

MARKETING OF HONEY NEW CHAIRMAN CHOSEN.

MR. WALLACE W. NELSON.

A leading apiarist, Mr. Wallace W. Nelson, of Otorohanga, has been appointed chairman of the New Zealand Honey Control Board to fill the vacancy caused by the resignation of Mr. J. R. Butland. Two producers' representatives will be appointed in the near future to fill the other two seats on the board recently occupied by Messrs. P. A. Hillary and W. Watson, who, with Mr. Butland, handed in their resignations following differences with the Government on matters of marketing policy.

MARKETING OF HONEY

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Mr. Nelson holds the position of Government representative. The producers' representatives will be chosen one from the North Island and one from the South Island.

Mr. Nelson said to-day that he did not intend entering into any controversy with former members of the board about the reasons for the change in direction of the internal and external marketing of honey. It was stated, however, that there was more than ample evidence to prove that uncoordinated export and domestic marketing coupled with uncontrolled individual selling, had been producing chaotic conditions, which would result not only in a breakdown of the present voluntary marketing system but would also prove to be detrimental to the industry as a whole. Producers had been selling direct to the consumer, the retailer, the wholesaler, to auction, to New Zealand Honey, Limited, and to the Export Control Board.

Possessing wide experience in the honey industry, Mr. Nelson controls a large number of hives and is one of the most efficient producers in the Dominion. Much of his early experience was obtained at the New South Wales Government Apiary. On the completion of his term there, he came to New Zealand 14 years ago and established his present farm at Otorohanga. In addition to his Australian and New Zealand experience, he has a thorough knowledge of honey production and marketing methods in other countries.

For the last five years Mr. Nelson has been chairman of directors of New Zealand Honey, Limited. He has taken a keen interest in the National Beekeepers' Association of New Zealand, and is a past president of the association. During his term of office he presented important evidence to an inquiry held by the Commission of Agriculture into honey marketing control.