more colonies. New quarterly colony data allow new levels of analysis. For example, there was an 18% loss of colonies in the January-March quarter in 2015 and a 17% loss in the same quarter in 2016. Honey beekeepers with five or more colonies reported Varroa mites as the leading stressor affecting colonies. They also reported more colonies with symptoms of Colony Collapse Disorder lost in the first quarter of 2016 with 113,930 than the 92,250 lost in the same quarter in 2015.

This research complements other information USDA and partners have been collecting for years. For example, in March NASS released its annual report on [honey production](#) and prices for 2015. This report, which is used by USDA, producers, economists, agribusiness and others, found that U.S. honey production in 2015 from producers with five or more colonies totaled 157 million pounds, down 12 percent from 2014. There were 2.66 million colonies from which honey was harvested in 2015, down 3 percent from 2014. Honey prices were 209.0 cents per pound, down 4 percent from a record high of 217.3 cents per pound in 2014.

In addition, for the past 10 years USDA's National Institute of Food and Agriculture has helped fund collaboration between the Bee Informed Partnership and the Apiary Inspectors of America to produce an annual survey that asks both commercial and small-scale beekeepers to track the health and survival rates of their honey bee colonies. This year's survey results, which were released May 10, were gleaned from the responses of 5,700 beekeepers from 48 states who are responsible for about 15 percent of the nation's managed honey bee colonies.

The data being released by NASS today adds to these two efforts by providing a baseline federal statistical resource to track change of reported numbers and death loss in colonies managed by small hobbyists up to the largest commercial producers.

The National Strategy, developed under the leadership of the U.S. Environmental Protection Agency (EPA) and USDA) set three overarching goals: 1) reduce

honey bee colony losses to economically sustainable levels; 2) increase monarch butterfly numbers to protect the annual migration; and 3) restore or enhance millions of acres of land for pollinators through combined public and private action. The plan was accompanied by a science-based Pollinator Research Action Plan. In addition to the surveys mentioned above, a number of research activities within USDA's Research, Education and Economics mission area have been initiated since the action plan was released; for example:

- NIFA is currently seeking applications for a total of \$16.8 million in grant funding for research projects with an emphasis on pollinator health;
- The Agricultural Research Service (ARS) is organizing a national bee genebank as part of the agency's response to ongoing problems facing the country's beekeepers. The genebank, which will be located in Fort Collins, Colorado, will help preserve the genetic diversity of honey bees, especially for traits such as resistance to pests or diseases and pollination efficiency;
- ARS has launched a research project aimed at determining the effects of seasonal pollens on brood rearing, on bees' immune response to pathogen stress, and on whether geographic location influences such effects;
- ARS has launched a study to determine whether hyperspectral imaging can be used as a non-invasive method of monitoring bee colony health; and
- ARS has launched a project to determine colony survival, population size, cost and the return on investment of two overwintering strategies for controlling Varroa mites.

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Honey Bee Colonies

ISSN: 2470-993X

Released May 12, 2016, by the National Agricultural Statistics Service (NASS), Agricultural Statistics Board, United States Department of Agriculture (USDA).

January 1 Honey Bee Colonies Down 8 Percent for Operations with Five or More Colonies

Honey bee colonies for operations with five or more colonies in the United States as of January 1, 2016 totaled 2.59 million. This is 8 percent below the 2.82 million colonies on January 1, 2015. During 2015, honey bee colonies on April 1, July 1, and October 1 were 2.85 million, 3.13 million, and 2.87 million, respectively.

Honey bee colonies lost for operations with five or more colonies during the quarter of January-March 2016, was 429 thousand colonies or 17 percent lost. The quarter of January-March 2015 had a loss of 500 thousand colonies or 18 percent, the highest honey bee colonies loss of the five quarters. The quarter of April-June 2015, at 353 thousand or 12 percent, showed the least amount of lost honey bee colonies.

Honey bee colonies added for operations with five or more colonies during the quarter of January-March 2016 was 378 thousand colonies. The quarter of April-June 2015, added 662 thousand colonies, the highest number of honey bee colonies added of the five quarters. The quarter of October-December 2015, at 117 thousand, showed the least amount of honey bee colonies added.

Honey bee colonies renovated for operations with five or more colonies during the quarter of January-March 2016 was 158 thousand colonies or 6 percent. This is the lowest number of colonies renovated during the five quarters. The number of colonies renovated during the quarter of January-March 2015 was 271 thousand or 10 percent. The highest number of honey bee colonies renovated for any quarter, at 693 thousand, occurred during April-June 2015. Renovated colonies are those that were requeened or received new honey bees through nuc or package.

Varroa Mites Top Colony Stressor for Operations with Five or More Colonies

Varroa mites were the number one stressor for operations with five or more colonies during each of the quarters surveyed. The quarter of January-March 2016 showed varroa mites at 34.3 percent. The quarter of April-June 2015 showed the highest percentage of varroa mites at 43.4 percent affected.

Colonies Lost with Colony Collapse Disorder Symptoms for Operations with Five or More Colonies

Colonies with loss reported that met all of the following criteria: 1) Little to no build-up of dead bees in the hive or at the hive entrance 2) Rapid loss of adult honey bee population despite the presence of queen, capped brood, and food reserves 3) Absence or delayed robbing of the food reserves 4) Loss not attributable to varroa or nosema loads, peaked at 114 thousand colonies lost during January-March 2016. That same quarter a year ago showed 92.3 thousand colonies lost.

Honey Bee Operations with Less than Five Colonies

Honey bee colonies for operations with less than five colonies in the United States on January 1, 2015 were 50.0 thousand. Honey bee colonies on April 1, July 1, and October 1, 2015; 43.0 thousand, 52.0 thousand, and 49.0 thousand, respectively.

Honey bee colonies lost for operations with less than five colonies during the quarter of January-March 2015, was 15.5 thousand colonies, the highest honey bee colonies loss during 2015. The quarter of April-June 2015, at 5.50 thousand, showed the least amount of lost honey bee colonies during the year.

Honey bee colonies added for operations with less than five colonies during the quarter of April-June 2015, was 15.0 thousand colonies, the highest honey bee colonies added during the year. The quarter of October-December 2015, at 860, showed the least amount of added honey bee colonies.

Honey bee colonies renovated for operations with less than five colonies varied by quarter. The highest number of honey bee colonies renovated for any quarter, at 3.80 thousand, occurred during April-June 2015. The quarter of October-December 2015, with 470, was the lowest number of honey bee colonies renovated for any quarter.

Colony Stressor for Operations with Less than Five Colonies

Unknown colony health stressors, at 20.8 percent, was the highest for operations with less than five colonies during 2015. Varroa mites was the next ranked stressor at 19.8 percent.

Colonies Lost with Colony Collapse Disorder Symptoms for Operations with Less than Five Colonies

Colonies with loss reported that meet all of the following criteria: 1) Little to no build-up of dead bees in the hive or at the hive entrance 2) Rapid loss of adult honey bee population despite the presence of queen, capped brood, and food reserves 3) Absence or delayed robbing of the food reserves 4) Loss not attributable to varroa or nosema loads, totaled 7.00 thousand colonies during 2015.

Contents

Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: January 1, 2015 and January-March 2015	4
Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: April 1, 2015 and April-June 2015	5
Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: July 1, 2015 and July-September 2015	6
Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: October 1, 2015 and October-December 2015.....	7
Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: January 1, 2016 and January-March 2016	8
Colony Health Stressors with Five or More Colonies – States and United States: January-March 2015.....	9
Colony Health Stressors with Five or More Colonies – States and United States: April-June 2015.....	10
Colony Health Stressors with Five or More Colonies – States and United States: July-September 2015.....	11
Colony Health Stressors with Five or More Colonies – States and United States: October-December 2015	12
Colony Health Stressors with Five or More Colonies – States and United States: January-March 2016.....	13
Colonies Lost with Colony Collapse Disorder Symptoms with Five or More Colonies – United States: Quarterly January-December 2015 and January-March 2016.....	14
Number of Colonies, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Inventory of Less than Five Colonies – United States: First of Quarter and Quarterly 2015	14
Colony Health Stressors with Less than Five Colonies – United States: Annual 2015	14
Colonies Lost with Colony Collapse Disorder Symptoms with Less than Five Colonies – United States: Annual 2015.....	14
Statistical Methodology	15
Terms and Definitions of Honey Bee Colony Estimates	16
Information Contacts	17

Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: January 1, 2015 and January-March 2015

State	January 1 number of colonies	January-March					
		Maximum colonies ¹	Lost colonies	Percent lost ²	Added colonies	Renovated colonies ³	Percent renovated ⁴
	(number)	(number)	(number)	(percent)	(number)	(number)	(percent)
Alabama	7,000	7,000	1,800	26	2,800	250	4
Arizona	35,000	35,000	4,600	13	3,400	2,100	6
Arkansas	13,000	14,000	1,500	11	1,200	90	1
California	1,440,000	1,690,000	255,000	15	250,000	124,000	7
Colorado	3,500	12,500	1,500	12	200	140	1
Connecticut	3,900	3,900	870	22	290	-	-
Florida	305,000	315,000	42,000	13	54,000	25,000	8
Georgia	104,000	105,000	14,500	14	47,000	9,500	9
Hawaii	10,500	10,500	380	4	3,400	760	7
Idaho	81,000	88,000	3,700	4	2,600	8,000	9
Illinois	6,000	10,500	4,200	40	2,300	390	4
Indiana	9,000	9,500	2,100	22	490	120	1
Iowa	12,500	17,500	3,100	18	1,700	270	2
Kansas	4,600	7,000	1,600	23	450	70	1
Kentucky	7,500	10,500	4,100	39	250	-	-
Louisiana	51,000	51,000	8,000	16	3,100	6,500	13
Maine	3,100	6,500	380	6	20	-	-
Maryland	7,500	10,000	4,100	41	1,600	870	9
Massachusetts	2,900	4,600	1,000	22	260	120	3
Michigan	16,500	60,000	11,500	19	7,500	2,400	4
Minnesota	28,000	74,000	3,700	5	690	530	1
Mississippi	34,000	76,000	8,500	11	22,000	7,500	10
Missouri	12,000	13,000	2,000	15	220	910	7
Montana	8,500	36,000	2,200	6	1,400	1,100	3
Nebraska	10,000	31,000	2,600	8	120	310	1
New Jersey	6,000	9,000	1,100	12	570	1,600	18
New Mexico	7,000	7,000	690	10	190	600	9
New York	27,000	30,000	6,500	22	430	950	3
North Carolina	24,000	26,000	7,000	27	6,000	690	3
North Dakota	57,000	120,000	620	1	1,800	530	(Z)
Ohio	18,000	22,000	10,500	48	5,000	3,300	15
Oklahoma	9,500	26,000	6,000	23	2,600	260	1
Oregon	77,000	87,000	6,500	8	4,300	2,400	3
Pennsylvania	14,000	21,000	6,500	31	360	-	-
South Carolina	17,000	17,500	2,700	15	2,700	1,400	8
South Dakota	50,000	97,000	4,600	5	8,500	2,800	3
Tennessee	9,500	9,500	2,000	21	1,000	190	2
Texas	191,000	250,000	26,000	10	82,000	51,000	20
Utah	6,000	24,000	3,300	14	2,500	290	1
Vermont	5,500	5,500	700	13	1,200	20	(Z)
Virginia	8,000	9,000	2,500	28	800	460	5
Washington	52,000	105,000	14,000	13	13,500	9,000	9
West Virginia	4,700	6,000	1,800	30	570	60	1
Wisconsin	16,500	29,000	8,000	28	3,100	2,500	9
Wyoming	5,500	12,000	2,000	17	2,000	1,400	12
Other States ⁵	3,410	8,990	2,080	23	870	150	2
United States	2,824,610	(X)	500,020	18	546,980	270,530	10

- Represents zero.

(X) Not applicable.

(Z) Less than half of the unit shown.

¹ January 1 number of colonies plus all colonies moved into that state during the quarter.

² Percent lost is the number of lost colonies divided by maximum colonies except for the United States, where percent lost is the number of lost colonies divided by the January 1 number of colonies.

³ Defined as any surviving colony that was requeened or received new honey bees through nuc or package.

⁴ Percent renovated is the number of renovated colonies divided by maximum colonies except for the United States, where percent renovated is the number of renovated colonies divided by the January 1 number of colonies.

⁵ Alaska, Delaware, Nevada, New Hampshire, and Rhode Island not published separately to avoid disclosing data for individual operations.

Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: April 1, 2015 and April-June 2015

State	April 1 number of colonies	April-June					
		Maximum colonies ¹	Lost colonies	Percent lost ²	Added colonies	Renovated colonies ³	Percent renovated ⁴
	(number)	(number)	(number)	(percent)	(number)	(number)	(percent)
Alabama	7,500	7,500	860	12	1,900	680	9
Arizona	33,000	33,000	5,500	17	19,500	7,000	21
Arkansas	13,500	13,500	1,900	14	11,500	5,500	41
California	1,040,000	1,050,000	104,000	10	170,000	285,000	27
Colorado	12,000	25,000	1,900	8	6,000	3,500	14
Connecticut	3,000	3,000	80	3	1,100	150	5
Florida	210,000	215,000	35,000	16	44,000	24,000	11
Georgia	114,000	124,000	23,000	19	25,000	19,000	15
Hawaii	13,500	13,500	120	1	1,100	1,200	9
Idaho	62,000	72,000	6,500	9	16,500	10,500	15
Illinois	9,500	9,500	1,300	14	6,000	1,500	16
Indiana	8,000	12,500	1,300	10	4,900	4,300	34
Iowa	12,500	24,000	1,400	6	6,500	3,100	13
Kansas	6,000	7,000	670	10	2,800	420	6
Kentucky	7,500	8,500	980	12	3,600	1,500	18
Louisiana	44,000	45,000	1,800	4	6,500	8,000	18
Maine	4,600	30,000	3,200	11	3,500	700	2
Maryland	8,000	11,000	370	3	2,600	710	7
Massachusetts	4,100	14,000	320	2	940	510	4
Michigan	58,000	88,000	9,500	11	13,500	5,500	6
Minnesota	71,000	125,000	12,500	10	20,000	21,000	17
Mississippi	89,000	89,000	11,000	12	5,500	10,000	11
Missouri	11,500	12,500	500	4	1,900	1,800	14
Montana	36,000	210,000	4,200	2	14,000	33,000	16
Nebraska	29,000	68,000	4,100	6	15,500	4,600	7
New Jersey	8,500	19,000	1,800	10	2,100	2,900	15
New Mexico	6,500	8,500	1,000	12	1,500	330	4
New York	24,000	34,000	1,100	3	11,000	1,500	4
North Carolina	19,500	23,000	1,800	8	5,500	3,300	14
North Dakota	121,000	450,000	29,000	6	39,000	61,000	14
Ohio	17,500	19,000	2,100	11	10,000	6,000	32
Oklahoma	25,000	27,000	2,200	8	5,500	2,200	8
Oregon	82,000	95,000	5,500	6	14,500	9,500	10
Pennsylvania	15,500	19,000	1,600	8	8,500	2,600	14
South Carolina	17,500	18,500	950	5	1,100	2,000	11
South Dakota	100,000	290,000	21,000	7	27,000	23,000	8
Tennessee	7,500	7,500	730	10	3,600	920	12
Texas	305,000	315,000	33,000	11	76,000	94,000	30
Utah	24,000	27,000	3,400	13	10,000	3,900	14
Vermont	6,000	6,000	100	2	580	50	1
Virginia	7,500	7,500	270	4	2,100	430	6
Washington	105,000	127,000	5,000	4	15,000	13,000	10
West Virginia	4,700	4,700	570	12	2,900	590	13
Wisconsin	25,000	65,000	4,600	7	10,000	5,500	9
Wyoming	12,000	25,000	3,200	13	7,500	5,000	20
Other States ⁵	8,600	11,200	1,940	17	4,140	1,960	18
United States	2,849,500	(X)	352,860	12	661,860	692,850	24

(X) Not applicable.

