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## NATIONAL EXECUTIVE BEEKEEPERS' ASSOCIATION OF N.Z. (Inc.)

President:

Nick Wallingford, 55 Watling Street, Tauranga. Tel/Fax (07) 578-1422

#### Vice-President:

Richard Bensemann, State Highway 77, RD 6. Ashburton. Tel/Fax (03) 308-8423

#### Executive:

Russell Berry, Arataki Honey Ltd., Rotorua Division, Waiotapu RD 3., Rotorua. Tel. (07) 366-6111 Fax (07) 366- 6999

Graham Cammell, 133 Walmsley Rd., Mangere. Tel. (09) 275-6457 Fax (09) 275-9097

Mervyn Cloake, Cloake's Honey Ltd, Fairview, R.D.2., Timaru. Tel. (03) 688-0723 Fax.(03) 688-0161

Keith Herron, Greenvale Apiaries. No 5 RD, Gore. Tel/Fax (03) 207-2738

New Zealand Honey Food & Ingredient Advisory Service

Executive Secretary: Harry Brown National Beekeepers Assn of NZ. P.O. Box 307, Hastings. Tel. (06) 878-5385, Fax (06) 878-6007

Editor New Zealand Beekeeper: Ron Rowe, JP, National Beekeepers Assn of NZ, P.O. Box 307, Hastings. Tel. (06) 878-5385, Fax (06) 878-6007

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The NZ Beekeeper is published eleven times per annum; February to December. All copy should be with the Editor by the 1st day of the month of publication except for December when copy should be received by 20th

November. Annual Subscriptions available from the Editor are: New Zealand (\$30) plus gst. Overseas rates to be advised.

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# Notes from the President

It is the time of year when NBA members start remembering the promises of Executive members and wondering what happened with the remits that Conference considered. This listing of the remits from Tauranga is intended to give some idea of activities undertaken by the Executive in response to the recommendations made to it by the Conference of Delegates.

#### Remit 1: Institute national drum policy regarding the condition and cleanliness of honey drums being re-used in New Zealand.

1. Letter communicating content of remit to Packers Association, Exporters Association and New Zealand Honey Co-op, asking each to communicate with members to convey the ideas and intent of the remit.

# Remit 2: Facilitate informed debate concerning importation of Carniolan genetic material.

1. All information provided by interested parties both for and against importations published in *The New Zealand Beekeeper*.

2. Mervyn Cloake to provide article summarising pros and cons for May *New Zealand Beekeeper* (in progress).

3. Executive Secretary obtaining information from International Bee Research Association to distribute to branches to assist with remit consideration (in progress).

Remit 3: Thanks for holding costs and recommend continue to reduce costs.

1. Appropriate attention to detail of budget process at December meeting.

2. Richard Bensemann and Mervyn Cloake continued to work as a sub-committee to ensure compliance with Hive Levy collection system.

3. Marketing Committee budget and activity cycle changed to match NBA's to enable more accurate reporting of activities and finances against budget and plan.

4. Nick Wallingford specified details of profit and loss report required to enable Executive to monitor income/expenses.

Remit 4: Bring industry plan up to date, implement it within 6 months.

See Remit 6

Continued on page 7

# Every once in a while

Every once in a while something comes along to really give you a lift ... or serves to confirm what you are doing ... or serves to restate what it is that you thought ... to give confidence ...

## The results of the survey that was carried out in April 1994 provided that "once in a while" situation.

The survey was sent to approximately 5600 (all known) beekeepers using the lists provided by MAF. The vehicle used was the April 1994 issue of the *New Zealand Beekeeper*.

In a later issue of the *New Zealand Beekeeper* the **outstanding results** were written up in a general way. No actual percentages or details were printed at that time.

The results however were tabled before the National Executive of the NBA and it was with that additional knowledge that the Executive became even more confident for the introduction of the referendum for the Commodity Levy to replace the Hive Levy.

Mainly non-commercial beekeepers returned the survey questionnaire.

This was somewhat different to what had been expected. It was thought that perhaps only commercial beekeepers would reply. 601 of the 692 replies were from persons who were non-commercial. It proved very clearly that those important and vital persons in the non-commercial section of the industry did care very much about their future beekeeping operations and that of the industry to which they were affiliated. It is a pleasure to now provide the results in detail — we leave you to make your own observations and judgements, of course. But as stated in the introduction "once in a while" something happens to lift you, to give added confidence . . . these excellent returns do that and offer tremendous support for the future of beekeeping in New Zealand and for the need to introduce a fair and equitable method that will enable beekeeping to flourish for the benefit of all.

1 692 returns were received. (12.35% of the total mailed out) — from my experience of conducting marketing research projects this is a fair return and as such has validity in its statistical credibility.

2 Of the 692, 601 (86.8%) identified themselves as either; a Hobbyist (family consumes all product) or, a Part-time Beekeeper (someone who sells bee products and services but does not earn their total living from bees).

3 Only 91 (13.2%) replies were received from those who identified themselves as a Commercial beekeeper... ie someone who is in business and earns their living from bees and bee products, irrespective of the number of hives in the business.

#### Important

These return figures are important when one looks at the information that follows, in that those who identified themselves as "non-commercial" made up the larger number by far and so had a much greater say in what "they" wanted to see or felt was important.

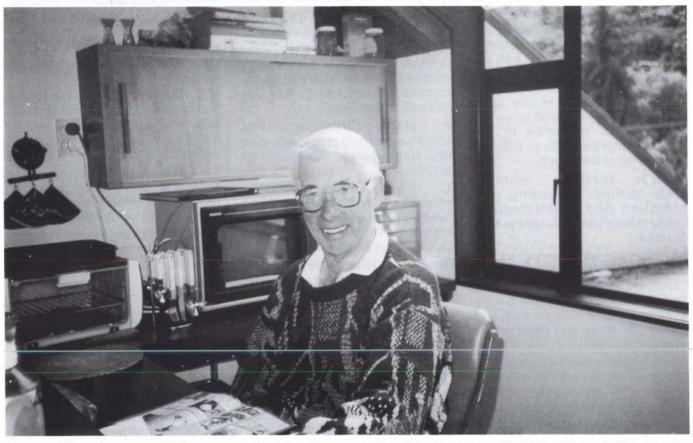
Continued on page 8

#### Front Cover

Honey Bee on the Renge Flower. Please refer to the article "The Renge Honey Venture — An Opportunity For Diversification" on page 5 written by Bruce Stanley. Bruce has kindly supplied a superb range of photographs to use in The Beekeeper.

## Obituary

Jasper Knox Bray - born 8th March 1923, died 25th April 1995.



He spent his early years until the age of 7 at Barry's Bay on Bank's Peninsula when, after a large honey crop on the Peninsula, his father W.B. Bray took the family to England. On their return the family moved to Cashmere in Christchurch. The beekeeping enterprise started to move to Leeston around 1927 and buildings were started in 1929 so young Jasper had an early start to beekeeping with trips out to Leeston.

He was educated at Christ's College in Christchurch and spent a year at university with the intention of becoming a doctor. All this changed with World War II when he went into the army followed by the airforce. After the war he went beekeeping in the partnership of Barrett and Bray which soon became Bray and Son with Alf Barrett's retirement. He married his wife Colleen in 1954 and they had two children. Amanda and Peter. The business gained another partner in 1957 and became Bray and Gosset Ltd. The two partners Jasper and Arthur Gosset continued to build the business until 1982 when Arthur retired from the company which was then renamed Airborne Honey Ltd.

On his entry to the business after the war, the business ran around 1,000 hives and grew until on his retirement in 1986 the company was operating 3,500 hives, packing 650 tonnes of honey as well as exporting honey and beeswax. Jasper moved to Nelson in 1986 and there managed to turn the odd swarm into a genuine 48 hive hobbyist operation which he continued with until ill health forced him to give these up.

During his career as a beekeeper and honey packer, he was actively involved in the industry at both a local branch and executive level. He was also one of the final members on the board of the HMA when it was wound up — creating the Honey Industry Trust Fund and the New Zealand Honey Producers Cooperative.

