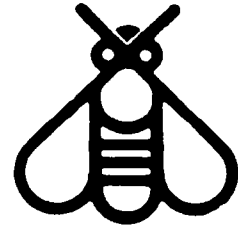


# NATIONAL BEEKEEPERS ASSOCIATION INC

## INDUSTRY PLAN 1991-92



**MISSION STATEMENT: 'BETTER BEEKEEPING, BETTER MARKETING'**

**GOAL A: INCREASE INDUSTRY PROFITABILITY**

**GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING**

**GOAL C: IMPROVE INDUSTRY CO-OPERATION AND COMMUNICATION**

**GOAL D: IMPROVE INDUSTRY PUBLIC RELATIONS**

**GOAL E: IMPROVE THE INDUSTRY RESEARCH POLICY**

**GOAL F: ENSURE ADEQUATE COST EFFECTIVE INDUSTRY SERVICES**

**GOAL G: IMPROVE NBA EFFECTIVENESS**

- 1 Identify possible products and services to which quality standards could be applied  
WHO: Nat Exec WHEN: May 1991
- 2 Promote the benefits of standards to the beekeeping industry via *NZ Beekeeper*  
WHO: P Bray G White WHEN: 14 July
- 3 Identify groups interested in providing submissions on the needs/specifics of quality standards for beekeeping products.  
WHO: Nat Exec WHEN: July 1991
- 4 Call for submissions from interested groups.  
WHO: Nat Exec WHEN: Sept 1991

**Objective 3: To establish a honey exporters sector group by August 1991.**

- 1 Convene a meeting of honey exporters - NZHPA  
WHO: NZHPA WHEN: July 1991
- 2 Form an exporters sector group  
WHO: NZHPA WHEN: July 1991

### OBJECTIVES AND ACTION PLANS FOR THE GOALS:

#### GOAL A: INCREASE INDUSTRY PROFITABILITY

**Objective 1: To ensure that the industry is aware of standards for exported organic honey**

- 1 Obtain an assessment of current organic standards for organic honey production by July 1991 (\$500)  
WHO: National Executive WHEN: July 1991
- 2 Review report.  
WHO: National Executive WHEN: Sept 1991
- 3 Publicise results in industry publications.  
WHO: Editor of *NZ Beekeeper* WHEN: As available

**Objective 2: To formulate quality standards for the beekeeping industry**

#### GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING

#### GOAL C: IMPROVE INDUSTRY CO-OPERATION AND COMMUNICATION

**Objective 1: To ensure that industry publications meet the requirements of the association by December 1991.**

**Objective 2: To establish an industry code of practice by March 1992.**

#### GOAL D: IMPROVE INDUSTRY PUBLIC RELATIONS

**Objective 1: To maintain a watching brief on potential imports of honey to NZ to ensure adequate health and quality standards are met.**

- 1 Write to CVO to acknowledge offer of industry consultation when detailed proposals are received.  
WHO: Exec Sec WHEN: 31 March
- 2 Identify areas of concern for maintenance of quality standards for imported honey.  
WHO: Executive Officer WHEN: 7 May

**GOAL E: IMPROVE THE INDUSTRY RESEARCH POLICY**

**Objective 1: To establish an apicultural research fund**

**Objective 2: To increase external funding input to beekeeping research**

**Objective 3: To protect the industry interests when commercially valuable products are generated from industry funded research**

**Objective 4: To promote the value of beekeeping industry funded research**

**GOAL F: ENSURE ADEQUATE COST EFFECTIVE INDUSTRY SERVICES**

**Objective 1: To have in place an endemic disease control system by 31 August 1991.**

- 1 Prepare Ministerial submission for government funding of MAF endemic disease control service.  
WHO: K Herron, F Trewby WHEN: 30 April 1991
- 2 Prepare application to Trust for funds to support action plan.  
WHO: K Herron, F Trewby WHEN: 31 March 1991
- 3 Presentation of submission to Minister.  
WHO: K Herron, F Trewby WHEN: 30 April
- 4 Personal meeting with Minister to present submission.  
WHO: D Ward, K Herron, F Trewby, S Goodman WHEN: 6 May
- 5 Complete levy order and ballot paper drafts.  
WHO: Sub committee WHEN: 21 March
- 6 Submit to MAF policy section for comment/assessment.  
WHO: Exec Sec WHEN: 31 March
- 7 Prepare final levy order.  
WHO: Exec Sec WHEN: 15 May
- 8 Submit levy order to Minister of Agriculture and Fisheries.  
WHO: Exec Sec WHEN: 30 May

- 9 Prepare ballot paper for despatch.  
WHO: Exec Sec WHEN: 15 May
- 10 Send ballot paper to all beekeepers.  
WHO: Exec Sec WHEN: 22 May
- 11 Receive and assess ballot results.  
WHO: Returning Officer WHEN: 7 June
- 12 Provide ballot paper analysis to Minister.  
WHO: Exec Sec WHEN: 15 June

**Objective 2: To provide beekeeping industry input to MAF exotic disease response procedures.**

- 1 Invite industry representatives to ERP discussion meeting.  
WHO: Exec Sec WHEN: 31 March
- 2 Prepare and submit application to Trustees for funding support for meeting.  
WHO: Exec Sec WHEN: 31 March
- 3 Prepare summary paper and discussion topics for participants.  
WHO: D Bettesworth WHEN: 1 May
- 4 Convene meeting at conference, Blenheim.  
WHO: Executive WHEN: 19 July
- 5 Summarise industry attitudes to discussion topics in an industry position paper on ERP procedures.  
WHO: Executive WHEN: Sept 1991
- 6 Disseminate position paper to industry.  
WHO: Nat Exec WHEN: Sept 1991

**GOAL G: IMPROVE NBA EFFECTIVENESS**

**Objective 1: Enhance NBA members identification with the Association**

- 1 Arrange for an Exec member to visit each branch annually  
WHO: Nat Exec WHEN: July 1991

**Objective 2: To increase the number and variety of applications for industry funds by 15 August.**

- 1 Request response from Trustees re: draft promotional sheet.
- 2 Prepare and produce promotional sheet for distribution following trustee approval  
WHO: Nat Exec/Trustees WHEN: Sept 1991
- 3 Distribute promotional sheet to applicants  
WHO: Exec Sec/Nat Exec WHEN: As required