¹ April 1 number of colonies plus all colonies moved into that state during the quarter.

² Percent lost is the number of lost colonies divided by maximum colonies except for the United States, where percent lost is the number of lost colonies divided by the April 1 number of colonies.

³ Defined as any surviving colony that was requeened or received new honey bees through nuc or package.

⁴ Percent renovated is the number of renovated colonies divided by maximum colonies except for the United States, where percent renovated is the number of renovated colonies divided by the April 1 number of colonies.

⁵ Alaska, Delaware, Nevada, New Hampshire, and Rhode Island not published separately to avoid disclosing data for individual operations.

Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: July 1, 2015 and July-September 2015

State	July 1 number of colonies	July-September					
		Maximum colonies ¹	Lost colonies	Percent lost ²	Added colonies	Renovated colonies ³	Percent Renovated ⁴
	(number)	(number)	(number)	(percent)	(number)	(number)	(percent)
Alabama	8,500	9,000	1,400	16	160	260	3
Arizona	40,000	40,000	6,000	15	4,300	15,500	39
Arkansas	23,000	30,000	9,000	30	500	210	1
California	730,000	800,000	76,000	10	40,000	93,000	12
Colorado	29,000	30,000	4,500	15	1,400	1,400	5
Connecticut	3,700	3,700	50	1	190	440	12
Florida	164,000	220,000	36,000	16	37,000	29,000	13
Georgia	108,000	110,000	13,000	12	19,500	15,500	14
Hawaii	14,500	14,500	2,700	19	1,200	5,500	38
Idaho	80,000	128,000	14,000	11	5,500	11,500	9
Illinois	14,000	14,000	1,400	10	1,300	1,100	8
Indiana	15,000	15,000	1,600	11	1,400	420	3
Iowa	29,000	37,000	3,000	8	640	680	2
Kansas	9,000	9,500	1,000	11	100	160	2
Kentucky	10,000	10,000	1,300	13	170	550	6
Louisiana	50,000	55,000	2,000	4	2,300	1,800	3
Maine	6,000	6,000	450	8	410	140	2
Maryland	7,000	7,500	680	9	730	70	1
Massachusetts	7,500	7,500	560	8	290	400	5
Michigan	89,000	89,000	7,000	8	3,300	3,800	4
Minnesota	133,000	136,000	32,000	24	640	2,300	2
Mississippi	23,000	34,000	3,500	10	260	110	(Z)
Missouri	14,000	14,000	1,200	9	700	630	5
Montana	140,000	156,000	10,500	7	3,200	10,000	6
Nebraska	67,000	77,000	6,000	8	500	6,000	8
New Jersey	18,500	18,500	210	1	190	500	3
New Mexico	6,500	6,500	1,600	25	1,300	650	10
New York	44,000	47,000	6,500	14	4,400	7,000	15
North Carolina	24,000	24,000	2,900	12	2,500	1,100	5
North Dakota	460,000	500,000	93,000	19	11,000	22,000	4
Ohio	23,000	23,000	1,900	8	2,300	880	4
Oklahoma	19,500	22,000	230	1	160	190	1
Oregon	68,000	100,000	8,500	9	8,000	21,000	21
Pennsylvania	25,000	25,000	1,800	7	1,800	2,400	10
South Carolina	12,000	12,000	2,000	17	880	580	5
South Dakota	295,000	295,000	53,000	18	2,100	13,000	4
Tennessee	10,000	10,000	1,200	12	500	350	4
Texas	76,000	136,000	16,500	12	5,500	4,800	4
Utah	31,000	36,000	8,000	22	1,400	2,200	6
Vermont	6,000	6,500	40	1	30	20	(Z)
Virginia	8,000	8,000	680	9	520	220	3
Washington	84,000	97,000	11,500	12	1,800	20,000	21
West Virginia	7,000	7,000	300	4	300	270	4
Wisconsin	60,000	62,000	9,000	15	1,300	4,300	7
Wyoming	29,000	35,000	2,500	7	270	440	1
Other States ⁵	12,180	12,280	900	7	1,050	700	6
United States	3,132,880	(X)	457,100	15	172,990	303,070	10

(X) Not applicable.

(Z) Less than half of the unit shown.

¹ July 1 number of colonies plus all colonies moved into that state during the quarter.

² Percent lost is the number of lost colonies divided by maximum colonies except for the United States, where percent lost is the number of lost colonies divided by the July 1 number of colonies.

³ Defined as any surviving colony that was requeened or received new honey bees through nuc or package.

⁴ Percent renovated is the number of renovated colonies divided by maximum colonies except for the United States, where percent renovated is the number of renovated colonies divided by the July 1 number of colonies.

⁵ Alaska, Delaware, Nevada, New Hampshire, and Rhode Island not published separately to avoid disclosing data for individual operations.

Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: October 1, 2015 and October-December 2015

State	October 1 number of colonies	October-December					
		Maximum colonies ¹	Lost colonies	Percent lost ²	Added colonies	Renovated colonies ³	Percent renovated ⁴
	(number)	(number)	(number)	(percent)	(number)	(number)	(percent)
Alabama	8,000	8,000	610	8	80	60	1
Arizona	36,000	39,000	12,000	31	3,000	16,000	41
Arkansas	23,000	27,000	2,400	9	1,900	-	-
California	750,000	1,260,000	149,000	12	39,000	75,000	6
Colorado	24,000	24,000	2,500	10	3,400	-	-
Connecticut	3,200	3,200	210	7	40	70	2
Florida	220,000	260,000	37,000	14	30,000	28,000	11
Georgia	110,000	121,000	18,000	15	4,400	1,900	2
Hawaii	13,000	13,000	690	5	2,700	760	6
Idaho	121,000	145,000	22,000	15	5,500	5,500	4
Illinois	14,000	14,000	690	5	-	30	(Z)
Indiana	11,500	11,500	1,100	10	140	-	-
Iowa	35,000	35,000	4,300	12	40	30	(Z)
Kansas	8,500	8,500	3,400	40	50	20	(Z)
Kentucky	8,500	8,500	1,100	13	20	10	(Z)
Louisiana	55,000	71,000	4,900	7	1,100	2,400	3
Maine	4,700	4,700	60	1	530	20	(Z)
Maryland	7,500	9,500	730	8	-	-	-
Massachusetts	4,500	4,500	260	6	30	30	1
Michigan	67,000	73,000	9,000	12	210	1,600	2
Minnesota	104,000	105,000	10,000	10	600	40	(Z)
Mississippi	31,000	34,000	1,500	4	500	230	1
Missouri	13,500	13,500	690	5	30	40	(Z)
Montana	116,000	123,000	10,000	8	1,000	80	(Z)
Nebraska	72,000	73,000	7,000	10	10	5,500	8
New Jersey	8,000	8,500	270	3	20	10	(Z)
New Mexico	6,000	6,000	290	5	290	30	1
New York	45,000	45,000	4,000	9	260	10	(Z)
North Carolina	22,000	22,000	2,200	10	510	70	(Z)
North Dakota	230,000	275,000	35,000	13	2,700	9,000	3
Ohio	19,000	19,000	2,400	13	200	140	1
Oklahoma	5,000	10,000	650	7	290	60	1
Oregon	100,000	114,000	8,500	8	200	1,400	1
Pennsylvania	22,000	23,000	2,500	11	1,300	6,500	28
South Carolina	10,000	17,500	2,200	13	640	1,000	6
South Dakota	194,000	205,000	9,000	4	2,400	-	-
Tennessee	8,500	10,000	1,100	11	70	420	4
Texas	125,000	250,000	25,000	10	13,000	2,000	1
Utah	28,000	28,000	1,900	7	120	100	(Z)
Vermont	6,500	6,500	940	15	10	10	(Z)
Virginia	7,500	7,500	750	10	-	350	5
Washington	87,000	89,000	6,500	7	330	170	(Z)
West Virginia	7,000	7,000	610	9	190	140	2
Wisconsin	48,000	48,000	6,500	14	210	10	(Z)
Wyoming	24,000	25,000	1,300	5	30	-	-
Other States ⁵	11,360	12,560	1,630	13	100	50	(Z)
United States	2,874,760	(X)	412,380	14	117,150	158,790	6

- Represents zero.

(X) Not applicable.

(Z) Less than half of the unit shown.

¹ October 1 number of colonies plus all colonies moved into that state during the quarter.

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⁴ Percent renovated is the number of renovated colonies divided by maximum colonies except for the United States, where percent renovated is the number of renovated colonies divided by the October 1 number of colonies.

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Number of Colonies, Maximum, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Five or More Colonies – States and United States: January 1, 2016 and January-March 2016

State	January 1 number of colonies	January-March					
		Maximum colonies ¹	Lost colonies	Percent lost ²	Added colonies	Renovated colonies ³	Percent renovated ⁴
	(number)	(number)	(number)	(percent)	(number)	(number)	(percent)
Alabama	7,500	7,500	1,700	23	1,200	180	2
Arizona	30,000	30,000	4,700	16	2,200	960	3
Arkansas	27,000	27,000	5,000	19	4,700	2,200	8
California	1,140,000	1,410,000	210,000	15	175,000	63,000	5
Colorado	6,000	7,000	570	8	-	20	(Z)
Connecticut	2,700	2,700	270	10	70	10	(Z)
Florida	245,000	265,000	45,000	17	36,000	18,500	7
Georgia	100,000	100,000	20,000	20	28,000	6,000	6
Hawaii	15,000	15,000	280	2	570	1,100	7
Idaho	90,000	97,000	6,500	7	5,500	6,500	7
Illinois	7,000	7,500	1,300	17	470	20	(Z)
Indiana	6,500	6,500	770	12	40	-	-
Iowa	16,500	16,500	3,200	19	90	-	-
Kansas	4,700	4,700	980	21	-	200	4
Kentucky	7,000	7,000	1,300	19	110	70	1
Louisiana	68,000	69,000	9,500	14	7,500	5,500	8
Maine	2,200	3,700	170	5	-	-	-
Maryland	6,500	6,500	1,400	22	40	20	(Z)
Massachusetts	3,000	3,000	370	12	120	330	11
Michigan	25,000	37,000	5,000	14	2,300	110	(Z)
Minnesota	37,000	39,000	6,000	15	4,400	10	(Z)
Mississippi	24,000	77,000	6,500	8	11,000	1,700	2
Missouri	11,500	11,500	1,200	10	930	290	3
Montana	15,500	48,000	840	2	11,500	-	-
Nebraska	10,500	21,000	330	2	40	30	(Z)
New Jersey	8,500	8,500	1,000	12	80	40	1
New Mexico	6,000	6,500	1,700	26	10	70	1
New York	31,000	31,000	4,000	13	140	1,400	5
North Carolina	18,500	24,000	2,500	10	80	840	4
North Dakota	82,000	173,000	17,000	10	-	-	-
Ohio	16,000	16,000	4,200	26	760	100	1
Oklahoma	6,000	6,000	2,900	48	60	510	9
Oregon	70,000	92,000	2,800	3	3,800	1,800	2
Pennsylvania	12,500	12,500	2,900	23	220	340	3
South Carolina	16,500	16,500	3,400	21	2,100	1,800	11
South Dakota	30,000	91,000	770	1	30	-	-
Tennessee	9,000	9,000	1,700	19	100	150	2
Texas	240,000	290,000	29,000	10	73,000	42,000	15
Utah	12,000	12,500	1,700	14	710	100	1
Vermont	5,500	5,500	410	8	-	-	-
Virginia	6,500	6,500	1,100	17	500	130	2
Washington	78,000	135,000	13,000	10	4,200	2,000	2
West Virginia	6,500	7,500	1,700	23	-	10	(Z)
Wisconsin	22,000	23,000	2,900	13	530	-	-
Wyoming	2,700	5,000	340	7	-	-	-
Other States ⁵	7,290	7,890	900	11	60	10	(Z)
United States	2,594,590	(X)	428,800	17	378,160	158,050	6

- Represents zero.

(X) Not applicable.

(Z) Less than half of the unit shown.

¹ January 1 number of colonies plus all colonies moved into that state during the quarter.

² Percent lost is the number of lost colonies divided by maximum colonies except for the United States, where percent lost is the number of lost colonies divided by the January 1 number of colonies.

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⁴ Percent renovated is the number of renovated colonies divided by maximum colonies except for the United States, where percent renovated is the number of renovated colonies divided by the January 1 number of colonies.

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Colony Health Stressors with Five or More Colonies – States and United States: January-March 2015

[Percent of colonies affected by stressors anytime during the quarter. A colony may be affected by multiple stressors during the quarter]

State	Varroa mites	Other pests and parasites ¹	Diseases ²	Pesticides	Other ³	Unknown
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Alabama	10.0	5.4	(Z)	2.2	9.1	9.4
Arizona	26.9	20.5	0.1	(Z)	1.8	3.1
Arkansas	17.6	11.4	1.5	3.4	1.0	1.0
California	24.7	7.2	3.0	7.5	6.5	2.8
Colorado	14.6	0.9	1.8	0.6	2.6	5.9
Connecticut	2.5	1.4	(Z)	(Z)	21.2	2.4
Florida	22.3	13.5	0.8	8.9	5.1	4.4
Georgia	6.2	4.9	3.3	2.6	4.8	10.5
Hawaii	38.8	37.7	1.6	(Z)	2.0	(Z)
Idaho	39.8	6.7	12.5	4.8	8.9	4.9
Illinois	12.3	6.9	0.7	0.4	12.6	11.6
Indiana	20.7	0.3	0.2	0.3	22.3	11.7
Iowa	26.0	0.7	4.6	3.4	18.0	3.4
Kansas	32.7	1.3	1.1	14.2	9.5	3.4
Kentucky	10.8	10.7	2.5	2.5	22.7	12.9
Louisiana	17.2	4.7	4.3	1.7	3.1	2.1
Maine	4.4	0.1	(Z)	(Z)	7.5	1.9
Maryland	10.1	1.8	0.4	(Z)	24.2	12.4
Massachusetts	23.5	3.5	2.1	2.8	7.6	4.7
Michigan	14.3	3.1	1.1	1.6	8.3	4.6
Minnesota	1.4	0.1	(Z)	0.1	1.6	2.1
Mississippi	9.4	8.2	0.1	2.1	1.2	1.1
Missouri	13.1	6.0	2.2	4.2	11.8	6.3
Montana	8.7	0.5	0.6	0.8	2.3	7.9
Nebraska	5.9	0.1	0.1	0.5	0.3	3.0
New Jersey	40.1	13.2	30.4	11.1	19.5	16.7
New Mexico	17.1	0.1	(Z)	0.2	1.3	0.4
New York	7.6	2.6	0.5	4.4	12.4	8.3
North Carolina	35.5	2.3	0.1	22.9	6.2	12.2
North Dakota	1.7	1.7	(Z)	(Z)	2.5	0.1
Ohio	10.7	1.6	1.0	3.0	17.8	3.1
Oklahoma	14.5	10.1	0.5	(Z)	2.1	2.9
Oregon	20.2	2.0	0.4	0.6	1.6	1.1
Pennsylvania	28.1	6.3	1.9	1.9	17.8	6.3
South Carolina	10.5	2.3	0.2	0.3	3.6	2.9
South Dakota	1.2	0.9	0.3	0.5	1.2	1.8
Tennessee	22.2	17.1	(Z)	(Z)	13.0	4.4
Texas	21.5	12.2	5.0	11.1	2.3	6.2
Utah	13.6	0.9	0.1	4.4	3.0	0.5
Vermont	2.3	5.6	(Z)	(Z)	5.8	4.9
Virginia	19.0	9.4	2.3	(Z)	9.8	11.9
Washington	21.5	0.5	0.3	3.6	6.0	1.1
West Virginia	18.0	7.3	2.2	2.1	14.6	6.1
Wisconsin	18.8	1.6	2.7	8.5	8.3	5.8
Wyoming	0.9	(Z)	(Z)	(Z)	0.7	(Z)
Other States ⁴	0.8	0.1	(Z)	0.1	0.9	(Z)
United States	25.2	8.6	3.1	7.4	6.9	4.3

(Z) Less than half of the unit shown.