In 1967, he along with Allen Graham (from Canada), developed the protocols for the export of queen bees to Canada. For this business he also developed a plastic queen bee cage specifically for the trade. He was also one of the earlier advocates of two queen hives on a commercial basis. His time in the Honey Industry saw many changes, including the introduction and demise of the Seals Levy, the creation of the NZHMA and winding up of the HMA, The IMD's (Internal Marketing Division) control of honey, the change from gravity feed systems to pumps, the introduction of stainless steel processing equipment and uncapping machines, hive loaders etc, many of the "essentials" of beekeeping today.

Always an active person, his interests included trout and salmon fishing, gardening, photography, and chess. He was never happier than when he could use the keeping of bees in a high country area as an excuse to do a spot of camping and fishing, or when he could visit an up and coming beekeeper to offer advice and learn from them in return.

He is survived by his wife Colleen, his two children, Amanda and Peter, and four grandchildren.

All within the industry join in offering sincere condolences to the family and friends of the family in the passing of a man who gave much to the industry and people he cared so much for.

# The Renge Honey Venture — an opportunity for diversification

An opportunity has been presented to the New Zealand Honey Producers Industry in the form of establishment of the Renge (Chinese Milk Vetch) plant for production of its honey for the sale to Japan.

During April of this year, I hosted a business associate of 10 years, Mr Atsou Inoue. Mr Inoue has been importing Chalk Brood Resistant queen bees from New Zealand for resale and for his own Japan Development Beekeeping programmes. Mr Inoue, until recently president of the Japan Beekeeping Association, now an executive member, was accompanied by Dr Tasuke Yasue, Professor Emeritus of Gifu University. Mr Inoue has recently built a Honey Bee Museum near Nagoya, which he opens this August. The purpose of their visit was to gift to New Zealand 40kg of the Renge seed. There is no formal problem with introduction of such seed as our New Zealand regulations allow procedures for the importation of such material. I personally brought through customs, 8 years ago, Renge seed from Mr Inoue for trial work, so it is known that it can grow successfully in New Zealand.

Mr Inoue and Dr Yashue met with Murray Reid, National Apicultural manager for MAF and also with Mr Jim Douglas of the Crop and Food Research, Ruakura.

Mr Douglas is setting up trial work proposals, under contract to Mr Inoue, to help determine the best conditions under which the Renge plant will grow in New Zealand.

Dr Yashue has spent many years on this very subject and has produced a book on the Renge plant culture in Japan.

Mr Inoue's interest is on behalf of the Japan Beekeeping Association in that the Renge plant is their best selling honey type.

Mr Inoue suggested that the returns from straight Renge can be at least twice the returns of our clover honey.

So why is the Japan Beekeeping Association interested in New Zealand?

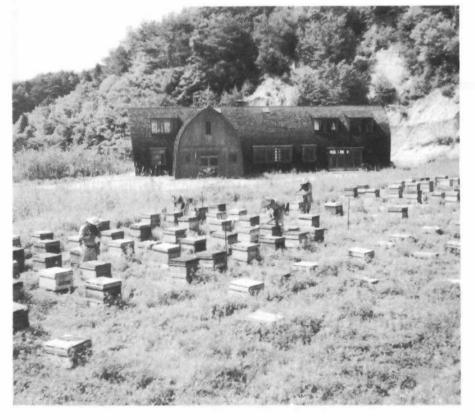
The traditional source for Japan, of the Renge honey, is China, which I understand has now lost its credibility with regard to contaminants. In Japan, the other production area for Renge, they now have a weevil which seriously affects the plant growth. Mr Inoue has learnt that New Zealand beekeepers can be trusted and are reliable. He also knows of our country's clean image, particularly our non-use of chemicals in beehives.

Renge Culture; the plant "Astraglus sinicus", is commonly known as Renge or Chinese Milk Vetch. It is an herbaceus winter annual legume.

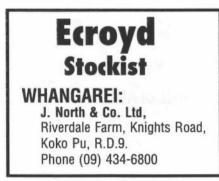
It is used as a high value green manure crop, as a nutritious animal forage crop rivalling lucerne, as an attractive roadside planting and as a honey source.

Adequate soil and surface moisture are important for germination where the seed is normally sown in autumn. For new soil area planting, an inoculum is applied to the seed so as to allow for its Nitrogen nodulating process to occur. The seed is sown at 10-40kg per hectare depending on the circumstance. The plant does not tolerate a continuous dry condition. Depending on the time of seeding, the plant will flower (in New Zealand) around November/December for about one month. It produces a sweet milky white honey. Honey production figures of 10kg to 40kg per hive are quoted.

Continued on page 6



This photograph is from the cover of Mr Atsou Inoue's Beekeeper Supplies booklet. It shows Mr Inoue's new Bee museum, near Nagoya which is due to open in August. The front field of Renge plants also shows Mr Inoue's beehives.



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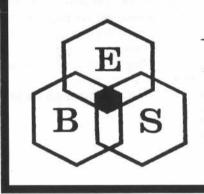
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NBA CONFERENCE CHRISTCHURCH see page 12



#### Continued from page 5

As for the New Zealand potential

Mr Inoue says that true Renge honey will return to Beekeepers at least twice our clover honey price.

At the least we may have the potential of an additional colony build-up source. At best we could have Renge fields for seed production or silage, cut over forest cover, side by side plantings in organic crops or extensive roadside plantings etc. Beekeepers could take advantage of the honey crop to secure additional income before traditional main crops.

The Japanese are serious in their endeavour to have this honey source established in New Zealand. Mr Inoue would like to see an agency in New Zealand, say (affiliated to) our National Beekeepers Association, which could become a joint venture/ promoter/organiser for this honey type in conjunction with the Japan Beekeeping Association.

Mr Inoue left me 40kg of seed and its inoculum for free distribution to New Zealand beekeepers/interested parties for practical trial work.

I need to have the seed distributed to innovative persons who may utilise a range of planting regimes. They need to be willing to keep good records of their trial work.

You may contact Bruce Stanley, Fosters Road, RD1, Whakatane, phone/fax 07-312-9028.

#### Remit 5: Executive to work more effectively, written policies, delegation, action oriented, written reports.

1. Nick Wallingford prepared draft policy and procedures for handling of minutes for December meeting (not adopted by Executive).

2. Guidelines for NBA Committee activities prepared by Russell Berry based on work from Gerard Martin.

First draft of standing orders for 3. Executive produced by Gerard Martin for September meeting. Nick Wallingford also produced draft suggestions. Russell Berry agreed to develop further at September and December meetings, but nothing was produced. Keith Herron, with Russell Berry assisting, assumed responsibility at the March meeting, but nothing further was produced to date. Nick Wallingford produced draft standing orders to consider at May meeting.

4. Branch Secretary's handbook prepared by Nick Wallingford to assist with deadlines and encouraging written reports to Executive.

5. Richard Bensemann and Mervyn Cloake produced written guidelines for consideration of Hive Levy deferrals for Head Office use.

6. Nick Wallingford prepared guidelines for conducting Executive elections.

# Remit 6: Industry planning meeting in March 1995 for future structure.

1. SWOT analysis sessions undertaken at Conference.

2. Planning meeting held in early March, comprised of Executive and various industry personnel involved with committee activities.

3. Harry Brown produced draft from work of the Planning Meeting.

4. Ron Rowe, Harry Brown and Nick Wallingford to further develop the draft to produce final industry plan. No activity to date.

Remits 7-11: Not carried.

## Remit 12: Levy of up to 50 cents per hive for marketing.

See Remit 13.

Remit 13: Conference would like to see a levy for marketing of 50 cents per hive but the levy should not be less than 35 cents per hive.

1. Amount of 35 cents per hive approved in budget setting process.

2. Agreement that if other sources of funding are obtained, activities agreed to could be modified with the budget to apply to further activities.

3. Agreement for Marketing Committee to use remaining accumulated funds during 1995 year to supplement levy income from that year.

#### Remit from floor: C o n f e r e n c e would support a marketing levy of 50 cents per hive.

See Remit 13.

Remit 14: Withdrawn

Remit 15: Formulation of audit systems which the NBA can operate, subject to a systems audit.

1. Russell Berry and Graham Cammell agreed at December meeting and at March meeting to provide discussion paper for Executive. Nothing produced to date. Remit 16: Lost

Remit 17: User pays system of beehive health certification.

1. Disease Control Committee asked to include intent of remit in future developments of Pest Management Strategy.

2. Concepts included in subsequent drafts of AFB Pest Management Strategy.

3. Idea discussed and generally accepted by beekeepers during Road Show of the Pest Management Strategy.

Remit 18: Support use of map references for disease control.

 Content and intent of remit conveyed to MAF Qual Management.
 NBA offered assistance and

advice to help with implementation. Remit 19: Wanganui Conference in 1996.

1. Arrangements for 1996 Conference underway by Southern North Island.

2. Nick Wallingford to meet with Wanganui Conference organisers following Executive meeting 10 May.

As always, I welcome any contact from members about the business of managing our industry. Please don't hesitate to write, telephone or fax me at any time you think something should be done better, or even just to say you think something was done well!

Nick Wallingford



KATIKATI: Wrightson Ltd, Main Road, Phone (07) 549-0162

# In the news

**Full page** in "THE PRESS" of Christchurch a great photograph of Bill Floyd and an equally superb article on HONEY — Mellow Yellow and other honeys written by Mavis Airey — Excellent publicity for Honey and a Full Page spread.. would cost a fortune to buy that space.. Well done The Marketing Team. Comment was overhead...I think Bill Floyd is related to Winnie The Pooh as he's always got his fingers in jars of honey sampling the wares...

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When considering insurance for any part of your business, or home, please consider **FARMERS MUTUAL GROUP**. When signing up with FMG please ask them to **nominate The National Beekeeper's Assn as the agent...**This means that the NBA receives commission. If you did not ask for the commission to go to NBA it would go to another source. FMG specialise in rural insurances and their rates are highly competitive in all facets of insurances.

## Ecroyd Stockist

TAURANGA: Derek Morrison, The Honey & Hive Centre, 298 Cameron Road, Phone (07) 577-0481

#### Continued from page 3 ... Every Once in a while

4 A major question was asked in respect to the "Level of need" ie — Is there a need for a National Beekeeper's Association of New Zealand? OUTCOME

- 48% Very definitely (combined 85% stated very definitely or definitely)
- 37% Definitely

10.5% Neither/nor (no view one way or the other)

- 2.5% Probably not needed
- 2% Definitely not needed

One can "reasonably" deduce from this that there is definitely a strong level of need expressed by beekeepers, at large, for the NBA and its work on behalf of all beekeepers.

5 A second major question was asked — In your view, funding of the National Beekeeper's Association should be by way of Commodity levy or Voluntary subscription, or Other method.

It should be noted that the term and concept of a Commodity levy had been fully explained in the introductory notes to the survey and had also been made known in an earlier magazine. Other discussions had also taken place at some branch meetings and in general meetings of beekeepers.

Moreover the term and concept of a Commodity levy had been in use since the introduction of the original Bill and then the Act. Hence it is reasonable to assume that there was good knowledge of the term and concept.

#### OUTCOME

- 70.5% stated that they preferred a Commodity Levy
- 20.5% stated that they preferred a Voluntary Levy
- 9% stated that they preferred another method of levy

One can "reasonably" deduce from this that there is definitely a strong preference expressed by beekeepers, at large, for a commodity levy.

6 A third major question was asked in respect to levels of satisfaction with the services provided by the NBA.

In this part of the questionnaire we sought to better understand how satisfied beekeepers were (in the past), or were (at the time of the survey), with the services and the value provided by The National Beekeeper's Association.

#### OUTCOMES

- 9% stated that they were Very Satisfied (58% were very satisfied or satisfied)
- 49% stated that they were Satisfied
- 37% stated Neither/nor (no view one way or the other)
- 3.5% stated that they were Dissatisfied
- 1.5% stated that they were very Dissatisfied

It is reasonable to deduce from this that there is a good level of satisfaction within beekeeping ranks with the services and actions of the NBA.

#### The forthcoming Ballot for the introduction of a Commodity Levy

In the coming month or so all known beekeepers both non-commercial and commercial will have the opportunity to vote on whether they want a levy to help fund the industry or not.

## We urge you to vote YES!

and the major reason for that is to ensure that the industry that has progressed so much over the past several years is not allowed to slip back and it then can continue the work for and on behalf of **all persons and organisations within the industry.** 

Please talk with other beekeepers and gain their support for this referendum which stands as being the most important decision taken by all beekeepers in many many years. Your future and the future of the industry is literally in your hands.

The Canterbury Branch would like to build a honey mountain of all different brands and types of honey available in New Zealand.

Please assist us by bringing along some of your brands to Conference. This will have a great visual impact and marketing appeal

Ecroyd Stockist HAMILTON: Olifin Products. Marshmeadow Road, Phone (07) 824-1833 Ecroyd Stockist GISBORNE: Barry Foster, Tawari Apiaries, Phone (06) 867-4591





# Whatever happened to clover honey?

Clover is brilliant honey, mild, sweet and pleasant. Clover is New Zealand's Premium honey and always has been.

Remember the days of 0 to 9, best honey in the world, and at the best price. Some Japanese like honey that's water white, and I mean water. They filter it so much they take all the protein out. They are used to Acacia honey from China.

We grew up on Clover Honey. All that other stuff that they now put into house brands we fed back to the bees. Did we feed sugar? What? Feed sugar?

Probably the greatest disservice people did to Clover honey was to put it in a pot and call it 'No Frills' and 'Pams' or something. You stopped calling it Clover and that was a mistake. Or was it?

There is always two sides to a coin, a bit like the old days when people couldn't export bulk honey, so they started exporting comb honey, and New Zealand has created the international demand for its type of comb honey. Not many countries can, or will be able to match it.

Anyway, back to clover honey. Have you ever tried house brands? Well it's a learning experience. Honey never used to taste like that. But it's just honey isn't it. Might go and buy a decent pot of clover honey next time. Hollands or Arataki or something. Perhaps it is time to differentiate clover honey. Actually pure clover honey on its own. I don't like it. Perhaps it is what you are used to, but to me it tastes like margarine, no flavour and no body. As you know, most clover honey is probably 40% thistles anyway which gives it a delicate sweet flavour.

Thistle honey doesn't sell well (thistles OUCH!!!!). They grow in my lawn and I don't like them. They are prickly. Thistle honey makes great liquid honey — sell it as liquid. You don't have to call it thistle, or anything for that matter — it's liquid honey.

I'm contradicting myself of course but life is not black and white and neither is marketing.

Maybe it is time to put the clover back into honey and differentive that from

just honey. Clover is a connoisseurs honey. The taste does not dominate. it goes well in teas, drinks, clover honey in syrup toppings... nothing else compares when you want to complement something and not take the taste away. But remember young families are big consumers of honey. Tell their mums what the kids like and they will buy it for them. It is part of being a mum. They will eat their sandwiches too. Lemon and clover honey. Just right for the kids with a cold and after all, they have got to like it or they won't drink it.

If I give Manuka or any dark honey to my little boy I hear 'Don't like it. It's too strong'. Actually most people didn't used to like Manuka either until we told them it was good for them. Now they love it. Be warned though that in ten years things might change. Remember ginseng?

Now for all your marketing gurus I hope you understand what I am getting at. It is obvious isn't it?

For advice or information on any NZ honey industry marketing issue, NBA

Colin McLean

## Important note to Branch Secretaries Change of Officers

As soon as you have details please provide the Executive Secretary with the full names, address, telephone and facsimile numbers (where applicable) of your officers for the year, for insertion on page 2 of the NZ Beekeeper.

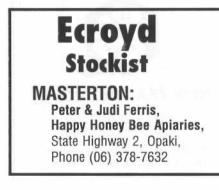


FOOD & INGREDIENT ADVISORY SERVICE 4a Scott St., P.O. Box 32, Blenheim Tel: 03-577 6103 Fax: 03-577 8429





**COLOURS,** we admire them and sometimes we abhore them and we take them for granted. That is most of us for there are unfortunate people who are colour-blind to a greater or lesser degree. I had a good friend who was afflicted in that way, but he could still see the difference between the red and green traffic lights, amber was a bit of a puzzle, he had no trouble noting dark or bright strains of honey bees. And a jolly good



beekeeper he was. Choosing paint was very difficult, so everything was done in a creamy white and he called for help when it came to some wanted variation. Dogs and cats and a number of other mammals are colourblind, they register various shades of grey but nature has compensated by endowing them with other highly developed senses s.a. hearing, smell etc.