¹ Tracheal mites, nosema, hive beetle, wax moths, etc.

² Includes American and European foulbrood, chalkbrood, stonebrood, paralysis (acute and chronic), kashmir, deformed wing, sacbrood, IAPV, Lake Sinai II, etc.

³ Includes weather, starvation, insufficient forage, queen failure, hive damage/destroyed, etc.

⁴ Alaska, Delaware, Nevada, New Hampshire, and Rhode Island not published separately to avoid disclosing data for individual operations.

Colony Health Stressors with Five or More Colonies – States and United States: April-June 2015

[Percent of colonies affected by stressors anytime during the quarter. A colony may be affected by multiple stressors during the quarter]

State	Varroa mites	Other pests and parasites ¹	Diseases ²	Pesticides	Other ³	Unknown
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Alabama	16.7	42.5	(Z)	2.3	3.2	4.1
Arizona	8.4	32.1	0.5	20.1	28.2	0.3
Arkansas	65.9	63.4	7.0	22.6	27.4	9.3
California	50.9	21.5	7.8	23.0	14.2	3.1
Colorado	38.6	1.8	4.6	2.8	3.4	6.6
Connecticut	10.2	0.4	1.9	0.8	1.0	0.7
Florida	44.2	26.4	2.7	17.7	13.6	5.4
Georgia	52.8	17.5	2.9	28.7	11.5	4.1
Hawaii	60.1	61.0	0.3	0.1	3.2	0.1
Idaho	25.5	6.7	6.5	6.0	13.7	0.3
Illinois	10.3	3.7	0.2	2.5	2.3	2.4
Indiana	15.4	1.8	7.0	0.5	4.4	2.0
Iowa	21.5	5.1	2.9	7.8	2.7	1.9
Kansas	14.4	2.4	0.9	0.1	3.5	4.9
Kentucky	21.7	18.2	5.3	1.8	9.5	2.9
Louisiana	36.4	3.7	0.2	1.1	5.0	0.5
Maine	72.1	34.5	0.1	34.5	0.5	0.1
Maryland	4.9	1.3	0.2	2.5	1.6	1.5
Massachusetts	66.8	61.7	0.2	61.8	4.4	3.1
Michigan	26.9	13.0	0.6	9.1	16.4	3.1
Minnesota	25.4	6.2	1.4	16.5	10.1	9.3
Mississippi	10.1	6.0	0.3	0.1	2.3	1.7
Missouri	5.1	6.2	3.1	1.6	1.0	7.4
Montana	9.0	0.9	0.8	5.3	1.6	(Z)
Nebraska	6.5	6.9	(Z)	1.4	2.1	1.5
New Jersey	52.5	3.6	0.3	26.1	1.0	2.4
New Mexico	38.8	(Z)	15.5	5.9	0.4	2.7
New York	19.1	12.5	4.5	4.4	3.3	1.1
North Carolina	51.0	14.3	0.3	3.5	5.8	3.0
North Dakota	15.5	3.0	0.1	4.3	4.6	0.3
Ohio	15.8	4.1	3.0	11.9	11.2	29.0
Oklahoma	66.1	6.3	(Z)	0.1	7.0	1.9
Oregon	39.3	20.9	13.2	16.0	5.8	0.4
Pennsylvania	11.4	5.8	2.6	1.6	6.7	2.1
South Carolina	29.9	5.4	0.5	1.4	3.7	0.7
South Dakota	9.8	11.1	1.8	2.0	1.4	1.5
Tennessee	47.8	26.3	1.8	9.8	2.6	3.0
Texas	19.3	22.9	2.5	6.6	7.4	3.0
Utah	27.2	10.8	1.5	12.3	5.6	1.2
Vermont	3.7	1.9	0.1	(Z)	1.3	0.1
Virginia	26.2	13.0	1.8	0.2	3.0	4.5
Washington	48.7	0.2	2.2	2.0	3.2	0.5
West Virginia	15.6	8.3	0.6	2.7	4.6	4.4
Wisconsin	35.3	5.6	1.0	8.2	15.2	2.3
Wyoming	19.1	17.9	0.8	3.6	8.3	2.4
Other States ⁴	36.3	9.1	(Z)	(Z)	0.1	(Z)
United States	43.4	19.5	4.9	16.6	11.6	3.5

(Z) Less than half of the unit shown.

¹ Tracheal mites, nosema, hive beetle, wax moths, etc.

² Includes American and European foulbrood, chalkbrood, stonebrood, paralysis (acute and chronic), kashmir, deformed wing, sacbrood, IAPV, Lake Sinai II, etc.

³ Includes weather, starvation, insufficient forage, queen failure, hive damage/destroyed, etc.

⁴ Alaska, Delaware, Nevada, New Hampshire, and Rhode Island not published separately to avoid disclosing data for individual operations.

Colony Health Stressors with Five or More Colonies – States and United States: July-September 2015

[Percent of colonies affected by stressors anytime during the quarter. A colony may be affected by multiple stressors during the quarter]

State	Varroa mites	Other pests and parasites ¹	Diseases ²	Pesticides	Other ³	Unknown
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Alabama	63.1	70.6	(Z)	2.6	2.2	17.7
Arizona	53.5	24.8	5.4	17.3	7.6	5.1
Arkansas	69.2	32.4	0.9	5.0	1.8	1.4
California	39.9	20.4	12.5	19.6	15.0	4.7
Colorado	50.5	1.5	2.7	16.5	3.7	2.7
Connecticut	39.3	1.2	0.4	1.5	7.8	(Z)
Florida	39.5	21.7	6.7	22.9	21.9	3.4
Georgia	47.6	16.2	3.6	21.2	8.9	3.6
Hawaii	78.1	80.5	0.1	0.1	2.5	(Z)
Idaho	46.8	5.2	1.7	10.0	2.2	6.4
Illinois	7.7	3.0	0.6	0.4	3.4	1.0
Indiana	13.7	10.3	4.8	8.2	1.0	6.2
Iowa	17.4	5.8	0.1	4.7	5.6	3.4
Kansas	22.5	16.2	0.2	14.1	14.8	1.7
Kentucky	40.4	11.3	1.2	6.5	9.0	2.0
Louisiana	25.9	2.3	(Z)	1.6	3.0	0.2
Maine	9.9	3.4	13.2	(Z)	2.6	7.8
Maryland	26.9	19.1	2.9	22.8	7.1	2.0
Massachusetts	16.3	2.9	0.4	2.1	2.5	0.3
Michigan	44.6	16.3	7.3	13.7	1.8	8.8
Minnesota	33.3	14.6	7.4	27.4	7.0	7.2
Mississippi	45.5	2.2	(Z)	1.1	3.8	1.4
Missouri	11.1	11.7	3.0	2.0	2.1	1.4
Montana	52.5	16.4	10.7	2.3	6.4	5.3
Nebraska	33.2	10.3	10.9	13.2	4.6	4.3
New Jersey	7.2	1.0	0.1	(Z)	1.1	0.7
New Mexico	61.2	55.0	55.0	58.0	55.5	0.7
New York	40.0	14.3	5.7	17.1	8.8	1.5
North Carolina	33.9	27.9	0.7	7.5	5.7	8.5
North Dakota	33.8	15.5	8.1	12.3	4.1	3.7
Ohio	30.7	8.0	0.6	23.4	1.6	1.7
Oklahoma	1.6	2.3	0.1	0.1	0.6	0.4
Oregon	56.0	20.8	5.2	3.1	4.8	3.8
Pennsylvania	45.1	11.3	3.7	5.1	7.2	0.8
South Carolina	58.4	31.0	18.3	14.7	3.9	3.0
South Dakota	22.0	7.3	2.0	7.1	1.9	5.7
Tennessee	50.8	38.4	0.5	4.8	2.2	1.0
Texas	30.7	26.0	1.3	19.4	4.7	5.2
Utah	40.1	25.0	41.6	33.6	3.6	0.1
Vermont	22.7	0.5	(Z)	(Z)	0.4	(Z)
Virginia	29.0	14.2	1.3	3.7	3.5	8.9
Washington	45.6	3.7	2.3	1.4	3.8	0.3
West Virginia	21.7	5.3	1.0	1.5	3.0	1.1
Wisconsin	47.3	20.1	8.3	20.9	12.6	13.5
Wyoming	28.5	11.0	6.4	3.4	2.0	0.4
Other States ⁴	8.8	0.2	(Z)	0.4	0.7	0.2
United States	41.2	17.6	8.0	15.2	8.8	4.8

(Z) Less than half of the unit shown.

¹ Tracheal mites, nosema, hive beetle, wax moths, etc.

² Includes American and European foulbrood, chalkbrood, stonebrood, paralysis (acute and chronic), kashmir, deformed wing, sacbrood, IAPV, Lake Sinai II, etc.

³ Includes weather, starvation, insufficient forage, queen failure, hive damage/destroyed, etc.

⁴ Alaska, Delaware, Nevada, New Hampshire, and Rhode Island not published separately to avoid disclosing data for individual operations.

Colony Health Stressors with Five or More Colonies – States and United States: October-December 2015

[Percent of colonies affected by stressors anytime during the quarter. A colony may be affected by multiple stressors during the quarter]

State	Varroa mites	Other pests and parasites ¹	Diseases ²	Pesticides	Other ³	Unknown
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Alabama	3.1	6.4	0.2	0.2	2.8	1.9
Arizona	50.1	1.7	1.1	3.5	0.5	15.5
Arkansas	38.1	9.7	0.1	8.2	8.5	0.6
California	37.3	12.7	6.2	11.7	10.5	7.3
Colorado	47.6	24.4	21.2	19.7	8.4	1.8
Connecticut	10.5	1.7	0.5	1.1	3.4	2.0
Florida	27.3	18.4	2.5	6.8	3.0	4.2
Georgia	43.5	13.9	5.3	4.5	3.7	1.3
Hawaii	31.0	33.9	0.2	(Z)	(Z)	(Z)
Idaho	38.9	0.6	4.3	4.0	2.8	4.5
Illinois	9.4	2.5	0.3	0.9	1.0	3.1
Indiana	15.1	0.5	6.3	0.1	0.6	3.7
Iowa	53.4	0.9	0.6	6.4	24.8	1.4
Kansas	44.5	24.8	0.2	25.1	33.9	19.0
Kentucky	22.2	14.8	0.4	9.8	7.2	1.7
Louisiana	10.9	1.0	(Z)	0.6	2.4	0.2
Maine	18.0	0.2	(Z)	(Z)	0.1	0.4
Maryland	5.6	2.0	0.1	(Z)	0.2	4.3
Massachusetts	31.4	1.6	6.2	1.9	2.6	1.1
Michigan	30.2	4.1	(Z)	4.1	3.2	3.7
Minnesota	43.6	8.7	8.4	25.0	3.8	8.9
Mississippi	10.6	2.5	0.3	(Z)	0.7	1.3
Missouri	2.8	6.0	3.3	0.1	0.8	1.5
Montana	35.5	19.8	14.4	11.4	3.2	13.9
Nebraska	15.5	(Z)	0.2	0.3	0.4	1.7
New Jersey	7.7	2.2	(Z)	0.4	0.4	1.2
New Mexico	30.9	0.3	0.2	8.4	0.6	1.7
New York	24.5	2.2	0.8	0.9	0.4	6.2
North Carolina	9.6	3.4	0.5	0.4	5.4	3.4
North Dakota	10.8	2.3	1.8	1.5	3.7	2.1
Ohio	36.3	8.8	2.0	7.3	14.5	2.1
Oklahoma	2.8	4.5	0.1	0.1	1.3	2.5
Oregon	16.4	1.3	1.5	1.5	1.7	1.5
Pennsylvania	32.2	4.3	1.0	0.3	0.8	1.0
South Carolina	14.2	2.9	0.4	1.7	5.8	(Z)
South Dakota	16.8	3.0	1.9	7.1	2.4	4.1
Tennessee	43.6	28.3	(Z)	4.6	7.1	3.6
Texas	20.9	8.7	2.7	5.4	2.2	8.0
Utah	75.8	9.1	6.4	0.2	4.4	0.4
Vermont	57.1	16.8	0.9	0.6	0.4	15.6
Virginia	26.3	17.2	0.4	(Z)	5.8	10.4
Washington	6.9	0.1	0.1	0.3	3.0	1.5
West Virginia	18.8	4.5	1.3	3.0	8.2	0.6
Wisconsin	49.4	15.6	2.5	21.9	6.6	21.4
Wyoming	45.0	3.3	6.6	10.5	11.3	3.9
Other States ⁴	8.2	(Z)	(Z)	(Z)	(Z)	8.0
United States	37.0	11.4	5.2	9.5	7.3	6.9

(Z) Less than half of the unit shown.

¹ Tracheal mites, nosema, hive beetle, wax moths, etc.

² Includes American and European foulbrood, chalkbrood, stonebrood, paralysis (acute and chronic), kashmir, deformed wing, sacbrood, IAPV, Lake Sinai II, etc.

³ Includes weather, starvation, insufficient forage, queen failure, hive damage/destroyed, etc.

⁴ Alaska, Delaware, Nevada, New Hampshire, and Rhode Island not published separately to avoid disclosing data for individual operations.

Colony Health Stressors with Five or More Colonies – States and United States: January-March 2016

[Percent of colonies affected by stressors anytime during the quarter. A colony may be affected by multiple stressors during the quarter]

State	Varroa mites	Other pests and parasites ¹	Diseases ²	Pesticides	Other ³	Unknown
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Alabama	24.2	22.0	4.3	8.1	2.4	11.3
Arizona	32.8	2.8	(Z)	7.7	6.5	7.2
Arkansas	57.5	7.0	(Z)	0.5	1.9	8.1
California	38.5	15.2	9.0	12.6	8.4	4.3
Colorado	3.5	4.7	0.6	0.3	3.0	0.2
Connecticut	12.3	0.8	0.2	(Z)	7.7	1.7
Florida	21.7	6.3	0.5	5.4	1.9	1.5
Georgia	32.2	7.7	2.1	21.3	3.1	3.9
Hawaii	0.3	1.5	(Z)	0.1	0.8	(Z)
Idaho	31.7	2.3	2.1	5.9	5.5	0.3
Illinois	15.0	7.8	0.4	2.9	5.0	10.4
Indiana	17.4	3.7	0.9	0.3	7.2	5.5
Iowa	41.6	0.5	(Z)	2.1	34.4	12.2
Kansas	32.2	10.6	0.1	1.2	2.6	5.8
Kentucky	20.9	8.0	0.6	5.6	11.1	7.5
Louisiana	18.0	11.1	13.9	0.3	9.9	1.5
Maine	3.3	0.4	0.3	(Z)	0.8	1.4
Maryland	30.2	0.1	(Z)	11.0	7.8	0.8
Massachusetts	10.1	5.2	0.7	(Z)	3.1	1.1
Michigan	5.4	0.2	(Z)	0.5	1.2	10.3
Minnesota	11.8	6.9	0.1	11.3	7.1	14.2
Mississippi	8.5	1.1	(Z)	2.0	0.2	8.8
Missouri	17.8	6.2	0.3	5.4	4.0	5.4
Montana	0.8	(Z)	(Z)	0.6	0.2	0.1
Nebraska	1.7	0.4	0.1	0.2	0.8	0.4
New Jersey	5.5	0.8	0.2	0.4	1.2	8.2
New Mexico	69.0	0.4	31.5	(Z)	1.5	0.3
New York	27.5	5.9	1.5	7.6	9.5	2.6
North Carolina	9.6	2.5	1.9	2.7	4.0	2.5
North Dakota	(Z)	(Z)	(Z)	(Z)	(Z)	9.9
Ohio	41.9	4.4	0.2	1.3	10.2	5.3
Oklahoma	9.7	2.6	0.1	0.6	2.4	41.5
Oregon	20.9	15.0	5.3	(Z)	2.4	0.3
Pennsylvania	44.8	4.3	0.3	3.8	5.5	4.6
South Carolina	11.0	2.3	0.6	2.1	5.1	4.9
South Dakota	0.2	(Z)	(Z)	(Z)	0.4	0.3
Tennessee	19.7	7.1	0.2	3.7	10.1	10.9
Texas	21.0	10.6	2.5	10.2	4.0	2.7
Utah	28.8	7.6	0.1	0.4	1.9	0.6
Vermont	1.3	(Z)	0.3	(Z)	0.5	1.7
Virginia	32.7	7.2	(Z)	0.4	5.0	3.8
Washington	21.6	11.3	1.4	1.7	1.7	5.4
West Virginia	21.9	2.9	1.1	0.6	6.9	6.5
Wisconsin	22.0	1.5	1.0	12.2	8.8	9.4
Wyoming	(Z)	0.5	0.2	3.3	1.0	1.6
Other States ⁴	0.1	(Z)	(Z)	(Z)	13.3	(Z)
United States	34.3	12.6	6.2	10.5	7.0	5.4

(Z) Less than half of the unit shown.

¹ Tracheal mites, nosema, hive beetle, wax moths, etc.

² Includes American and European foulbrood, chalkbrood, stonebrood, paralysis (acute and chronic), kashmir, deformed wing, sacbrood, IAPV, Lake Sinai II, etc.

³ Includes weather, starvation, insufficient forage, queen failure, hive damage/destroyed, etc.

⁴ Alaska, Delaware, Nevada, New Hampshire, and Rhode Island not published separately to avoid disclosing data for individual operations.

Colonies Lost with Colony Collapse Disorder Symptoms with Five or More Colonies – United States: Quarterly January-December 2015 and January-March 2016

[Loss reported that met all of the following criteria: 1) Little to no build-up of dead bees in the hive or at the hive entrance 2) Rapid loss of adult honey bee population despite the presence of queen, capped brood, and food reserves 3) Absence or delayed robbing of the food reserves 4) Loss not attributable to varroa or nosema loads]

Item	January-March	April-June	July-September	October-December	January-March ¹
	(number)	(number)	(number)	(number)	(number)
Colonies lost	92,250	56,760	88,390	87,610	113,930

¹ 2016.

Number of Colonies, Lost, Percent Lost, Added, Renovated, and Percent Renovated with Inventory of Less than Five Colonies – United States: First of Quarter and Quarterly 2015

Quarter	Colonies on first of the quarter ¹	Lost colonies	Percent lost ²	Added colonies	Renovated colonies ³	Percent renovated ⁴
	(number)	(number)	(percent)	(number)	(number)	(percent)
January-March	50,000	15,500	31	8,000	3,200	6
April-June	43,000	5,500	13	15,000	3,800	9
July-September	52,000	6,500	13	2,800	1,400	3
October-December	49,000	7,000	14	860	470	1

¹ Number of colonies on January 1, April 1, July 1, and October 1.

² Percent lost is the number of lost colonies divided by the first of quarter number of colonies.

³ Defined as any surviving colony that was requeened or received new honey bees through nuc or package.

⁴ Percent renovated is the number of renovated colonies divided by the first of quarter number of colonies.

Colony Health Stressors with Less than Five Colonies – United States: Annual 2015

[Percent of colonies affected by stressors anytime during the year. A colony may be affected by multiple stressors during the year]

Item	Varroa mites	Other pests and parasites ¹	Diseases ²	Pesticides	Other ³	Unknown
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Colonies affected	19.8	12.5	2.2	4.9	15.5	20.8

¹ Tracheal mites, nosema, hive beetle, wax moths, etc.

² Includes American and European foulbrood, chalkbrood, stonebrood, paralysis (acute and chronic), kashmir, deformed wing, sacbrood, IAPV, Lake Sinai II, etc.

³ Includes weather, starvation, insufficient forage, queen failure, hive damage/destroyed, etc.

Colonies Lost with Colony Collapse Disorder Symptoms with Less than Five Colonies – United States: Annual 2015

[Loss reported that met all of the following criteria: 1) Little to no build-up of dead bees in the hive or at the hive entrance 2) Rapid loss of adult honey bee population despite the presence of queen, capped brood, and food reserves 3) Absence or delayed robbing of the food reserves 4) Loss not attributable to varroa or nosema loads]

Item	Annual
	(number)
Colonies lost	7,000

Statistical Methodology

Survey Procedures: Data for operations with honey bee colonies are collected from a stratified sample of operations that responded as having honey bees on the *Bee and Honey Inquiry* and from the NASS list frame. For operations with five or more colonies, data was collected on a quarterly basis; operations with less than five colonies were collected with one, annual survey. NASS Regional Field Offices maintain a list of all known operations with honey bees and use known sources of producers to update their lists. All operations are mailed a questionnaire and given adequate time to respond by mail or electronic data reporting (EDR). Those that do not respond by mail or EDR are telephoned or possibly enumerated in person.

Estimation Procedures: Estimates were prepared by the Agricultural Statistics Board after reviewing recommendations and analysis submitted by each Regional Field Office. All data were analyzed for unusual values. Data from each operation were compared to their own past operating profile and to trends from similar operations. Data for missing operations were estimated based on similar operations or historical data. National and State survey data were reviewed for reasonableness with each other and estimates from the previous quarters using a balance sheet.

Revision Policy: The previous year's estimates are subject to revision when current year's estimates are made. Revisions are the result of late reports or corrected data. Estimates will also be reviewed after data from the 5-year Census of Agriculture are available. No revisions will be made after that date.

Reliability: Since all operations with honey bees are not included in the sample, survey estimates are subject to sampling variability. Survey results are also subject to non-sampling errors such as omissions, duplication, and mistakes in reporting, recording, and processing the data. While these errors cannot be measured directly, they are minimized through strict quality controls in the data collection process and a careful review of all reported data for consistency and reasonableness.

Terms and Definitions of Honey Bee Colony Estimates

Added colonies: A new or replacement, surviving colony that was either created or purchased whole by an operation.

Colony: A hive containing queen bee and attendant worker bees and/or drone bees.

Colony Collapse Disorder (CCD) criteria: Colonies reported as being lost due to CCD must have fully met four criteria: 1) Little to no build-up of dead bees in the hive or at the hive entrance 2) Rapid loss of adult honey bee population despite the presence of queen, capped brood, and food reserves 3) Absence or delayed robbing of the food reserves 4) Loss not attributable to varroa or nosema loads. Colonies lost due to CCD were collected on a quarterly basis for operations with five or more colonies. Colonies lost due to CCD on operations with less than five colonies were collected annually and for the year as a whole.

Lost colony: A completely failed colony, loss of most workers, and possibly the queen. Colony is no longer viable. Sometimes referred to as a dead out.

Maximum colonies: Refers to the sum of colonies in a state on the first of the quarter plus all those moved into the state during that period. Maximum colonies is considered the base number from which a data user can do further analysis. It does not include the colonies that were added, lost, or renovated in the state. Colonies are counted in every state they were in during the quarter; therefore, a national level maximum number of colonies cannot be calculated due to duplication.

Nuc: A smaller sized hive box with reduced numbers of bees and brood, usually containing a queen; used for expansion of the apiary operation or renovating an existing colony.

Package: A shipping container with several pounds of honey bees that may or may not include a queen; used for expansion of the apiary operation or renovating an existing colony.

Percent lost: The state-level percentage of colonies lost is the number of colonies lost in that state divided by the maximum colonies for that state. The national level percentage of colonies lost is the total number of all colonies lost in the United States divided by the number of colonies on the first of the quarter.

Percent renovated: The state-level percentage of colonies renovated is the number of colonies renovated in that state divided by the maximum colonies for that state. The national level percentage of colonies renovated is the total number of all colonies renovated in the United States divided by the number of colonies on the first of the quarter.

Renovated colony: An existing colony that was requeened or received a nuc or package.

Stressors: State level colony health stressors for operations with five or more colonies are the percent of the maximum colonies reported to be affected, by quarter. The national level colony stressors is the summed number for the United States divided by the number of colonies on the first of the quarter. The health percentages for operations with less than five colonies are the percent of colonies reported to be affected during the entire year divided by the maximum number of colonies for all purposes reported to be on operations with less than five colonies, collected from the *Bee and Honey Inquiry*.

Information Contacts

Listed below are the commodity specialists in the Livestock Branch of the National Agricultural Statistics Service to contact for additional information. E-mail inquiries may be sent to nass@nass.usda.gov

Dan Kerestes, Chief, Livestock Branch	(202) 720-3570
Bruce Boess, Head, Poultry and Specialty Commodities Section	(202) 720-4447
Aaron Cosgrove – Egg Products, Poultry Slaughter, Trout Production	(202) 690-3237
Alissa Cowell-Mytar – Cold Storage	(202) 720-4751
Heidi Gleich – Broiler Hatchery, Chicken Hatchery	(202) 720-0585
Tom Kruchten – Census of Aquaculture	(202) 690-4870
Kim Linonis – Layers, Eggs	(202) 690-8632
Sammy Neal – Catfish Production, Mink, Turkey Hatchery, Turkeys Raised	(202) 720-3244
Joshua O’Rear – Honey, Honey Bee Colonies.....	(202) 690-3676

Access to NASS Reports

For your convenience, you may access NASS reports and products the following ways:

- All reports are available electronically, at no cost, on the NASS web site: www.nass.usda.gov
- Both national and state specific reports are available via a free e-mail subscription. To set-up this free subscription, visit www.nass.usda.gov and click on “National” or “State” in upper right corner above “search” box to create an account and select the reports you would like to receive.

For more information on NASS surveys and reports, call the NASS Agricultural Statistics Hotline at (800) 727-9540, 7:30 a.m. to 4:00 p.m. ET, or e-mail: nass@nass.usda.gov.

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From: Jimmy Szczepanek
To: [Margaret Lombard](#)
Cc: [Samantha Forth](#); [Kelsey Hammonds](#)
Subject: Re: USA Today follow up
Attachments: [image003.png](#)

Great! We'll get this over to him shortly.

On Jun 16, 2017, at 1:14 PM, Margaret Lombard <(b) (6)@nhb.org> wrote:

Looks great – thanks again for all your help.

From: Jimmy Szczepanek [[mailto:\(b\) \(6\)@porternovelli.com](mailto:(b) (6)@porternovelli.com)]
Sent: Friday, June 16, 2017 1:53 PM
To: Margaret Lombard <(b) (6)@nhb.org>
Cc: Samantha Forth <samantha.forth@porternovelli.com>; Kelsey Hammonds <(b) (6)@porternovelli.com>
Subject: USA Today follow up

Hi Margaret,

This is what we're going to send to Sean from USA Today as a follow up. To recap, he was interested in the following:

- <!--[if !supportLists]-->• <!--[endif]-->Advice about what the everyday consumer can do to help to save bees
- <!--[if !supportLists]-->• <!--[endif]-->More information about the loss of honeybees and to confirm if there are actually fewer bees than before.

Here's what we'd like to send him with your permission:

- <!--[if !supportLists]-->• <!--[endif]-->The attached fact sheet, which we took directly from honey.com about what people can do to help the bees.
- <!--[if !supportLists]-->• <!--[endif]-->The attached survey and press release from NASS. This is the most recent survey that we could find and it's about one year old. Here's the executive summary which we'll call out to him.
 - <!--[if !supportLists]-->o <!--[endif]-->*According to the survey released today, there were 2.59 million or 8% fewer honey bee colonies on January 1, 2016 than the 2.82 million present a year earlier on January 1, 2015 for operations with five or more colonies. New quarterly colony data allow new levels of analysis. For example, there was an 18% loss of colonies in the January-March quarter in 2015 and a 17% loss in the same quarter in 2016. Honey beekeepers with five or more colonies reported Varroa mites as the leading stressor affecting colonies. They also reported more colonies with symptoms of Colony Collapse Disorder*

lost in the first quarter of 2016 with 113,930 than the 92,250 lost in the same quarter in 2015.

JIMMY SZCZEPANEK

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[<image001.jpg><image002.jpg> <image003.png>](#)

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From: Jimmy Szczepanek
To: [Margaret Lombard](#)
Cc: [Samantha Forth](#); [Kelsey Hammonds](#)
Subject: Re: USA Today follow up
Attachments: [image002.png](#)

Sounds like a plan! Thanks.

On Jun 16, 2017, at 2:04 PM, Margaret Lombard <[\(b\) \(6\)@nhb.org](#)> wrote:

Ugh – I don't really have a bio. Just a LinkedIn profile. Maybe we should add that to our to do list 😊

From: Jimmy Szczepanek [[mailto:\(b\) \(6\)@porternovelli.com](mailto:(b) (6)@porternovelli.com)]
Sent: Friday, June 16, 2017 2:39 PM
To: Margaret Lombard <[\(b\) \(6\)@nhb.org](#)>
Cc: Samantha Forth <samantha.forth@porternovelli.com>; Kelsey Hammonds <[\(b\) \(6\)@porternovelli.com](#)>
Subject: Re: USA Today follow up

One final thing -- sorry! Do you have your bio that you can share?