Not so very long ago it was the common belief that animals, including insects did see colours as we do. And I wonder how many people, including beekeepers, accept this even today without question. It was Professor Karl von Frish who devoted a lifetime to the study of many aspects of bee behaviour, vision being one of these. We now know that insects are sensitive to a wide range of colours, but their spectrum is very different

#### By John Heineman

from ours. Bees cannot see reds, those register as black or grey, but they are sensitive to yellows, greens, blues and also to ultraviolet which is not visible to us humans.

Flowers, nature's great colour chart. No paint manufacturer can offer us anything matching that great variety however good they are. Add to this the shapes and sizes, the markings, fragrances often supplemented with a supply of nectar and you have the greatest marketing display imaginable. All that great and wonderful variety has evolved over millions of years, a process still going on today. The aim, as with all marketing is of course to attract customers, the pollinators s.a. honeybees, butterflies, a host of other insects and even birds. Procreation is the goal.

Continued on page 11

# **Editorial comment**

During the last few days I have been asked to clarify the policy in respect to providing replies to articles (or letters) received for the magazine, in the same issue as the original article appears. The short answer is ..NO PROBLEM... we are pleased to print replies in the same issue to bring a balanced view or to add to the debate.

However our experience now after 14 issues is that a large amount of material arrives close to or after the close date for copy (1st day of each month). We have held up the magazine by a day or so on several occasions to accommodate your material, where that material was seen to enhance that issue.

#### Your magazine

After all this is your magazine.. it's not mine.....it's not the printers .. it's not any individual's either......but yours and all in the industry. So we have bent over to ensure that articles and advertisements are run when you want them run. Generally that has worked well. We have however copped some criticism for not being absolutely precise with our adherence to deadline dates. But that's just part of trying to bring a fair and balanced and interesting magazine to you.

However we must of course endeavour to adhere to deadlines where possible as this enables readers and all of those associated with the magazine to be able to plan around "known" dates.

Copy goes to the printer for setting on the 3rd or 4th day of the month. If we have received the original article or letter in time to enable us to contact "someone" for a reply and have that back to us by the 3rd or 4th, then we will try and do that.

#### Next issue must be better

We try always to ensure that the next *Beekeeper* is better than the previous issue. The most annoying thing are the typographical errors.. in a phrase.. they really get up my nose....even though the pages are "spell checked" on the word processor and proof read there will be some that slip through. Both the printer and this office do try!

We do apologise for the few typos that appear.

#### Space and colour

We are limited to the number of pages that we can run so must always be looking at space in the context; **that this is the journal of the industry.** Therefore industry information, or matters of that sort, will always be given preference. We would love to run full colour but can't do that as we obviously have to work to a budget.

Your assistance with advertising

#### please

We could do more if we could gain additional advertising. It would be appreciated by all if you can assist with gaining more advertising. The rates are priced to "sell" and the circulation is good at around 1100 copies each month and a good pass on rate, we believe .. We are a good niche market for all sorts of items and goods, not just beekeeping supplies, although it is the "industry" that has generally been the greatest supporter over many years and that is appreciated. One does however have to be realistic when talking to organisations and marketing persons outside the industry as they are looking for "The Biggest Bangs for their Bucks"....bigger more diversified circulations.

Finally I receive a number of comments about the magazine from many sources and a lot from outside the industry...in general these have been good. The marketing column is highly regarded by some of my colleagues in the marketing world. The regular articles that we receive from John Heineman also stand out as do those from other Beekeepers (see article from this issue by Bruce Stanley), Jenny Dobson, Ham Maxwell and others....so please keep them coming. And thanks!

Ron Rowe

#### Continued from page 10

With beekeeper's winter work of maintenance and making up new gear it would not be a bad thing to keep this colour business in mind. If your painted supers are getting shabby now is the time to do something about it. New gear too needs protection. Dipping in hot paraffin wax is fine, in addition water-based paint can be sprayed on when timber is still hot. White is commonly used for it reflects heat, good in the hot sun, it is usually a bit cheaper than tinted paints. Black of course does the opposite, it absorbs heat and would aggravate the interior temperature of a hive on a hot day. But you may have some leftovers in the shed or be able to pick up an odd colour as a special and so finish up with supers in different colours. All to the good for it will assist the bees finding the correct front door. Different coloured hives combined with

landmarks s.a. a shrub, fence post or rock and the avoidance of "straight line" placement of hives are all factors helping to minimize "drifting", that is bees entering hives to which they do not belong. In turn less "drifting" may also lower the risk of spreading bee diseases such as American Foul Brood from hive to hive.

Colour plays a terrific important role in our world and our daily lives, it gives the variety we need, the beauty we seek and sometimes, sadly, prejudice and strife among us humans.

We beekeepers also use colour to mark queen bees, makes them easier to find and gives an indication of their age. There is an international colour code for this covering five years. 1991 was white, -2 yellow, -3 red, -4 green, -5 blue, -6 white, etc. If you re-queen with unmarked queens you could still keep track of their age by pushing the correct coloured drawing pin into the front of the hive.

If you have some spare time this winter and feel so inclined you could do worse than borrowing the book "Bees, their vision, chemical senses and language" written by Karl von Frish from our library. It will help you to better understand some of the amazing and fascinating aspects of bees and beekeeping.

#### Editor's Note:

Thank you John for yet another superb piece. Your contributions are eagerly sought each month by those both experienced and less experienced, hobbyist and commercial. A real contribution to the whole of beekeeping.

National Beekeeper's Association 1995 Conference AGM, Seminar and Conference of Delegates						
С	hristchur	ch 11-14 July				
ACTIVITIES Tuesday 11 July Speciality G Registration desk opens 9.00am						
	10.00-11.00	Comb Honey Association				
	11.00-1.00	Queen Bee Producers' Association				
	1.00-3.00	PollinationAssociation				
	3.00-4.30	Honey Exports Association				
	4.30-6.00	Honey Packers' Association				
Wednesday 12 July Seminar Getting Into Beekeeping	Day					
	9.00-9.30	Beekeeper's Perspective Topic: Pitfalls and How to Avoid Them <b>Speaker:</b> Mr Dale Gifford — Runner-up in Tecpack Beekeeper of the Year				
	9.30-10.00	Banker's Perspective <b>Speaker:</b> Mr Grant Bright, Trust Bank Topic: Rural Lending, Putting a bankable package together and raising finance				
Staying Profitable in Beekee	epina					
	10.45-11.15	Tecpak Beekeeper of the Year Speaker: Mr Bruce McCusker				
	11.15-11.45	Setting goals and how to achieve them Speaker: Mr Reg Garters, N.Z. Institute of Management				
	11.45-12.15	<b>Speaker:</b> Mr David Penrose Topic: Options available. How to realise your business maximum value				
	12.15-2.00	Lunch				
	2.00-2.30	Safety in Beekeeping ACC Perspective				
6	2.30-3.00	Final Presentation of the Pest Management Strategy				
	3.30-4.00	Labelling and Food Safety Requirements Speaker: Health Link South				
	4.00-4.30	Cooking with Honeys <b>Speaker:</b> Chef Tutor — Christchurch Polytechnic				
	5.00-6.30	Happy Hour and Sponsor Hour				
Thursday 12 July						
Thursday 13 July	9.00am	Official Opening and Commencement of Conference of Delegates				
	7.30pm	Banquet Night Theme: Bastille Day				

Friday 14 July

9

9.00am 3.00pm Continuation of Conference of Delegates Conference Closes

#### COSTS

Please include payment with registration. Make cheques payable to: Canterbury NBA Conference (cross all cheques)

Seminar: Conference: Banquet: Partner's Bus Tour: Registration \$30 each (Includes Lunch, Morning and Afternoon Teas) Registration \$25 each (Includes Morning and Afternoon Teas) \$45 single — Dinner and Dance FREE — with registration

#### REGISTRATION

Please assist us by registering before 8 June on the attached form

#### VENUE

Quality Hotel cnr Durham and Kilmore Streets Phone: (03) 365-4699 Fax: (03) 366-6302

Special conference rates are available. To obtain these, you must book direct with the hotel 60 days in advance. Deposit Conference rate is \$87 plus GST for standard twin (2 single beds) and standard double (1 queen size bed). Superior Double/Twin is \$92 plus GST, 30 days in advance.