On Jun 16, 2017, at 1:14 PM, Margaret Lombard <[\(b\) \(6\)@nhb.org](#)> wrote:

Looks great – thanks again for all your help.

From: Jimmy Szczepanek [[mailto:\(b\) \(6\)@porternovelli.com](mailto:(b) (6)@porternovelli.com)]
Sent: Friday, June 16, 2017 1:53 PM
To: Margaret Lombard <[\(b\) \(6\)@nhb.org](#)>
Cc: Samantha Forth <samantha.forth@porternovelli.com>; Kelsey Hammonds <[\(b\) \(6\)@porternovelli.com](#)>
Subject: USA Today follow up

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JIMMY SZCZEPANEK

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[<image001.jpg>](#)[<image002.jpg>](#) [<image002.png>](#)

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From: Jimmy Szczepanek
To: [Danielle Downey](#)
Cc: [Hailey Thompson](#); [Margaret Lombard \(b\) \(6\)@nhb.org](#)
Subject: RE: National Honey Board - call today
Attachments: [image009.png](#)
[image013.png](#)
[National Honey Board VR Dinner Script and Talking Points FINAL.docx](#)

Hi Danielle,

Margaret has reviewed the talking points and we've created a more comprehensive script. This will help you to see what she and Catherine will be covering during the event. However, we'd like to arrange a time this week to discuss so that we can go over the full flow and align on everyone's talking points.

Can you please let us know your availability for the week so that we can arrange a call to discuss?

Thanks so much – we're looking forward to the event!

JIMMY SZCZEPANEK

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From: Danielle Downey [mailto:(b) (6)@projectapism.org]
Sent: Tuesday, August 29, 2017 12:37 PM
To: Jimmy Szczepanek
Cc: Hailey Thompson
Subject: Re: National Honey Board - call today

Hi Jimmy,
See talking points in all caps below.
Thanks for the reminder, and send suggestions or whatever you have for Margaret when its available.
Thanks!
Danielle

[Danielle Downey](#)
Executive Director

www.projectapism.org

On Mon, Aug 28, 2017 at 7:11 PM, Jimmy Szczepanek
(b) (6) <[@porternovelli.com](mailto:(b) (6)@porternovelli.com)> wrote:
Hi Danielle,

Hope all's well. I'm checking in about the status of your talking points for the event. I'm in the process of developing Margaret's and thought that we could take a look at them and then have a call next week between you and Margaret to discuss so that there's no redundancies on-

site.

Any chance you can have something to us this week?

Thanks.

JIMMY SZCZEPANEK

T +1 (b) (6) | M (b) (6)



From: Jimmy Szczepanek
Sent: Friday, August 11, 2017 11:25 AM
To: (b) (6)@projectapism.org
Cc: Hailey Thompson (b) (6)@porternovelli.com
Subject: RE: National Honey Board - call today

Hi Danielle,

Thanks so much for the call today and for your participation in the event on September 19. You're going to add a lot of value and credibility to the event! Following is the outline that we had agreed to for your remarks. You should keep your remarks to about ten minutes, but let us know if you need more time.

- Pollination 101 – the process

FLOWERS AND BEES HAVE DEVELOPED ANCIENT, INTIMATE RELATIONSHIPS OVER MILLENIA. BEES GET ALL THEIR FOOD FROM FLOWERS, AND FLOWERS PRODUCE NECTAR FOR THE SOLE PURPOSE TO ATTRACT AND REWARD A BEE. THE POLLEN PRODUCED BY FLOWERS HAS TO BE MOVED FROM PLANT TO PLANT TO FERTILIZE THE SEED, WITHOUT THAT PROCESS THERE IS NO FRUIT, NO NUT, NO MELON... THESE ARE IMPORTANT IN OUR DIET BUT FOR THE PLANT, THAT PROCESS MEANS REPRODUCTION AND SURVIVAL. THE ELABORATE COLORS, MARKINGS, AND FRAGRANCES OF FLOWERS ARE ALL JUST ADVERTISING TO ATTRACT POLLINATORS REQUIRED TO COMPLETE THE PLANTS LIFE CYCLE.

- The importance of bees
 - The role that bee pollination plays in our food supply

1 IN 3 BITES OF OUR FOOD RELIES ON HONEY BEES FOR POLLINATION. THE FARM GATE SALES OF BEE POLLINATED PRODUCE IS OVER \$20BILLION ANNUALLY, AND THAT'S THE GOOD FOODS. COLORFUL NUTRITIOUS INTERESTING FOODS LIKE BERRIES AND NUTS AND MELONS AND SQUASH. GRAINS AND CORN ARE WIND POLLINATED, WITHOUT BEES WE WOULD STILL HAVE THOSE BUT YOUR FAVORITE FOODS WOULD BECOME RARE AND EXPENSIVE WITHOUT BEES.

- There is no substitute for honey bees

AS AGRICULTURE HAS BECOME CONSOLIDATED, WITH VAST MONOCROPS ON BIG FARMS, POLLINATOR HABITAT IS DECREASING WHILE DEMAND INCREASES. THE SYSTEM HAS COME TO RELY ON MANAGED HONEY BEES, WHICH CAN BE MOVED IN ON TRUCKS WHEN PLANTS BLOOM, AND THEN MOVED OUT TO THE NEXT CROP THAT NEEDS SERVICE WHEN POLLINATION IS DONE. EACH BOX HAS UP TO 60 THOUSAND BEES IN IT, AND THEY ARE QUICK TO FIND WHATEVER BLOOMS ARE AVAILABLE. THEY ARE VERY ADAPTABLE, AND THERE IS NO SUBSTITUTE FOR THESE MANAGED BEES. OUR FOOD DEPENDS ON HAVING HEALTHY MANAGED BEES TO PROVIDE THIS SERVICE.

- More information about bee loss and why it is happening
 - Overview of bee loss (i.e., every year beekeepers lose 40% of their bees)

SINCE COLONY COLLAPSE DISORDER, BEEKEEPERS LOSE ABOUT 40% OF THEIR BEES EVERY YEAR. THIS HAS PUT COMMERCIAL BEEKEEPERS, AND THE GROWERS WHO RELY ON THEM, IN A VULNERABLE ZONE CLOSE TO FAILURE. EACH YEAR WE HOLD OUR BREATH AND HOPE THAT THE SYSTEM WILL HOLD UP, BUT THERE ARE ALSO CHALLENGES THAT CONTINUE TO ESCALATE.

THE MAIN PROBLEMS BEES FACE CAN BE BROKEN DOWN INTO THE FOUR P'S

- Four P's
 - Pesticides
 - Parasites
 - Pathogens
 - Poor nutrition/forage

P

ROJECT APIS M. WORKS WITH MANY STAKEHOLDERS, INCLUDING THE NATIONAL HONEY BOARD , TO FUND RESEARCH ON PARASITES, LIKE THE VARROA MITE WHICH IS THE WORST THING TO HAPPEN TO BEES IN OUR LIFETIME- ON YOU OR ME IT WOULD BE LIKE A TICK THE SIZE OF A GRAPEFRUIT, FEEDING ON OUR BLOOD AND VECTORING DEADLY VIRUSES. IT IS A CHALLENGE TO KILL THESE PARASITES ON OUR BEES, WE ARE ALWAYS LOOKING FOR IMPROVED TOOLS TO MANAGE THE MITE. (DO WE WANT TO TALK ABOUT SPECIFIC RESEARCH PROJECTS??) THERE ARE MORE AND NEW PATHOGENS ALL THE TIME, INCLUDING BACTERIA, FUNGUS AND VIRUSES THAT MAKE BEES SICK. AND AS AGRICULTURAL MANAGEMENT USES NEW CHEMICALS AND PESTICIDES, MANY BENEFICIAL INSECTS ARE IMPACTED DIRECTLY AND

INDIRECTLY. BEES FLY SEVERAL MILES FROM HOME TO FIND FOOD, SO THEY CAN BE EXPOSED TO MANY CHEMICALS IN THE ENVIRONMENT. RESEARCH IS ONGOING TO DETERMINE THE BEST WAYS TO PROTECT POLLINATORS FROM THESE UNINTENDED EXPOSURES.

AND THE FOURTH P, POOR NUTRITION AND FORAGE, IS ALL ABOUT BLOOMING PLANTS ON THE LANDSCAPE. URBAN DEVELOPMENT, EXPANSION OF CORN AND SOY, AND THE EFFICIENCY WITH WHICH WE ARE PRODUCING CROPS AND KILLING WEEDS IS DEPLETING THE FORAGE AVAILABLE TO BEES. WE WORK HARD TO PUT BLOOMING PLANTS BACK TO SUPPORT BEES, WITH PROGRAMS IN CALIFORNIA AND ALSO THE UPPER MIDWEST. (TALK ABOUT PROGRAMS HERE?)

SEEDS FOR BEES- FLOWERS AROUND ALMOND ORCHARDS IN CALIFORNIA, WHERE 2 MILLION COLONIES OF BEES COME FOR THE BIGGEST POLLINATION EVENT IN THE WORLD.

BEE AND BUTTERFLY HABITAT FUND- IN UPPER MIDWEST, WHERE 75% OF THE NATIONS BEES GO AFTER POLLINATION TO GET FAT AND HAPPY, PRODUCE HONEY, AND REPLENISH FOR THE NEXT YEAR'S POLLINATION WORK.

GOOD NUTRITION AND FORAGE CAN MITIGATE ALL THE OTHER STRESSORS, THE OTHER THREE P'S.

CONSUMERS CAN HELP IN SEVERAL WAYS. OBVIOUSLY DONATING FUNDS TO SUPPORT OUR EFFORTS. THE MORE RESOURCES WE HAVE, WE CAN SUPPORT MORE RESEARCH PROJECTS TO FIND SOLUTIONS FOR THE FOUR P'S, AND IT TAKES DONATIONS TO PUT MORE FLOWERS BACK ON THE LANDSCAPE TO KEEP BEES HEALTHY.

ANOTHER WAY YOU CAN HELP IS BY SUPPORTING BEES WITH CLEAN BLOOMING PLANTS. IT TAKES 2 MILLION FLOWERS FOR BEES TO PRODUCE A POUND OF HONEY, SO EVERY LITTLE BIT MATTERS TO A BEE.

LASTLY, BUYING LOCAL HONEY, AND KEEPING THE HONEY MARKET STRONG, MAKES A BIG DIFFERENCE TO KEEP BEEKEEPERS IN BUSINESS. THEY NEED THAT INCOME TO MAKE GOOD MANAGEMENT DECISIONS AND KEEP UP WITH ALL THE INPUTS NECESSARY TO PROVIDE POLLINATION AND PRODUCE MORE HONEY!

- What is being done to rebuild the bee population
 - Overview of some research projects from Apis.M
 - What NHB and beekeepers are doing
 - What consumers can do to help with the bee population

As a next step, if you wouldn't mind creating some talking points against this outline and then we'll develop it into a script. Could you please get us your talking points by Wednesday, August 23? This should give us enough time to develop your talking points into a script and secure approval from NHB and USDA. .

Thanks again!

JIMMY SZCZEPANEK

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From: Jimmy Szczepanek
Sent: Friday, August 11, 2017 8:30 AM
To: (b) (6)@projectapism.org
Cc: Hailey Thompson (b) (6)@porternovelli.com
Subject: National Honey Board - call today

Hi Danielle,

Looking forward to catching up with you in an hour. I've attached a few documents that we'll be discussing with you.

Talk soon!

JIMMY SZCZEPANEK

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**National Honey Board
VR Influencer Dinner Talking Points
September 8, 2017**

Section/Speaker	Outline	Script
Introduction – Margaret	<ul style="list-style-type: none"> • Introductions <ul style="list-style-type: none"> ○ Welcome and introduce yourself ○ Overview of event <ul style="list-style-type: none"> ▪ Hive-to-table concept ○ Danielle Downey <ul style="list-style-type: none"> ▪ About Apis m. ▪ Bee biologist and leading expert in bee health • Honey as a flavor <ul style="list-style-type: none"> ○ Introduce Chef Alicia Walter ○ Honey varietals ○ Incorporation of honey into evening’s menu • Mission of NHB <ul style="list-style-type: none"> ○ Work with beekeepers, honey producers and importers ○ Outreach to consumers, food service and retail ○ Research <ul style="list-style-type: none"> ▪ Bee health ▪ Uses for honey • Lead into varietal tasting 	<p>Good evening. My name is Margaret Lombard and I’m the CEO of the National Honey Board. Thank you for joining us tonight to learn more about honey, it’s unique flavor, versatility and the bees, who make it all possible.</p> <p>All of you have heard of farm-to-table, but tonight we have a unique hive-to-table experience planned for you. People are increasingly interested in the origins of their food, so we’re going to take you on the fascinating yet simple journey that honey takes from the fields where the bees forage to your kitchen table.</p> <p>We’re honored to have with us Danielle Downey, executive director from Project Apis m., a non-profit organization that is dedicated to preserving the health and vitality of honey bee colonies. She’s a bee biologist and a leading expert in bee health. I’m sure that many of you are concerned about the state of bee health, so she’ll be more than happy to share more information with us, and what each of us can do to help the cause.</p> <p>Of course, the best part of honey is tasting it, so we have some special honey varietals and culinary creations prepared for you on this hive-to-table journey. We’re so pleased to be working with Chef Alicia Walter, who has designed a delicious, honey-inspired menu that will showcase honey’s unique flavor profile. In fact, nearly everything that we’ll eat and drink tonight will incorporate honey –</p>

		<p>including the cocktails and appetizers that you've already had.</p> <p>Before we begin, I'd like to briefly share the mission of the National Honey Board and introduce you to one of my colleagues.</p> <p>The National Honey Board represents the honey industry; we're a non-profit organization who works with beekeepers, honey producers and importers to help them to share all of the incredible things about nature's finest work with consumers, food service and retailers. This includes inspiration in the form of delicious recipes, research into bee health as well as the many benefits and uses of honey. We have a small but passionate staff, including Catherine Barry, Marketing Director, who is here with us tonight. We'd love to speak with each of you to learn more about your publication and how the National Honey Board can be of service to you as you seek to engage your audiences.</p>
<p>Transition to Honey Varietal Tasting</p>	<ul style="list-style-type: none"> • Encourage them to ask questions throughout • Introduce varietal tasting 	<p>As we go through tonight's experience, please don't hesitate to ask questions throughout – we want to keep this as casual and interactive as possible.</p> <p>Like I mentioned, the best thing about honey is tasting it, so let's discover more about the unique flavor profile of honey.</p>
<p>Honey Varietal Tasting – Margaret & Catherine</p>	<ul style="list-style-type: none"> • Different flower, different flavor • 300 different type of varietals in US and 3,000 worldwide • Nuanced flavors of honey – like wine • Colors of honey range from dark to 	<p>MARGARET: The flavor and color of a honey vary depending on where "the bees buzzed" – more specifically, which blossoms the bees visited while foraging.</p> <p>These different types of honey are</p>