The Quality Hotel ensures "A warm and friendly welcome awaits all delegates of the Beekeeper's Association when staying at Quality Hotel, Durham Street, Christchurch, during their annual conference". The Hotel is very centrally located and convenient to attractions such as, The Casino, Tramway, city shopping and only one minute from the Christchurch Town Hall. All the rooms are well appointed with tea/coffee making facilities, TV including "Sky", mini bar and refrigeration and hair dryers.

All are welcome to participate in conference and/or seminar. Whichever you choose, you will be assured of a friendly and informative time.

**Travel** — There are no group discounts available for air travel — you are advised to book early and gain the "Thrifty" and other reduced fares available.

### National Beekeeper's Association Conference 1995

Please register me/us fo	or the following	gactivities: I	Please fi	nd enclosed my/our payment.	
Name			Partner.		
Address					
Phone:		Fax:			
Branch/Organisation					
		Number Attend	ing:	Total:	
Seminar Registration	\$30 per head				
Conference Registration	\$25 per head				
Dinner and Dance	\$45 per head				
		Total			
I/We will be staying at the Quality Hotel			Yes/No		
I/We will be arriving by ca	ar/air on:	(Date)	Flight No		
Please return this regis	В.	Lancaster, Confe		ecretary one: (03) 318-0732	

13

# Pest Management Strategy — the NBA President's viewpoint

Russell Berry's article about the desirability of a Pest Management Strategy for AFB in the April issue was an individual viewpoint. It was not an expression of the NBA Executive's feelings on the issue, nor was it seen by me prior to publication. I support the expression of alternative views in the New Zealand Beekeeper magazine, but articles by executive members such as this should be marked as a personal view, so as not to raise doubts in beekeepers' minds as to the direction and resolve of the executive.

The NBA Executive set up the Disease Committee in September in

1992, first under the leadership of lan Berry and now with Terry Gavin. The members of the committee were carefully selected to reflect the variety in nature of bee businesses, parts of the country and sizes of businesses. Russell Berry and Graham Cammell both declined to be members of this important committee when they were invited. To those beekeepers who did accept the challenge of this work, the industry owes considerable thanks. They have developed a workable scheme, and consulted more widely and effectively than probably has every been done within our industry. The NBA Executive and the NBA as

an organisation have expressed support for and acceptance of the Pest Management Strategy developed by the Disease Committee. I am sorry that the personal viewpoint in the last issue led some beekeepers to believe that there is not an effective concensus within the Executive. While the support is not unanimous (within Executive or the industry), I believe that Executive can take clear guidance from the remits over the last few years and the recent PMS 'Road Show', and act accordingly.

> Nick Wallingford, NBA President.

# Can we afford voluntary, deregulated AFB Control?

The April issue of the New Zealand Beekeeper included an article from a member of the NBA Executive, Mr Russell Berry, which questioned whether the beekeeping industry is taking the right approach in developing a Pest Management Strategy (PMS) for the control and eradication of American Foulbrood.

The AFB Eradication Committee of the NBA, which was asked by that same executive to develop a PMS for AFB, was left with the distinct impression, as a result of its recently concluded series of PMS Industry Consultation Meetings, that there is **overwhelming industry support** for developing such a strategy using the powers of the Biosecurity Act. We are therefore extremely surprised that Mr Berry has decided to pose a totally different disease control alternative after the Committee has spent 18 months developing the draft PMS.

The committee has in fact just completed a three day workshop at Ruakura considering the questions and ideas raised during those consultation meetings, and is in the midst of further revising the draft Strategy so that it incorporates the feedback provided by beekeepers from throughout the country. During that workshop, the committee considered a submission from Mr Berry which outlined his suggested alternative. The committee considered that submission, as it did all others which it has received. However, since the substance of Mr Berry's submission has now also been published in the New Zealand Beekeeper, we feel we have a duty to the beekeeping industry to make public our reply to his proposal.

As an alternative to the AFB PMS, Mr Berry suggests that the NBA employ two individuals who would work for six months of the year travelling the country helping beekeepers with the practicalities of eradicating AFB in their particular situation. Although it is not clearly stated, it is assumed from the comments made in two places in the article that these individuals would have no legal powers and that AFB control would only be on a voluntary basis.

It is worth noting that the Berry alternative is no way new. When the then Disease Control Committee was formed in 1992, and given the task by the NBA Executive of addressing the future requirements of this industry for AFB control, similar deregulation/ voluntary control options were considered and finally discarded, primarily because they were too simplistic and naive.

To put Mr Berry's alternative into perspective, we need to ask a very basic question — why did the beekeeping industry decide to develop a Pest Management Strategy for AFB in the first place? The answer quite simply is that on 30th June 1996 all sections of the Apiaries Act which deal with the control of AFB will be repealed.

We as a committee believe that if we fail to develop a PMS for AFB, lack of legal controls on the disease would create a potentially dangerous situation for the beekeeping industry. It would no longer be illegal to keep hives with AFB. No one could legally compel anyone else to deal with AFB in their hives or deadout gear, and we would not be able to appeal to anyone to attend to AFB outbreaks. And, of course, if people were employed to assist beekeepers with disease problems (as Mr Berry suggests), they would only be allowed to help if the beekeeper agreed.

Continued on page 15

#### Continued from page 14

That is why the committee has developed a PMS for AFB which funds counselling resources for beekeepers who show sincere commitment to controlling AFB in their hives (as Mr Berry suggests), while at the same time ensuring that legal powers exist so that the disease is properly controlled in those certain circumstances where a beekeeper refuses to do the job. We might also add that the PMS has been designed so that any beekeepers not carrying out their legal obligations will pay the full costs of default disease control work, rather than having such costs borne by all the beekeepers who help pay for a disease control programme. Mr Berry believes that his suggestion should be considered "in place of a PMS". The view of the PMS Committee is that his proposal is untenable because the bottom line is

that this industry must have the status of AFB clearly defined by law. The alternative is unthinkable unless you are one of the small minority who favour total deregulation and the eventual (many would say inevitable) feeding of drugs for the control of this disease. The committee also believes that the suggestion made by Mr Berry that his alternative would "cost considerably less" than the PMS deserves comment. There can be no dispute that his programme would cost NBA less, which we assume would translate into less levy paid by beekeepers. The more important question, however, is would it cost the wider beekeeping industry less? If AFB becomes deregulated, members of our industry would pay an additional \$600,000 per annum in loss of hives and production for every increase of 1% in the national incidence of the disease. Having a PMS in place would guite clearly be a cheaper option than embarking on the gamble of seeing total deregulation and a likely increase in the incidence of AFB.

The Disease Control Committee has considered the voluntary, deregulated option, and has canvassed opinion from many beekeepers. As a result we believe that there is overwhelming industry support for the principle that AFB should continue to be a notifiable disease controlled by law. Acceptance of that basic premise was the reason that the NBA Executive originally commissioned the Committee to develop an AFB PMS, and we believe that it is also why the industry has been so supportive of the draft strategy during the consultative stage.

THE AFB Eradication Committee believes that the beekeeping industry needs a PMS for AFB. The final form of the PMS is still open to debate, but we maintain that not having a PMS is not a realistic or credible option for our industry.

AFB Eradication Committee

Bruce Stevenson, Kerikeri; Graham Wilson, Pukekohe; Bryan Clements, Kihikihi; Richard Bensemann, Ashburton; Warren Hantz; Leeston; Jan van Hoof, Geraldine; Allen McCaw, Milton; Terry Gavin, Whangarei (chairman).





**M.J. and A.C. Wraight** Main Moutere Highway, Upper Moutere Phone and Fax (03) 526-7708

Letters to the Editor

The AFB Pest Management Strategy is a brilliant piece of work. Anyone reading the precis included in the *"Beekeeper"* and attending the road show cannot help to be impressed with the thought, level of detail and appreciation of the Bio Security Act (under which legislation the PMS must operate) which has gone into this work. The AFB committee has been chosen from the best people in our industry — and they have delivered! My personal thanks to them.