	<p>light</p> <ul style="list-style-type: none"> • Lighter honey – more mellow • Darker honey – more robust • Tasting the notes of the forage in the honey <ul style="list-style-type: none"> ○ Herbal flavor – Eucalyptus ○ Citrus – Orange Blossom ○ Special honey varieties from limited forage areas, such as Blueberry or Tupelo • Start varietal tasting – from light to dark • Alfalfa <ul style="list-style-type: none"> ○ Produced in Canada & US from the purple alfalfa blossom ○ Smell the aroma ○ Mild and pleasant flavor • Northwest Meadowfoam <ul style="list-style-type: none"> ○ From the Pacific Northwest ○ The name derives from the resemblance of the bloom to the white foam on the ocean ○ It is grown for its oil used mainly in health & beauty products ○ Light amber color and vibrant vanilla flavor • Blueberry <ul style="list-style-type: none"> ○ Taken from the tiny white flowers of the blueberry bush ○ Light amber and full, well rounded flavor produced New England and Michigan. • Buckwheat honey <ul style="list-style-type: none"> ○ Very full bodied ○ Produced in Minnesota, New York, Ohio, Pennsylvania, Wisconsin and in eastern Canada ○ More antioxidant compounds than some lighter honeys 	<p>referred to as varieties, and in the US there are approximately 300 different types of varieties of honey. However, there are more than 3,000 different varieties of honey worldwide.</p> <p>A lot of people think of honey as one note and one flavor, but it's really more like wine where different regions all have their own notes. Just like I'm sure we've all done a wine tasting, tonight we're going to conduct a honey varietal tasting so that you can taste the different notes.</p> <p>Honey colors range from light to dark, with amber being the most familiar. Typically, honey flavor follows the color. Lighter honeys usually have a more mellow and delicate flavor, while darker honeys are more robust.</p> <p>Other flavor notes can identify a honey's floral source, such as a slight herbal taste in eucalyptus and citrus overtones in orange blossom. Many varieties honeys are produced in limited geographical areas, such as blueberry or tupelo, for example, and hive yields can vary widely from year to year depending upon the environmental conditions.</p> <p>CATHERINE: We're going to be sharing four different varieties of honey with you, so that you can taste the difference between them. We'll start with the lightest in color and flavor first, which is the Alfalfa honey on your far left.</p> <p>This honey is produced extensively throughout Canada and the US from the purple alfalfa blossoms. Pick up a spoon and fill it with some honey ... before you taste it, make sure you smell the aroma of it. Now, give it a taste and let's discuss the flavor. It's a</p>
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		<p>very mild but pleasant flavor.</p> <p>Next up, we have the Northwest Meadowfoam, foraged from a plant native to the Pacific Northwest. The name derives from the resemblance of the bloom to the white foam on the ocean. It is grown for its oil used mainly in health & beauty products. It has a light amber color and let's now give it a taste. It has a vibrant vanilla flavor.</p> <p>Next up is blueberry, which is taken from the tiny white flowers of the blueberry bush. This honey is typically light amber in color and is produced in New England and Michigan. Please give this one a taste – it has a full, well rounded flavor.</p> <p>Buckwheat honey on your far right is the darkest and our final honey of the evening. It's very full bodied and is typically produced in Minnesota, New York, Ohio, Pennsylvania, Wisconsin and in eastern Canada. It has been found to contain more antioxidant compounds than some lighter honeys. Let's taste the buckwheat honey. Holds up well for in sauces, like BBQ sauces.</p>
<p>Transition to Honey 101 - Margaret</p>	<ul style="list-style-type: none"> • Symbiotic relationship between bees & honey • More important now than ever • Turn over to Danielle 	<p>Now that we've had an opportunity to taste some of nature's finest work, I'd like to turn the program over to Danielle Downey who can explain a little bit more about the symbiotic relationship between bees and honey ... and why this it's more important now than ever before.</p>
<p>Honey 101 – Danielle Downey</p>	<ul style="list-style-type: none"> · Pollination 101 – the process · The importance of bees <ul style="list-style-type: none"> o The role that bee 	<p>Flowers and bees have developed ancient, intimate relationships over millennia. Bees get all their food from flowers, and flowers produce nectar for the sole purpose to attract and</p>

	<p style="text-align: center;">pollination plays in our food supply</p> <ul style="list-style-type: none"> o There is no substitute for honey bees · More information about bee loss and why it is happening <ul style="list-style-type: none"> o Overview of bee loss (i.e., every year beekeepers lose 40% of their bees) · What is being done to rebuild the bee population <ul style="list-style-type: none"> o Overview of some research projects from Apis.M o What NHB and beekeepers are doing o What consumers can do to help with the bee population 	<p>reward a bee. The pollen produced by flowers has to be moved from plant to plant to fertilize the seed, without that process there is no fruit, no nut, no melon... these are important in our diet but for the plant, that process means reproduction and survival. The elaborate colors, markings, and fragrances of flowers are all just advertising to attract pollinators required to complete the plant's life cycle.</p> <p>1 in 3 bites of our food relies on honey bees for pollination. The Farm Gate sales of bee-pollinated produce is over \$20billion annually, and that's the good foods. Colorful nutritious interesting foods like berries and nuts and melons and squash. Grains and corn are wind pollinated, without bees we would still have those but your favorite foods would become rare and expensive without bees.</p> <p>There is no substitute for honeybees and as agriculture has become consolidated, with vast monocrops on big farms, pollinator habitat is decreasing while demand increases. The system has come to rely on managed honey bees, which can be moved in on trucks when plants bloom, and then moved out to the next crop that needs service when pollination is done. Each box has up to 60 thousand bees in it, and they are quick to find whatever blooms are available. They are very adaptable, and there is no substitute for these managed bees. Our food depends on having healthy managed bees to provide this service.</p> <p>The bee population has been experiencing a decline in recent years which is concerning. Since colony collapse disorder, beekeepers lose</p>
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	<p>about 40% of their bees every year. This has put commercial beekeepers, and the growers who rely on them, in a vulnerable zone close to failure. Each year we hold our breath and hope that the system will hold up, but there are also challenges that continue to escalate.</p> <p>The main problems bees face can be broken down into the four Ps:</p> <ul style="list-style-type: none">• Pesticides• Parasites• Pathogens• Poor nutrition/Forage <p>Project Apis m. works with many stakeholders, including the National Honey Board , to fund research on parasites, like the varroa mite which is the worst thing to happen to bees in our lifetime- on you or me it would be like a tick the size of a grapefruit, feeding on our blood and vectoring deadly viruses. It is a challenge to kill these parasites on our bees, we are always looking for improved tools to manage the mite.</p> <p>There are more and new pathogens all the time, including bacteria, fungus and viruses that make bees sick.</p> <p>And as agricultural management uses new chemicals and pesticides, many beneficial insects are impacted directly and indirectly. Bees fly several miles from home to find food, so they can be exposed to many chemicals in the environment. Research is ongoing to determine the best ways to protect pollinators from these unintended exposures. And the fourth P, poor nutrition and forage, is all about blooming plants</p>
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		<p>on the landscape. Urban development, expansion of corn and soy, and the efficiency with which we are producing crops and killing weeds is depleting the forage available to bees. We work hard to put blooming plants back to support bees, with programs in California and also the upper Midwest.</p> <ul style="list-style-type: none"> • Seeds for bees- flowers around almond orchards in California, where 2 million colonies of bees come for the biggest pollination event in the world. • Bee and butterfly habitat fund- in upper Midwest, where 75% of the nation’s bees go after pollination to get fat and happy, produce honey, and replenish for the next year's pollination work. • Good nutrition and forage can mitigate all the other stressors, the other three p's.
<p>Announcement Margaret & Danielle</p>	<ul style="list-style-type: none"> • The importance of honey bees to our food supply • Research announcement of \$10 million by 2020 – NHB, Project Apis m. and their partners • Research will focus on the 4 Ps • What consumers can do: <ul style="list-style-type: none"> ○ Donate ○ Plant flowers ○ Buy honey 	<p>MARGARET: Hopefully, you realize the important role that bees play to our food supply in addition to producing the delicious honey that we’ve tasted.</p> <p>Therefore, we are proud to announce to you tonight that National Honey Board, Project Apis m. and their partners are committing to investing \$10 million in bee health research by 2020.</p> <p>The research will focus on the 4 Ps that Danielle described, which pose the greatest threat to the bee population.</p> <p>This research helps us to better understand more about the problems</p>

		<p>and ways that we can come to a solution. While we've seen some improvements in recent years, we still have a long way to go.</p> <p>DANIELLE: In addition to the research, which I agree is going to be critical to support bee health, there are many things that the everyday person can do to help the bee cause. Obviously donating funds to support our efforts. The more resources we have, we can support more research projects to find solutions for the four Ps, and it takes donations to put more flowers back on the landscape to keep bees healthy.</p> <p>Another way you can help is by supporting bees with clean blooming plants. It takes 2 million flowers for bees to produce a pound of honey, so every little bit matters to a bee.</p> <p>Lastly, buying honey, and keeping the honey market strong, makes a big difference to keep beekeepers in business. They need that income to make good management decisions and keep up with all the inputs necessary to provide pollination and produce more honey!</p> <p>The Pollinator partnership to find plants local to your region.</p>
<p>Transition to VR and Dinner – Margaret</p>	<ul style="list-style-type: none"> • Now , experience it for yourself • NHB VR video 'Be the Bee' • How bees make honey and why they're so important • POV of bee • Someone to explain how to view 	<p>We've explained a lot about bees and honey to you, but we'd like you to experience it for yourself.</p> <p>We're premiering for you tonight the National Honey Board's virtual reality video called "Be the Bee" that we've created to help explain more about how bees make honey and why bees are so important to us and our food supply.</p>

		<p>This video was shot from the perspective of the honey bee, so get ready to flap your wings and forage for your food.</p> <p>Please take a seat and we'll explain to you how to watch the video.</p>
VR Experience – Staff Member	Explain how to view the VR	Explain how to view the VR
Dinner – Chef Alicia Water	<ul style="list-style-type: none"> • Chef Alicia will enter when they have their VR headsets on • She'll describe the appetizer and what to expect for the rest of the meal • Pure & Natural • Different varietals • Versatility of honey 	
Closing - Margaret	<ul style="list-style-type: none"> • Thank you for coming • Contact us with any questions • All materials will be in the swag bag when you leave • We look forward to our continued relationship 	<ul style="list-style-type: none"> • Thank you for coming • Contact us with any questions • All materials will be in the swag bag when you leave • We look forward to our continued relationship

From: Jimmy Szczepanek
To: [Margaret Lombard \(b\) \(6\) @nhb.org](mailto:Margaret.Lombard.(b)(6)@nhb.org)
Subject: FW: National Honey Board - call today
Attachments: [image009.png](#)
[image013.png](#)

Hi Margaret,

Are you and Catherine available on Wednesday? I know she's back on Wednesday but don't know when she's available.

Thanks.

JIMMY SZCZEPANEK

T +1 (b) (6) | M +1 (b) (6)



From: Danielle Downey [mailto:[\(b\) \(6\)@projectapism.org](mailto:(b)(6)@projectapism.org)]
Sent: Monday, September 11, 2017 4:56 PM
To: Jimmy Szczepanek
Cc: Hailey Thompson; Margaret Lombard [\(b\) \(6\) @nhb.org](mailto:(b)(6)@nhb.org)
Subject: Re: National Honey Board - call today

Hi Jimmy,

It has been a while since I have been a part of a scripted bee event! It made me start to worry about what I will wear... will we have wardrobe help too? Bee suits all around? ;)

I did find (b)(5) DPP

(b)(5) DPP I would suggest (b)(5) DPP .

I can be available for a call anytime tomorrow or Wednesday, just send an invite for what works!

Thanks,
Danielle

Danielle Downey
Executive Director

www.projectapism.org

On Sun, Sep 10, 2017 at 7:11 PM, Jimmy Szczepanek

<[\(b\) \(6\) @porternovelli.com](mailto:(b)(6)@porternovelli.com)> wrote:

Hi Danielle,

Margaret has reviewed the talking points and we've created a more comprehensive script. This will

help you to see what she and Catherine will be covering during the event. However, we'd like to arrange a time this week to discuss so that we can go over the full flow and align on everyone's talking points.

Can you please let us know your availability for the week so that we can arrange a call to discuss?

Thanks so much – we're looking forward to the event!

JIMMY SZCZEPANEK

T [+1 \(b\) \(6\)](#) | M [+1 \(b\) \(6\)](#)



From: Danielle Downey [mailto:[\(b\) \(6\)@projectapism.org](mailto:(b) (6)@projectapism.org)]

Sent: Tuesday, August 29, 2017 12:37 PM

To: Jimmy Szczepanek

Cc: Hailey Thompson

Subject: Re: National Honey Board - call today

Hi Jimmy,

See talking points in all caps below.

Thanks for the reminder, and send suggestions or whatever you have for Margaret when its available.

Thanks!

Danielle

Danielle Downey
Executive Director

www.projectapism.org

On Mon, Aug 28, 2017 at 7:11 PM, Jimmy Szczepanek

<[\(b\) \(6\)@porternovelli.com](mailto:(b) (6)@porternovelli.com)> wrote:

Hi Danielle,

Hope all's well. I'm checking in about the status of your talking points for the event. I'm in the process of developing Margaret's and thought that we could take a look at them and then have a call next week between you and Margaret to discuss so that there's no redundancies on-site.

Any chance you can have something to us this week?

Thanks.

JIMMY SZCZEPANEK

T [+1 \(b\) \(6\)](#) | M [+1 \(b\) \(6\)](#)



From: Jimmy Szczepanek
Sent: Friday, August 11, 2017 11:25 AM
To: (b) (6)@projectapism.org
Cc: Hailey Thompson (b) (6)@porternovelli.com
Subject: RE: National Honey Board - call today

Hi Danielle,

Thanks so much for the call today and for your participation in the event on September 19. You're going to add a lot of value and credibility to the event! Following is the outline that we had agreed to for your remarks. You should keep your remarks to about ten minutes, but let us know if you need more time.

- Pollination 101 – the process

FLOWERS AND BEES HAVE DEVELOPED ANCIENT, INTIMATE RELATIONSHIPS OVER MILLENIA. BEES GET ALL THEIR FOOD FROM FLOWERS, AND FLOWERS PRODUCE NECTAR FOR THE SOLE PURPOSE TO ATTRACT AND REWARD A BEE. THE POLLEN PRODUCED BY FLOWERS HAS TO BE MOVED FROM PLANT TO PLANT TO FERTILIZE THE SEED, WITHOUT THAT PROCESS THERE IS NO FRUIT, NO NUT, NO MELON... THESE ARE IMPORTANT IN OUR DIET BUT FOR THE PLANT, THAT PROCESS MEANS REPRODUCTION AND SURVIVAL. THE ELABORATE COLORS, MARKINGS, AND FRAGRANCES OF FLOWERS ARE ALL JUST ADVERTISING TO ATTRACT POLLINATORS REQUIRED TO COMPLETE THE PLANTS LIFE CYCLE.

- The importance of bees
 - The role that bee pollination plays in our food supply

1 IN 3 BITES OF OUR FOOD RELIES ON HONEY BEES FOR POLLINATION. THE FARM GATE SALES OF BEE POLLINATED PRODUCE IS OVER \$20BILLION ANNUALLY, AND THAT'S THE GOOD FOODS. COLORFUL NUTRITIOUS INTERESTING FOODS LIKE BERRIES AND NUTS AND MELONS AND SQUASH. GRAINS AND CORN ARE WIND POLLINATED, WITHOUT BEES WE WOULD STILL HAVE THOSE BUT YOUR FAVORITE FOODS WOULD BECOME RARE AND EXPENSIVE WITHOUT BEES.

- There is no substitute for honey bees

AS AGRICULTURE HAS BECOME CONSOLIDATED, WITH VAST MONOCROPS ON BIG FARMS, POLLINATOR HABITAT IS DECREASING WHILE DEMAND INCREASES. THE SYSTEM HAS COME TO RELY ON MANAGED HONEY BEES, WHICH CAN BE MOVED IN ON TRUCKS WHEN PLANTS BLOOM, AND THEN MOVED OUT TO THE NEXT CROP THAT NEEDS SERVICE WHEN POLLINATION IS DONE. EACH BOX HAS UP TO 60 THOUSAND BEES IN IT, AND THEY ARE QUICK TO FIND WHATEVER BLOOMS ARE AVAILABLE. THEY ARE VERY ADAPTABLE, AND THERE IS NO SUBSTITUTE FOR THESE MANAGED BEES.

OUR FOOD DEPENDS ON HAVING HEALTHY MANAGED BEES TO PROVIDE THIS SERVICE.

- More information about bee loss and why it is happening
 - Overview of bee loss (i.e., every year beekeepers lose 40% of their bees)

SINCE COLONY COLLAPSE DISORDER, BEEKEEPERS LOSE ABOUT 40% OF THEIR BEES EVERY YEAR. THIS HAS PUT COMMERCIAL BEEKEEPERS, AND THE GROWERS WHO RELY ON THEM, IN A VULNERABLE ZONE CLOSE TO FAILURE. EACH YEAR WE HOLD OUR BREATH AND HOPE THAT THE SYSTEM WILL HOLD UP, BUT THERE ARE ALSO CHALLENGES THAT CONTINUE TO ESCALATE.

THE MAIN PROBLEMS BEES FACE CAN BE BROKEN DOWN INTO THE FOUR P'S

- Four P's
 - Pesticides
 - Parasites
 - Pathogens
 - Poor nutrition/forage

P

PROJECT APIS M. WORKS WITH MANY STAKEHOLDERS, INCLUDING THE NATIONAL HONEY BOARD, TO FUND RESEARCH ON PARASITES, LIKE THE VARROA MITE WHICH IS THE WORST THING TO HAPPEN TO BEES IN OUR LIFETIME- ON YOU OR ME IT WOULD BE LIKE A TICK THE SIZE OF A GRAPEFRUIT, FEEDING ON OUR BLOOD AND VECTORING DEADLY VIRUSES. IT IS A CHALLENGE TO KILL THESE PARASITES ON OUR BEES, WE ARE ALWAYS LOOKING FOR IMPROVED TOOLS TO MANAGE THE MITE. (DO WE WANT TO TALK ABOUT SPECIFIC RESEARCH PROJECTS??)

THERE ARE MORE AND NEW PATHOGENS ALL THE TIME, INCLUDING BACTERIA, FUNGUS AND VIRUSES THAT MAKE BEES SICK.

AND AS AGRICULTURAL MANAGEMENT USES NEW CHEMICALS AND PESTICIDES, MANY BENEFICIAL INSECTS ARE IMPACTED DIRECTLY AND INDIRECTLY. BEES FLY SEVERAL MILES FROM HOME TO FIND FOOD, SO THEY CAN BE EXPOSED TO MANY CHEMICALS IN THE ENVIRONMENT. RESEARCH IS ONGOING TO DETERMINE THE BEST WAYS TO PROTECT POLLINATORS FROM THESE UNINTENDED EXPOSURES.

AND THE FOURTH P, POOR NUTRITION AND FORAGE, IS ALL ABOUT BLOOMING PLANTS ON THE LANDSCAPE. URBAN DEVELOPMENT, EXPANSION OF CORN AND SOY, AND THE EFFICIENCY WITH WHICH WE ARE PRODUCING CROPS AND KILLING WEEDS IS DEPLETING THE FORAGE AVAILABLE TO BEES. WE WORK HARD TO PUT BLOOMING PLANTS BACK TO

SUPPORT BEES, WITH PROGRAMS IN CALIFORNIA AND ALSO THE UPPER MIDWEST. (TALK ABOUT PROGRAMS HERE?)

SEEDS FOR BEES- FLOWERS AROUND ALMOND ORCHARDS IN CALIFORNIA, WHERE 2 MILLION COLONIES OF BEES COME FOR THE BIGGEST POLLINATION EVENT IN THE WORLD.

BEE AND BUTTERFLY HABITAT FUND- IN UPPER MIDWEST, WHERE 75% OF THE NATIONS BEES GO AFTER POLLINATION TO GET FAT AND HAPPY, PRODUCE HONEY, AND REPLENISH FOR THE NEXT YEAR'S POLLINATION WORK.

GOOD NUTRITION AND FORAGE CAN MITIGATE ALL THE OTHER STRESSORS, THE OTHER THREE P'S.

CONSUMERS CAN HELP IN SEVERAL WAYS. OBVIOUSLY DONATING FUNDS TO SUPPORT OUR EFFORTS. THE MORE RESOURCES WE HAVE, WE CAN SUPPORT MORE RESEARCH PROJECTS TO FIND SOLUTIONS FOR THE FOUR P'S, AND IT TAKES DONATIONS TO PUT MORE FLOWERS BACK ON THE LANDSCAPE TO KEEP BEES HEALTHY.

ANOTHER WAY YOU CAN HELP IS BY SUPPORTING BEES WITH CLEAN BLOOMING PLANTS. IT TAKES 2 MILLION FLOWERS FOR BEES TO PRODUCE A POUND OF HONEY, SO EVERY LITTLE BIT MATTERS TO A BEE.

LASTLY, BUYING LOCAL HONEY, AND KEEPING THE HONEY MARKET STRONG, MAKES A BIG DIFFERENCE TO KEEP BEEKEEPERS IN BUSINESS. THEY NEED THAT INCOME TO MAKE GOOD MANAGEMENT DECISIONS AND KEEP UP WITH ALL THE INPUTS NECESSARY TO PROVIDE POLLINATION AND PRODUCE MORE HONEY!

- What is being done to rebuild the bee population
 - Overview of some research projects from Apis.M
 - What NHB and beekeepers are doing
 - What consumers can do to help with the bee population

As a next step, if you wouldn't mind creating some talking points against this outline and then we'll develop it into a script. Could you please get us your talking points by Wednesday, August 23? This should give us enough time to develop your talking points into a script and secure approval from NHB and USDA. .

Thanks again!

JIMMY SZCZEPANEK

T +1 (b) (6) | M +1 (b) (6)



From: Jimmy Szczepanek
Sent: Friday, August 11, 2017 8:30 AM
To: (b) (6)@projectapism.org
Cc: Hailey Thompson ((b) (6))@porternovelli.com
Subject: National Honey Board - call today

Hi Danielle,

Looking forward to catching up with you in an hour. I've attached a few documents that we'll be discussing with you.

Talk soon!

JIMMY SZCZEPANEK

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(b) (6)@porternovelli.com

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PRWeek U.S. Best Place to Work (2014)

PR News Top Places to Work (2015)



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From: Sean Smith
To: [Margaret Lombard](#)
Cc: [Linda Martin](#)
Subject: RE: NHB Issues Management News Monitoring 10.5.17

Hi Margaret, per our call earlier, here is an updated version:

“We understand the concerns people have about honey and pesticides. Honey is one of nature’s purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use neonicotinoid insecticides, honey bees can come into contact with them when foraging for food. The concentrations found in honey were well below thresholds that would pose any risk to humans. However, our industry is concerned that neonicotinoids are a contributing factor to poor pollinator health, which is why the National Honey Board allocates five percent of its revenue each year to bee health research and has done so since 2008, representing funding of over \$3 million to-date. We also recently partnered with Project Apis m. and pledged an additional \$10 million investment by 2020.”

From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Friday, October 06, 2017 8:07 AM
To: Sean Smith (b) (6)@porternovelli.com>
Cc: Linda Martin (b) (6)@na.porternovelli.com>
Subject: Re: NHB Issues Management News Monitoring 10.5.17

Good morning Sean,

Thank you so much for sending the statement. Jill Clark our board chair was emailing last night wondering if we had seen the story. She was very impressed with your proactive approach. Thanks for making me look good!

Just a couple of thoughts in red on the statement below.

“We understand the concerns people have about honey and pesticides. Honey is one of nature’s purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use (b)(5) DPP

[REDACTED] when foraging for food. (b)(5) DPP
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Let me know your thoughts. Thanks!

From: Sean Smith <(b) (6)@porternovelli.com>
Date: Thursday, October 5, 2017 at 8:54 PM

To: Margaret Lombard <(b) (6)@nhb.org>
Cc: Linda Martin (b) (6)@na.porternovelli.com>
Subject: RE: NHB Issues Management News Monitoring 10.5.17
Resent-From: Margaret Lombard <(b) (6)@nhb.org>

Hi Margaret,

Below is our recommended language. We'll keep an eye out for coverage tomorrow—this one worries us. Will flag any coverage we see.

“We understand the concerns people have about honey and pesticides. Honey is one of nature’s purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use (b)(5) DPP when foraging for food. (b)(5) DPP

From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Thursday, October 05, 2017 3:23 PM
To: Sean Smith <(b) (6)@porternovelli.com>
Subject: Re: NHB Issues Management News Monitoring 10.5.17

Great – thank you!

From: Sean Smith (b) (6)@porternovelli.com>
Date: Thursday, October 5, 2017 at 2:33 PM
To: Margaret Lombard <(b) (6)@nhb.org>
Subject: FW: NHB Issues Management News Monitoring 10.5.17
Resent-From: Margaret Lombard <(b) (6)@nhb.org>

Hi Margaret. Wanted to call your attention to the first story in this report. We will write up some messaging. I can't imagine we won't be asked about it at some point.

From: Kylie Banks
Sent: Thursday, October 05, 2017 1:31 PM
To: Margaret Lombard <(b) (6)@nhb.org>; Sean Smith (b) (6)@porternovelli.com>; Linda Martin (b) (6)@na.porternovelli.com>
Cc: Jimmy Szczepanek (b) (6)@porternovelli.com>; Samantha Forth <samantha.forth@porternovelli.com>; Hailey Thompson (b) (6)@porternovelli.com>
Subject: NHB Issues Management News Monitoring 10.5.17

Hi all,

Please see below for the Issues Management-related stories from this morning's scan. Let me know if you have any questions.

Thanks,
Kylie

We will continue to monitor the below story regarding neonicotinoids in honey:

[Bad news for bees: three-quarters of all honey on Earth has pesticides in it](#)

Alessandra Potenza, The Verge

10/5/2017

About three quarters of all honey worldwide is contaminated with pesticides known to harm bees, according to a new study. Though the pesticide levels were below the limit deemed safe for human consumption, there was still enough insecticide in there to harm pollinators. The finding suggests that, as one of the study authors said, "there's almost no safe place for a bee to exist." Scientists analyzed 198 honey samples from all continents, except Antarctica, for five types of pesticides called neonicotinoids, which are known to harm bees. They found at least one of the five compounds in most samples, with the highest contamination in North America, Asia, and Europe. The results are published today in the journal *Science*.

Additional Coverage: [Nature](#), [Discover Magazine](#), [US News & World Report](#), [Science](#), [Science News](#), [New Scientist](#)

[Pesticide targeted in bid to preserve dwindling bee colonies](#)

Andy Metzger, *The Metro West Daily News* online

10/4/2017

Beekeepers, scientists and horticulturalists swarmed lawmakers Tuesday, bearing studies, anecdotes and dire warnings that a popular pesticide is killing off pollinators essential to the food supply, but a farm group warned their proposed cure might lead to worse outcomes for the bees. Legislation (H 2113) filed by Dykema would require people to be licensed or certified to use neonicotinoids. She said Maryland and Connecticut have passed legislation to restrict neonicotinoids and major retailers are limiting access to those products, too.

[Germs in the kitchen: Salmonella better known than Campylobacter](#)

Science Daily

10/5/2017

It is shown repeatedly that the general public is largely unaware of important consumer health protection topics, such as pyrrolizidine alkaloids in teas and honey, or wrongly classifies them as being of no concern, such as food hygiene in private households. A new question in the latest Consumer Monitor concerned awareness of several pathogens in the food sector. Accordingly, 95

percent of respondents know about Salmonella as opposed to only 22 percent who know about Campylobacter, even though the latter can also result in a foodborne disease known as campylobacteriosis.

[Growing concern over the health of Oregon's bee population](#)

WTKR.com

10/5/2017

Around the country, bees have been disappearing in alarming numbers, and there is a growing concern about the health of pollinators, and the same concerns are present in Oregon. A series of high-profile bee die-offs in 2013 were linked to pesticides improperly applied to shade trees in Wilsonville and Hillsboro, and brought the health of local pollinators into the forefront.

National Honey Board Mention:

[BeesVita Plus Unveils Scientific Breakthrough for Honey Bees](#)

Markets Insider

10/5/2017

The average retail price of American honey in August 2017 was \$7.26 per pound compared to \$3.83 in August 2006, according to the U.S. **National Honey Board**.

KYLIE BANKS

Account Executive

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From: Sean Smith
To: [Margaret Lombard](#)
Cc: [Linda Martin](#)
Subject: RE: NHB Issues Management News Monitoring 10.5.17

Sure. Linda would like us to change this line to:

(b)(5) DPP

From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Friday, October 06, 2017 12:15 PM
To: Sean Smith <(b) (6)@porternovelli.com>
Cc: Linda Martin (b) (6)@na.porternovelli.com>
Subject: Fwd: NHB Issues Management News Monitoring 10.5.17

One small edit. See below.

Margaret Lombard
CEO National Honey Board

From: Coleman, Sue - AMS <Sue.Coleman@ams.usda.gov>
Sent: Friday, October 6, 2017 12:12:12 PM
To: Margaret Lombard
Cc: Patricia A. Petrella
Subject: RE: NHB Issues Management News Monitoring 10.5.17

Could you modify (b)(5) DPP

(b)(5) DPP

Sue Coleman, Marketing Specialist
United States Department of Agriculture
Agricultural Marketing Service – Promotion & Economic Division
Phone: 202-378-2569
Cell: (b) (6)

From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Friday, October 6, 2017 11:59 AM
To: Coleman, Sue - AMS <Sue.Coleman@ams.usda.gov>
Cc: Petrella, Patricia - AMS <Patricia.Petrella@ams.usda.gov>
Subject: Fwd: NHB Issues Management News Monitoring 10.5.17

Hi Sue,

We have had some negative stories running this week about pesticides and honey. See stories linked at the end of this email. Here is a statement we would like approval on ASAP.