The AFB PMS started with a clear direction from our industry's conference. Hawke's Bay's 1993 remit 5, supporting the AFB committee's goal of eradication by 2000, was carried 12-0.

The actual work on the PMS was carried out by widely selected industry members and was followed by full communication and consultation with the industry via the inclusion in *"The Beekeeper"* and the PMS roadshow. Submissions were asked for (on at least three separate occasions) and received by the AFB Committee.

Russell Berry's article "American Foul Brood" (April *Beekeeper*) was received by the Chairman of the AFB committee on the 6th of April. This was a week <u>after</u> closing date for the April *Beekeeper*. Russell Berry

(currently NBA Executive and NBA publication committee member), with his article in *The Beekeeper*, is totally outside the decision making structure of the NBA. Hardly an appropriate action of a person holding the office of NBA Executive Member.

I understand Russell Berry was offered a position on the AFB disease committee in its formative stages — and declined. He also did not attend any of the PMS road show presentations. His subsequent lack of understanding of the subject is apparent — that he should declare this in print is astonishing!

In 1908, my grandfather W.B. Bray, was one of the first people employed in New Zealand with the goal to eradicate AFB. As a cost saving measure he was given a bicycle and train pass to cover the South Island as his territory. Russell Berry's article advocating a return to a similar system is trivial and simplistic! I for one believe that we have learnt a little more in the last 87 years! The Bio Security Act and new technology have given us the tools to do a job long overdue. Let's not waste time listening to the ill informed and get on with the task in hand!

> Peter Bray Airborne Honey Ltd

#### Letters to the Editor continued

As always, I find Mr Berry's logic illogical, his ideas on profitability out of step with the realities of managing and operating a profitable enterprise and his establishing of facts questionable.

- In neither his December nor April letters (articles) does Mr Berry make it clear if he is writing as beekeeper or an executive member. If it is the latter, then I would contend it should be spelt out to avoid confusion in the ranks of the industry.
- You cannot operate a profitable business if you have no commitment to quality nor will you remain in business, local or in export, if you fail to meet the customer's requirements or the importing country's regulations pertaining to that product, the earth is not flat nor is the marketplace fair.
- 3. What is the difference between a NBA imposed education programme and a Government supported PMS strategy which is in reality the NBA scheme strengthened with the power of regulation. They are both imposed from high only one has teeth (the law) and the other has no teeth (the NBA) unless it is accompanied by law. Most people respond to needs to protect themselves through their own initiatives, a small minority (usually those who are the AT RISK category) will only respond to the sledge-hammer approach and only then when they have been identified and that is usually when the damage has been done. And how do you identify the "At Risk" beekeeper as he/she invariably ignores meetings, educational seminars, conferences and well intentioned advice.
- 4. Rarely does Mr Berry talk "real" costs. To employ two persons for six months will cost the NBA (therefore New Zealand Beekeepers) in excess of \$37,500 per annum plus he is advocating having investment in further research, education and extension via the NBA. The \$37,500 is a rather stingy (mean) estimate of salary only and assumes the persons charged with the job pay their own travel and meals while away from home and that the NBA has provided them with a rail pass and a bicycle <u>a la</u> Mr Bray et al of the early 90's era of

disease eradication and extension work.

- 5. The Kiwifruit Pollination Association (BOP) has demonstrated in fact that a commitment to quality assurance is an investment rather than a cost and is a reducing component of a business's (organisation's) expense if an effective programme is implemented and accepted by all individuals. It is not an on-going imposition and ever increasing cost as contended by the scheme's opponents when it was originally conceived and Mr Berry et al were very vocal opponents when the scheme was floated.
- 6. Quote: "Not much (AFB) is spread by bees robbing wild or domestic hives", unquote, wasn't it Mr Berry that strongly objected to the advocating of sugar syrup feeding in orchards by Dr Mark Goodwin et al on the grounds that it would lead to robbing and the spread of disease (AFB)? After 14.5 years in the MAF, this statement denies the facts. I have very vivid memories and these are recorded on file in Gore and Tauranga, of many hundreds of hives being destroyed after AFB diagnosis and where the source was clearly identified as being spread by robbing bees. Even today, there are large tracts of potentially rich honey pasturage closed to commercial beekeeping because AFB infection in the feral bee population translates to direct losses in any apiaries moved into the region to exploit that resource. Should you wish to verify this empirical truth, then move your outfit onto the rich farming areas of the Catlins and the surrounding native forests of South-Eastern Southland and South Otago. Just make sure you have something other than beekeeping which you can fall back on after you have destroyed your last beehive.

In conclusion, what is the real agenda of Messr Berry? He has consistently denied the industry's collective voice through *The New Zealand Beekeeper*, constantly floated his own "concerns" while continually firing broadsides at the MAF and MAF Apiculturalists and others while always managing to be destructive rather than constructive.

Trevor G. Bryant

# **American Foul Brood**

#### by Russell Berry

My article in the April 1995 issue of the NZ Beekeeper seems to have stimulated interest. It was written to encourage a re-think of the current Draft Pest Management Strategy for eradicating AFB in NZ.

This article, like my previous article on AFB, expresses my personal views, not the views of the NBA Executive, and was written carefully in a manner not to convey any other impression.

I often find it pays when nearing finality of major change and all the

details it involves, to stop and go back over the basic principles and make sure that one is going in the correct direction in the light of the most up to date information available.

I have been told that Government will probably not be funding the apiary register in the future. I understand this costs MAF about \$100,000 per year to administer. The current Draft Pest Management Strategy requires an apiary register, who is going to pay for it?

I am not against a Pest Management

Strategy for eradicating or controlling AFB. I am like everybody else, just wanting the best possible programme which takes into account up to date information, is cost efficient and practical for all beekeepers.

Editor's note for clarification — The above article was faxed to me from Hawaii (by the 3rd of May) where Russell is trying to ensure the ongoing exports (and trans-shipment) of NZ Bees are handled effectively. Russell did not have access, from this office, to the other articles and letters that appear in this issue on the subject.

# More on Pest Management Strategy

The Canterbury Branch would like to take this opportunity to reply to Mr Russell Berry's article that was published in the April issue of *The New Zealand Beekeeper.* 

In response to his points raised, I would like to put forward the following viewpoints. Mr Berry raises the point that all beekeepers have the desire to eradicate AFB from their hives. I wish this were so, however the facts indicate otherwise. The article states that most AFB is spread via beekeeping equipment. Recently several Canterbury outfits which have been disease-free for a number of years have recently turned up the disease. Where has this come from? - Obviously from outside sources. If commercial "disease-free" a operation cannot consistently operate without finding AFB, the disease will never be eliminated as it is out of the control of that responsible individual. If this is the case how can that person solve this particular problem? Under Mr Berry's scenario, wait until the inspector calls to educate and assist his neighbour? Will this eliminate the problem? At best Mr Berry's scenario will help educate those who wish to be educated, but for those few who just don't care, don't consider the consequences or just aren't responsible, the ramifications of this disease will be devastating to all. Remember that at the end of 1996 these inspectors will not have the power of the Apiaries Act to enforce burning, they will only be "advisors".

After 1996 AFB does not have to be "dealt with appropriately" as stated in the article.

A good analogy at this point would be taxation — we all know that a certain amount is necessary to run the country. However if it was voluntary how much would you pay? Would you pay? and/or do you really care? — that is of course until it affects you personally.

The projected cost of the PMS is \$120,000 (\$20,000 more than the



current cost of disease control). The idea of having two people employed for six months to visit as many beekeepers as possible sounds plausible, but stop to consider the costs for a moment. Accommodation costs, (it's a long way from one end of the island to the other), salaries, meal allowances, vehicle expenses, teaching resource, the list goes on. I'll let you, the reader, do a quick calculation, but to my mind \$120,000 for the PMS is very cost efficient when you look at the alternatives.