Thanks!

Margaret Lombard
CEO National Honey Board

From: Sean Smith (b) (6) <[REDACTED]@porternovelli.com>
Sent: Friday, October 6, 2017 11:27 AM
Subject: RE: NHB Issues Management News Monitoring 10.5.17
To: Margaret Lombard (b) (6) <[REDACTED]@nhb.org>
Cc: Linda Martin (b) (6) <[REDACTED]@na.porternovelli.com>

Hi Margaret, per our call earlier, here is an updated version:

“We understand the concerns people have about honey and pesticides. Honey is one of nature’s purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use neonicotinoid insecticides, honey bees can come into contact with them when foraging for food. The concentrations found in honey were well below thresholds that would pose any risk to humans. However, our industry is concerned that neonicotinoids are a contributing factor to poor pollinator health, which is why the National Honey Board allocates five percent of its revenue each year to bee health research and has done so since 2008, representing funding of over \$3 million to-date. We also recently partnered with Project Apis m. and pledged an additional \$10 million investment by 2020.”

From: Sean Smith (b) (6) <[REDACTED]@porternovelli.com>
Date: Thursday, October 5, 2017 at 2:33 PM
To: Margaret Lombard (b) (6) <[REDACTED]@nhb.org>
Subject: FW: NHB Issues Management News Monitoring 10.5.17
Resent-From: Margaret Lombard (b) (6) <[REDACTED]@nhb.org>

Hi Margaret. Wanted to call your attention to the first story in this report. We will write up some messaging. I can’t imagine we won’t be asked about it at some point.

From: Kylie Banks
Sent: Thursday, October 05, 2017 1:31 PM
To: Margaret Lombard (b) (6) <[REDACTED]@nhb.org>; Sean Smith (b) (6) <[REDACTED]@porternovelli.com>; Linda Martin <[REDACTED]@na.porternovelli.com>
Cc: Jimmy Szczepanek (b) (6) <[REDACTED]@porternovelli.com>; Samantha Forth <samantha.forth@porternovelli.com>; Hailey Thompson (b) (6) <[REDACTED]@porternovelli.com>
Subject: NHB Issues Management News Monitoring 10.5.17

Hi all,

Please see below for the Issues Management-related stories from this morning's scan. Let me know if you have any questions.

Thanks,
Kylie

We will continue to monitor the below story regarding neonicotinoids in honey:

[Bad news for bees: three-quarters of all honey on Earth has pesticides in it](#)

Alessandra Potenza, The Verge

10/5/2017

About three quarters of all honey worldwide is contaminated with pesticides known to harm bees, according to a new study. Though the pesticide levels were below the limit deemed safe for human consumption, there was still enough insecticide in there to harm pollinators. The finding suggests that, as one of the study authors said, "there's almost no safe place for a bee to exist." Scientists analyzed 198 honey samples from all continents, except Antarctica, for five types of pesticides called neonicotinoids, which are known to harm bees. They found at least one of the five compounds in most samples, with the highest contamination in North America, Asia, and Europe. The results are published today in the journal *Science*.

Additional Coverage: [Nature](#), [Discover Magazine](#), [US News & World Report](#), [Science](#), [Science News](#), [New Scientist](#)

[Pesticide targeted in bid to preserve dwindling bee colonies](#)

Andy Metzger, *The Metro West Daily News* online

10/4/2017

Beekeepers, scientists and horticulturalists swarmed lawmakers Tuesday, bearing studies, anecdotes and dire warnings that a popular pesticide is killing off pollinators essential to the food supply, but a farm group warned their proposed cure might lead to worse outcomes for the bees. Legislation (H 2113) filed by Dykema would require people to be licensed or certified to use neonicotinoids. She said Maryland and Connecticut have passed legislation to restrict neonicotinoids and major retailers are limiting access to those products, too.

[Germs in the kitchen: Salmonella better known than Campylobacter](#)

Science Daily

10/5/2017

It is shown repeatedly that the general public is largely unaware of important consumer health

protection topics, such as pyrrolizidine alkaloids in teas and honey, or wrongly classifies them as being of no concern, such as food hygiene in private households. A new question in the latest Consumer Monitor concerned awareness of several pathogens in the food sector. Accordingly, 95 percent of respondents know about Salmonella as opposed to only 22 percent who know about Campylobacter, even though the latter can also result in a foodborne disease known as campylobacteriosis.

[Growing concern over the health of Oregon's bee population](#)

[WTKR.com](#)

10/5/2017

Around the country, bees have been disappearing in alarming numbers, and there is a growing concern about the health of pollinators, and the same concerns are present in Oregon. A series of high-profile bee die-offs in 2013 were linked to pesticides improperly applied to shade trees in Wilsonville and Hillsboro, and brought the health of local pollinators into the forefront.

National Honey Board Mention:

[BeesVita Plus Unveils Scientific Breakthrough for Honey Bees](#)

Markets Insider

10/5/2017

The average retail price of American honey in August 2017 was \$7.26 per pound compared to \$3.83 in August 2006, according to the U.S. **National Honey Board**.

KYLIEBANKS

Account Executive

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From: Sean Smith
To: [Margaret Lombard](#)
Cc: [Linda Martin](#)
Subject: Final neonic statement

"We understand the concerns people have about honey and pesticides. Honey is one of nature's purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use neonicotinoid insecticides, honey bees can come into contact with them when foraging for food. The concentrations found in honey were well below thresholds that would pose any risk to humans. However, our industry is concerned that neonicotinoids could be a contributing factor to poor pollinator health, which is why the National Honey Board allocates five percent of its revenue each year to bee health research and has done so since 2008, representing funding of over \$3 million to-date. We also recently partnered with Project Apis m. and together we have pledged an additional \$10 million investment by 2020."

On Oct 6, 2017, at 12:19 PM, Margaret Lombard (b) (6) [@nhb.org](mailto: @nhb.org)> wrote:

We understand the concerns people have about honey and pesticides. Honey is one of nature's purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use neonicotinoid insecticides, honey bees can come into contact with them when foraging for food. The concentrations found in honey were well below thresholds that would pose any risk to humans. However, our industry is concerned that neonicotinoids are a contributing factor to poor pollinator health, which is why the National Honey Board allocates five percent of its revenue each year to bee health research and has done so since 2008, representing funding of over \$3 million to-date. We also recently partnered with Project Apis m. and pledged an additional \$10 million investment by 2020."

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From: Danielle Downey
To: [Margaret Lombard](#)
Subject: Re: Pesticide residue found in honey samples
Attachments: [image001.png](#)

Thanks Margaret,
Is there a way you can include us on the list you email about things like this?

(b) (6) [@projectapism.org](#)

(b) (6) [@projectapism.org](#)

(b) (6) [@projectapism.org](#)

Danielle

Danielle Downey
Executive Director

www.projectapism.org

On Mon, Oct 9, 2017 at 11:17 AM, Margaret Lombard (b) (6) [@nhb.org](#)> wrote:
Hi Danielle- here is our official statement.

Margaret Lombard
CEO National Honey Board

From: Margaret Lombard (b) (6) [@nhb.org](#)>
Sent: Friday, October 6, 2017 3:07 PM
Subject: Pesticide residue found in honey samples
To: NHB Board Members (b) (6) [@nhb.org](#)>, NHB Alternate Board Members (b) (6) [@nhb.org](#)>
Cc: Office (b) (6) [@nhb.org](#)>, Gene Brandi (b) (6)

Hello –

As you may be aware a number of news stories ran yesterday regarding the level of pesticides found in honey samples, you will find a link to the stories below.

Here is the official statement from the National Honey Board on the issue:

"We understand the concerns people have about honey and pesticides. Honey is one of nature's purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use neonicotinoid insecticides, honey bees can come into contact with them when foraging for food. The concentrations found in honey were well below thresholds that would pose any risk to humans. However, our industry is concerned that neonicotinoids could be a contributing factor to poor pollinator health, which is why the National Honey Board allocates five percent of its revenue each year to bee health research and has done so since 2008, representing funding of over \$3

million to-date. We also recently partnered with Project Apis m. and together we have pledged an additional \$10 million investment by 2020.”

Link to the news stories:

[Bad news for bees: three-quarters of all honey on Earth has pesticides in it](#)

Alessandra Potenza, The Verge

10/5/2017

About three quarters of all honey worldwide is contaminated with pesticides known to harm bees, according to a new study. Though the pesticide levels were below the limit deemed safe for human consumption, there was still enough insecticide in there to harm pollinators. The finding suggests that, as one of the study authors said, “there’s almost no safe place for a bee to exist.” Scientists analyzed 198 honey samples from all continents, except Antarctica, for five types of pesticides called neonicotinoids, which are known to harm bees. They found at least one of the five compounds in most samples, with the highest contamination in North America, Asia, and Europe. The results are published today in the journal *Science*.

Additional Coverage: [Nature](#), [Discover Magazine](#), [US News & World Report](#), [Science News](#), [Science News](#), [New Scientist](#)

Please let me know if you have any questions or concerns.

Thanks,

Margaret

Margaret Lombard

Chief Executive Officer

an1



T [303 776 2337](tel:3037762337) | T (b) (6) | (b) (6) [@nhb.org](mailto:nhb.org) | honey.com

From: Linda Martin
To: [Margaret Lombard](#); [Sean Smith](#)
Subject: RE: NHB Issues Management News Monitoring 10.9.17

We're hoping the same thing!

LINDA SHIPKEY MARTIN, APR

Partner

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M: (b) (6)

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[linkedin.com/in/lindamartinapr](https://www.linkedin.com/in/lindamartinapr)

@shipkeymartin

Skype: linda.martin.apr



From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Monday, October 09, 2017
To: Sean Smith
Cc: Linda Martin
Subject: Re: NHB Issues Management News Monitoring 10.9.17

Hi Sean

Thanks for the update. No, we have not received any media calls or inquiries that I know. I did send out the approved statement on Friday afternoon to the board and a few key stakeholders. I hope the conversation stays away from honey and dies a speedy death. Keep me posted.

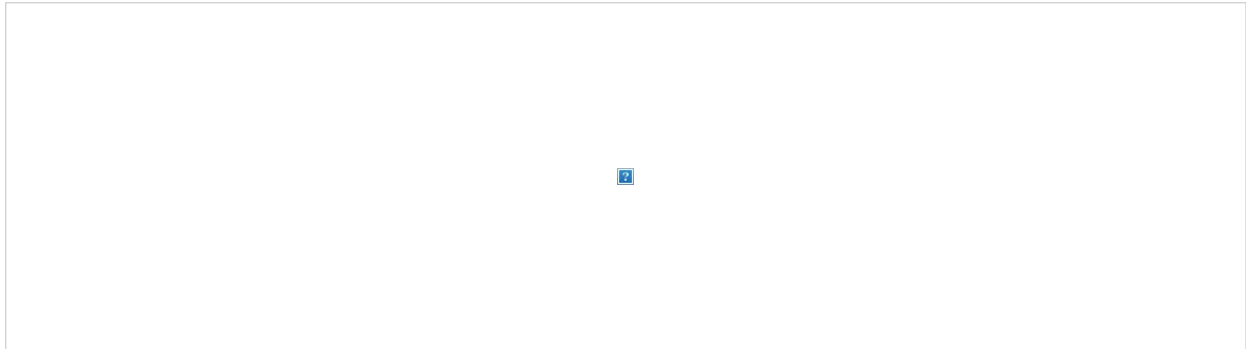
Happy Monday - Margaret

From: Sean Smith [(b) (6)] <[porternovelli.com](mailto:(b) (6)@porternovelli.com)>
Date: Monday, October 9, 2017 at 2:22 PM
To: Margaret Lombard [(b) (6)] <[nhb.org](mailto:(b) (6)@nhb.org)>
Cc: Linda Martin [(b) (6)] <[na.porternovelli.com](mailto:(b) (6)@na.porternovelli.com)>
Subject: FW: NHB Issues Management News Monitoring 10.9.17
Resent-From: Margaret Lombard [(b) (6)] <[nhb.org](mailto:(b) (6)@nhb.org)>

Hi Margaret

Some more pick up of that story. We haven't gotten any media inquiries, have we?

We did a scan of the social media conversation. It was less about honey and more about how Big Ag and chemical companies are evil. The conversation was largely driven by the same type of activists or activist organizations that tend to beat their chests when this kind of news comes about. Overall was along the lines of what you would expect -- no surprise, we're poisoning our world, blaming the EPA, why aren't we doing anything about it, etc. Below is a snapshot from the last few days.



From: Kylie Banks
Sent: Monday, October 09, 2017 10:05 AM
To: Margaret Lombard [(b) (6)] <[nhb.org](mailto:(b) (6)@nhb.org)>; Sean Smith [(b) (6)] <[porternovelli.com](mailto:(b) (6)@porternovelli.com)>; Linda Martin [(b) (6)] <[na.porternovelli.com](mailto:(b) (6)@na.porternovelli.com)>
Cc: Jimmy Szczepanek [(b) (6)] <[porternovelli.com](mailto:(b) (6)@porternovelli.com)>; Samantha Forth <samantha.forth@porternovelli.com>; Hailey Thompson [(b) (6)] <[porternovelli.com](mailto:(b) (6)@porternovelli.com)>
Subject: NHB Issues Management News Monitoring 10.9.17

Hi all

Please see below for the Issues Management-related stories from this morning's scan. Let me know if you have any questions.

Thanks
Kylie

We will continue to monitor the below story regarding neonicotinoids in honey:

[75% of World's Honey Laced With Pesticides](#)

Jessica Corbett, EcoWatch

10/7/2017

Raising further concerns about the global food production system, a new study found that bees worldwide are being widely exposed to dangerous agricultural chemicals, with 75 percent of honey samples from six continents testing positive for pesticides known to harm pollinators. "What this shows is the magnitude of the contamination," the study's lead author, Edward Mitchell, a biology professor at the University of Neuchâtel in Switzerland, told the Denver Post. He said there were "relatively few places where we did not find any" contaminated samples.

Additional Coverage: [KRQE ABC2News](#), [Science Recorder](#)

[Monsanto's Roundup Cancer Lawsuits Reveal Cover-Up and the Monsanto Plot Thickens](#)

Jane Mundy, LawyersandSettlements.com

10/7/2017

This June the New York Times wrote that a federal court in San Francisco unsealed documents raising questions about Monsanto's safety and the research practices. They included Monsanto's internal emails and email traffic between the company and federal regulators; suggested that Monsanto had ghostwritten research later attributed to academics and implicated a senior official at the Environmental Protection Agency (EPA) who "had worked to quash a review of Roundup's main ingredient, glyphosate, that was to have been conducted by the United States Department of Health and Human Services."

[A Wayward Weedkiller Divides Farm Communities, Harms Wildlife](#)

Dan Charles | Wbur.org
10/7/2017

Other plants also suffered. That meant less pollen for his bees. Coy's company has 13,000 hives across Arkansas, Mississippi and Missouri. In places where there was a lot of dicamba spraying this past summer his honey production dropped by a third. If farmers keep spraying it, he says he'll have to move his hives somewhere else. And he says that's not even the most important thing.

KYLIE BANKS

Account Executive

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