The current regime of export certification considering most countries have AFB certainly appear as trade barriers and I would agree that they should be opposed as such. This brings us to the contentious issue of spore counts. What level should these be set at? A difficult question to answer especially when one considers the revelation during the recent PMS road show that 30% of honey on supermarket shelves in New Zealand has sufficient spores to produce a positive result in a culture test. This would be a great incentive for beekeepers to produce a diseasefree product. But how do you entice, cajole, persuade or even beg an individual who doesn't care and is only interested in supplying the domestic market. I would submit to you that what is required is the current PMS which will be backed by law. Every decent society or organisation that I can think of needs some laws and rules governing its member's actions to a limited extent for the benefit of all. I would hate to see the beekeeping industry be the first to break with this necessity. Imagine the devastation of the fishing industry if fishery officers only offered advice for undersized fish and couldn't prosecute - that's laughable. It would be disastrous, not only at the beginning but for future generations. We all had the opportunity to hear what PMS can do for the industry during the recent road show. Is the requirements of the PMS onerous?

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Are the requirements draconian? Will it curtail your management practices? Will it take more of your valuable time? Will it cost you more? I think not. The PMS I believe, is a vast improvement on the Apiaries Act which has served the industry well for the past 87 years. The fundamental changes haven't occurred in the average beekeeper's requirements. but the penalties will become sufficient for blase beekeepers to become concerned enough to clean their operation and/or up management or quickly go out of business.

This must be of benefit to the entire industry. Please remember that the PMS is not to contain this curse of beekeeping but to eradicate it. Progress to this end is to be monitored, via the auditing system every five years. Redirection to enforce the overall goal of eradication can then be put in place. I would suggest to you the only way to achieve a goal is to first set it, - then work out the steps required to achieve it, and then take the most difficult step of all i.e. The First. After that the next one is always easier. To achieve the goal of eradication everyone must be working towards that direction be it willing or begrudgingly by law via the PMS.

I believe at best Mr Berry's suggestions are capable of making a potential menace that has been waiting for an opportunity like this to get out of control once again. The PMS has the step by step protocols to eradicate this disease.

Once the PMS goal of eradication is achieved, think of the management practices that may be used in the day to day work on hives? Surely only then can bees be truly kept for better profits and more enjoyment.

> by B.M. Lancaster Secretary Canterbury Branch



# **Library News**

At the time of the conference in Blenheim the Marlborough branch promised to donate a book to the library. That's a while ago, the book was first borrowed by some of the branch members and was temporarily lost, but now it has come to light and is included in our collection. Thank you Marlborough Branch! The book is:

The Biology of the Honey Bee by Mark L. Winston, 1991, 281pp, USA. A very good book indeed. We have sung the praises of Dr Winston before, very understandable text also entertaining, many clear diagrams and drawings. Taking out the time reading it will not be wasted.

A Comparative study of the Antibacterial Action Spectrum of Manuka Honey and other honey

by Dawn Joanne Willix, 1991, 112pp, N.Z. Thesis of M.Sc. degree in Biological Sciences, University of Waikato. (Ms Brady's thesis as announced in last month's Beekeeper should also originate from Waikato and not Otago, that was an editor's, typists or printer's error). An in-depth study which has proved to be of great value to the New Zealand honey industry.

*Editor's Note:* Apologies for printing incorrect university.

There is a lot of good for us beekeepers coming from Waikato University.

Three neat little cook books turned up when cleaning out our cupboard:

Ideas from Mama's Honey Jar Cookbook by Catherine P. Smith, 1989, 64pp, USA.

My Favourite Honey Recipes by Mrs Walter T. Kelly, 18pp, USA.

**The Australian Honey Recipe Book** Australian Honey Board, 38pp, Australia.

PLEASE BORROWERS: return library material as soon as you have finished with it. Writing and posting reminders is no thrill and you probably keep others waiting.

## **NEW ADDITION**

Inhibitory effects of some New Zealand honeys against dermatophytes by Nicolette Frances Brady, University of Waikato, 1995, 98 pp.

This is a thesis required for attaining a M.Sc. degree in Biological Sciences and no doubt contributes considerably to the knowledge of the medicinal value of New Zealand honeys.

This is the material referred to in Library News





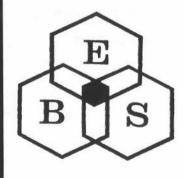
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## Marketing

# In all the excitement, whatever happened to clover?

I had an interesting phone call a few weeks ago from a beekeeper who seemed unhappy that the marketing efforts in the industry appeared to have forgotten all about clover honey.

I think it's worth just looking at what has been happening with the industry's marketing strategies. It's especially relevant given that this question of clover (the forgotten?) honey was raised by some members of the Honey Packers Association on their recent conference call.

Clover honey has not reduced in price, in fact if you look at the record crop in 1994 and accept that the price did not go down when in every other year a record crop has always meant a (sometimes major) price reduction, then we have to say that something very positive has happened in the marketplace.

The consumption of clover has been maintained (and the price!) As well as other honey types are increasing consumption and have gained increased prices for beekeepers.

The criticisms about the marketing committee means (to me) that people are no longer questioning whether the marketing committee's strategies are effective; in fact they are being seen to be very effective. But some beekeepers are now wondering if that effectiveness is working for the honey that they personally specialise in.

So if we can go back to our basic marketing premise:

New Zealand consumers eat more honey per head of population than any other country in the world.

That world beating consumption is based on our basic clover honey. Our creaming style is unique to New Zealand. Other countries seem unable to copy it; creamed clover is New Zealand's most preferred honey.

It is also the honey that has been the subject of intense house brand price fighting and honey packer brand discounting.

The marketing Committee decided that the best way of increasing

consumption of honey in a country that already had the highest honey consumption rate in the world, was to develop an awareness of different types of honey and from the awareness create new opportunities when honey could be consumed. There is a limit to just how much creamed clover can be wacked on to a crumpet at breakfast time. If we are to develop the use of honey at other times of the day and in other applications, we believe that we need to explore the flavour/aroma benefits of other honeys. We have pursued that strategy. We now have chefs talking about New Zealand's unique honeys. We have food writers writing about New Zealand's unique honevs. There is no question that chefs, food writers and consumers generally have a very positive attitude towards honey perse and are happy to look at the exciting taste opportunities that different honey types can offer.

Honey consumers are developing a new awareness or expectation and the honey industry can benefit from that.

Nowhere is this market development done at the expense of clover honey. As I stated at the start of this article, the fact that clover consumption has not decreased and clover honey prices were maintained last year when it was a record crop, (11,700 tonnes) supports that statement.

If some beekeepers are unhappy that we're putting a bit of chutzpah into other types: Tawari, Rewarewa, Kamahi, etc, etc, then maybe they are being a little unfair.

Having said that, constructive criticism should be appreciated as such. It is important that our strategies don't focus on some obscure types at the expense of the industry's mainstay, but clearly that has not been the case to date. I believe that the strategies we have will continue to provide opportunities for <u>all</u> honey beekeepers and <u>all</u> honey types.

I'd also just like to make reference to a national media release that we put out a few weeks ago on comb honey. It made specific reference to <u>clover</u>. Many traditional clover producers are already looking at what is required to produce high quality international standard comb clover honey for international markets.

There is no doubt New Zealand's clover honey is acknowledged as one of the finest in the world. It can command a premium but it will always be controlled by the international clover commodity price despite that quality.

Clover producers who want to find unique development opportunities need to be looking at differentiating their New Zealand clover; and high quality comb is one very obvious opportunity.

Our overall strategy is to create demand for New Zealand's unique honey varieties. We will continue to develop food manufacturing opportunities that will include clover, light and dark blends and mono floral varieties. We believe the balance to date has been right but it doesn't hurt for someone to make us question and check that we've still got our priorities right.

That's all for this month, but please don't forget that the 1995 New Zealand Honey Awards will be taking place in July. If you are supplying honey to a food manufacturer, please let me know. We would like that manufacturer's product to be considered for the Awards.

> Regards Bill Floyd

## "Stung beekeeper rejected"

An English beekeeper was on the line to donate blood at a hospital. While chatting with the nurse about his beekeeping hobby he revealed that he'd been stung the previous day.

The hospital rejected his donation since the blood would be "venomloaded" and it could have a bad effect on a recipient.

# From the colonies

## SOUTHLAND COLONY REPORT Southland Branch National Beekeeper's Assn of NZ President's Report 1994-5

After the energy and commitment put into organizing the 1993 Conference, the past year has almost seemed an anticlimax.

A sound, if not brilliant, crop for most of us paled into insignificance when viewed as part of the all-time New Zealand record. However the factor which caused the greatest confidence boost locally was the long awaited development of a degree of marketing strength in the industry so as we did not see the extremely negative price wars that have characterised recent years.

The rapidly approaching demise of the *Apiaries Act* and the necessity for the industry to reorganize in terms of the *Biosecurity Act*, has focused much of our debate during meetings. The Branch developed and promoted a user-pays system of hive inspection in an attempt to spread the burden of voluntary inspections more fairly. A version of this scheme is in the *Pest Management Strategy for AFB eradication* currently being considered by the wider industry.

The 1994 spring diseaseathon was targeted on the Lumsden area. Thunder and lightning raged around us as most teams managed to complete their tasks, unfortunately the eventual rain dampened off the social prospects of the get-together.

Several branch members assisted in promoting the revival of a hobbyist group in the Invercargill area. This group now seems to be operating on its own and sharing expertise within its membership.

During the year we have continued the practice of breaking meetings for a meal. The fellowship and wide ranging discussion encouraged during this break has made the extra time spent well worthwhile.

The 1995 field day was hosted by lan and Allison Spence at Wendonside Apiaries. We are very grateful for the effort they put in to ensure the success of the day.

The contribution to the industry and especially the Association of our local executive members, Frances Trewby followed once again by Keith Herron, should not be underestimated by anyone. I offer thanks on your behalf to them both.

Finally, my thanks to all who have attended and contributed to meetings, field day or branch activities. I hope your tanks are full.

Don Stedman

## Southland Branch Report 30/4/95

Despite a particularly difficult spring most Southland beekeepers have ended the season with good crops thanks to a late summer and mild autumn. A succession of poor years have seen decreases in both hive and commercial beekeeper numbers over the past decade, and while most are now happier this trend appears likely to continue. As one of our members was recently overheard to observe: "Anybody who can make \$20,000 beekeeping could probably make \$50,000 doing something else!"

Our newly elected Branch President is Sean Lawlor, who has doubled his experience in recent years by avoiding our winters and working in Canada. His experiences with Carniolan bees, two queen hives and huge honey crops have given us food for thought.

We have fostered relationships with local hobbyist and part-time beekeepers by sponsoring a new group which is based in Invercargill and is now running under its own momentum making good use of the skills of its members.

Profitability is our greatest concern and we have been heartened by the way the retail price held up last winter despite the record national crop. Comb and clover honeys continue to provide the bulk of our income with no paid pollination services in the south. Meetings to discuss the future of disease control have been well attended with discussion focusing on the cost and benefits. There is a concern that commercial beekeepers should not have to pay twice by both levy and compulsory unpaid services. The spring here is short and the loss of a day at a critical period can markedly affect crop and income.

Possum control operations in Otago and Southland cause concern, especially with the mild autumn we have been experiencing. Communication from the operators has been a problem and there have been hive deaths. We are looking forward to the time when a sugar free or bee repellent bait is actually in use.

We are going into winter with heavy hives and hoping for a good early spring.

Don Stedman

# Branch news — Southern North Island

The annual general meeting on the 29th March saw the election of Rob Johnson of Levin as the new branch President.

Peter Ferris of Wairarapa is vicepresident.

Frank Lindsay remains secretary and Mary Anne Lindsay is treasurer.

Committee members are Gary Tweedale, Mary Anne Tomlinson, Norm Keene, John Brandon, Kevin Kibby, Stan Young, Mery Farrington.

The report of retiring President John Brandon covered the noteable branch and national events of the past year and the forthcoming hosting of the 1996 conference in Wanganui.

Ted Roberts gave a report covering exporting of queen bees to Canada and Korea and the difficulties encountered in the past year. Import of Aussie honey is still in the melting pot, and changes coming up in the hygene and food handling regulations received mention.

Honey crops in the branch area have been variable with the national crop being much less in volume than last season.

Branch Life Membership was conferred on four members.

Ted Roberts — His contribution to the honey industry at both branch and national level has been outstanding over the years. Commencing as Scribe in 1974, vice-president 1975, conference delegate and finally executive secretary to the NBA. His MAF position as an Advisory Officer gave him a unique position to oversee the honey industry and make recommendation which made considerable impact on the improvements the industry has adopted over the last few years. Throughout this period Ted maintained a personal interest in beekeeping as a practical beekeeper in his own right.

Stan Young — He has contributed to the industry at branch and national levels and with his wife Joyce has operated as a commercial beekeeper for many years. They pioneered the pollination of kiwifruit in the Taranaki area and made a significant impact on the industry. Branch committee member, conference delegate, branch president and member of the National Executive, Stan has willingly given his time to assisting in improvements needed by the industry. Joyce was presented with a bouquet of flowers at the meeting.

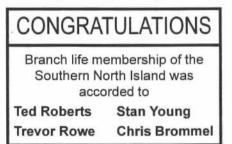
Trevor Rowe — a long time beekeeper, unique in his approach to beekeeping over the years, particularly in respect to the need to re-queen hives. Cut comb honey became a speciality of his operation in beekeeping. We owe him for his importing Nick Wallingford, the incumbent National President and his input to our industry.

Trevor has been branch secretary/ treasurer, president, delegate and committee member over many years. Gaye Rowe, his wife and working partner received a bouquet of flowers. Retirement will see Trevor pursue his hobby as a vintage engine enthusiast, with an interest in maintaining the immaculate honey house he developed as an example to our industry.

Chris Brommel — always active in branch affairs since the formation of the branch, holding the positions of committee member, vice-president, president and conference delegate. A keen inventor, his designs for machinery improvement have won him plaudits from fellow beekeepers. Illness unfortunately prevented his attendance at the meeting at which the life memberships were conferred.

Following the annual general meeting the regular branch meeting chaired by Rob Johnson heard of the success of the field days conducted by the branch. Non-members attendance was encouraged, and the reestablishment of the Manawatu Beekeeping Club has been the result. Merv Farrington is the contact person, tel. (06) 329-6839.

1996 conference planning was updated by Trevor Rowe, and the theme of "Honey" will be adopted. Budget planning has commenced and trade displays and sponsorships are being actively developed.



## **Diary Dates**

1st day of each month — deadline for copy for the NZ Beekeeper.

May 17	Nominations Executive	close	for
May 26	Voting forme of	antad au	+

May 20	voling ionns posted out
May 29	Last date for remits and rule
	changes

June 17 Voting forms to be received by returning officer

July 10 National Executive meeting July AGM and conference see dates in advertisment in this issue

Sept 5 & 6 National Executive meeting Dec 5 & 6 National Executive meeting Apimondia 26th International Beekeepers Conference, Vancouver, Canada, 13-21 September, 1999.



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> Phone: Ian MacMenigall Mobile: 025-902-969 or After Hours: (09) 536-5067 (I'm at Beachlands, near Howick, Auckland.)

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that which happens, that which is

imposed and that which they

make.

## AUCKLAND

The Auckland Branch will be holding a meeting at 7.30pm on Tuesday May 23rd to discuss Remit Formulation.

Venue: Anglican Church Hall, Papakura. (Opposite 3 Guys). All welcome.

## New Secretary Auckland

is *Sean Cranfield. Tel: (09) 232-0153* Thanks to Jim Thompson for 7 years service.

# **Canterbury Branch Meeting**

The next meeting of the Canterbury Branch is to be at the Christchurch Polytechnic

#### Tuesday 23rd May at 3.00pm.

Agenda

**General Business** 

#### Remit formulations

This is to be followed by a meal at the polytechnic, cost \$20 for a 3 course meal. The evening speaker is to be one of the Polytechnic chefs on cooking with honey. Canterbury members will be contacted later in the month for confirmation of numbers and be advised of the meeting location.

P.S. Please bring your intended remits in written form.

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## WANGANUI:

Waireka Apiaries Waireka Road Phone (06) 342-5806 Fax (06) 342-5511

#### PALMERSTON NORTH: Honey and Health Ltd, 157 Vogel Street, Phone (06) 357-1737

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