

President's Report

I am pleased to have the opportunity to present the President's Annual Report to this Conference.

When accepting the nomination for President of the Beekeepers' Association, I was warned by my predecessor, Ian Berry, that the job was both rewarding and demanding. I am not certain I fully appreciated this message at the time, but after what has been a very busy and stimulating year's work, I have developed a much better understanding of its meaning. During the year, I have had the satisfaction of meeting a number of interesting and talented people, which has largely compensated for the added workload involved in overseeing the affairs of your National Association. I can confidently report that those affairs are well in order, and the Association set to face the challenges ahead.

THE HONEY CROP AND MARKETING. Production this season has been a good average in most districts, with the usual local variations resulting in excellent crops in some

areas, and low yields in others. Some districts have suffered a succession of poor production years, and economic pressures have now meant the appearance of a number of beehives on the market.

Rapid increases in hive numbers over recent years now seem to have the effect of producing an annual surplus for export, above local consumption requirements: a situation which must be addressed in developing our future market strategies. Whereas last year's good export returns saw quite fierce competition amongst exporters to buy honey, to the producers' advantage, this year the 'bubble' has definitely burst.

Declining world prices for bulk honey on a very competitive and oversupplied market, a high NZ dollar exchange rate, and very high internal interest charges has meant a dramatic slowdown in export sales over the last six months. Fortunately for most producers, early season prices were buoyed up somewhat by expectations based on the previous year's good trading results.

Much of this honey still remains in New Zealand at present despite best efforts of most exporters. With the added cost of financing taken into consideration, the pressure to sell at reduced price levels is very difficult to resist.

Indications are for the current world market situation to persist for some time into the future. This will very likely have a detrimental effect upon returns for honey in the coming season, and beekeepers must consider this in their budgeting and future capital expenditure. The old saying of only spending this year's income after you received next year's was never more relevant.

I firmly believe that with good communication between producers, packers, and exporters, and a commitment to closer cooperation, we can come through the present situation with a minimum of bad effects. Already some alarming reports of export and local market price-cutting have been circulating. The worst possible effect would be for a major price war on the

**FOR A COMPLETE
RANGE OF
BEEKEEPING EQUIPMENT
AND
COMB FOUNDATION
CONTACT:**



**24 Andromeda Crescent
P.O. Box 58-114
East Tamaki
Auckland
New Zealand**
Telephone (09) 274-7236, (09) 274-0368

- Good stocks of the Nicot Queen Breeder Device
- We now supply industrial raw and white sugar
- We have a new glove made from Nitrile Butane Rubber with cotton gauntlet, light but tough.
- In November we are introducing a 4-frame non-reversible hand drive honey extractor, stainless steel can with legs, at an affordable price for the hobby beekeeper.
- Now in stock Ceracell "Feelsafe" overall with hood (zip at waist) and Ceracell "Feelsafe" top with hood. Sizes: sml, med, lge.
- Buying/selling nuc's? Try the Ceracell disposable nuc box, simple, quick and easy to assemble, new design, made from wax reinforced corrugated board comprises only two parts — the box itself and insert — very sturdy and bee tight.

**Telephone or write for a competitive price list.
We give discounts on bulk orders. Try Us!!**

local market. Within our own small packing operation we recently received an enquiry from a supermarket owner who had attended a meeting of the Dunedin Retailers' Association. There it had been announced to the meeting that honey was available in excess supply, and retailers should ensure they purchase their honey "at the right price".

Our early market research results would indicate that price cutting does not sell more honey — it merely shifts the purchasing emphasis and drives other prices down as well. Where the market is relatively finite, it seems pointless to me for packers to compete with each other for sales — the *real* competition is surely the alternative products to honey, such as spreads and jams.

MARKET RESEARCH. The Executive has again commissioned market research surveys this year, through Auckland and Massey universities. This is in line with our stated policy of developing a marketing strategy for NZ honey (Industry Plan — Goal A, Objective 2). There are some in the industry who believe we should be devoting most or all of our Trust Funds to promoting honey by means of a generic campaign such as television advertising. I do not share this view. Without careful research, and substantial extra finance such as a levy on production, we could never generate the income to meet the staggering costs of mounting such a campaign.

I believe the task of this Association is to provide as much information as possible through research, from which opportunities for diversification or expansion in both local and export markets can be identified. This will then allow individual producers or packers to take up the challenge and develop these potential outlets. We have made a start — a great deal remains to be done and we intend to continue this research which is presently supported by the Trust Funds.

This year the NBA joined the NZ Food and Beverage Exporters' Council, through which information of overseas trade promotions and displays is received and circulated to members. In addition, we have initiated discussions with the Market Development Board with a view to exploring new product development, and the possibilities of off-shore packing of honey through their Government-funded support schemes.

POLLINATION. Numbers of beehives placed in orchards for pollination were again a record this year, resulting in a substantial input of finance to this expanding sector of beekeeping. This has

benefits for the whole industry, in that it relieves some of the pressure upon beekeepers to sell their honey to generate working capital, and should assist in developing a more orderly approach to our honey marketing. The demand for beehives is expected to remain steady, and the development of various pollination associations in the country is a noteworthy response from beekeepers concerned to maintain professional standards in pollination. This should ensure an improved service for orchardists and beekeepers alike, and has the wholehearted support of your Executive. The call through a remit to this Conference for recognition of these specialist groups within our Association is worthy of favourable consideration.

BEEKEEPING RESEARCH. This year we have progressed further in our aim to provide adequate research capabilities for our industry in New Zealand. A Bee Scientist position has now been established at Ruakura jointly funded through the NBA, the Kiwifruit Authority, and MAF Tech Division. Dr Mark Goodwin has been appointed to the position with technical assistance from Mr Anton ten Houten, formerly of Wallaceville Apicultural Section. This appointment, along with continued support for the vital research work currently underway at DSIR Auckland by Dr Denis Anderson, is a commendable commitment by our Association and the Industry Trustees, towards greater self-determination in this area.

Further support has been given for *Mellitiphus* mite studies at Invermay Research Centre, honey identification research at Waikato University, and wasp parasite development work at DSIR, Lincoln. Concern has been expressed to me at the level of our funding input to Government organisations. Providing research is carefully planned, and relevant, in my view this is money well spent, and the results will speak for themselves. Undoubtedly the majority of research expertise lies in these departments, and as overseas purchasers of our beestocks and products demand more creditable and accurate information, then access to this expertise becomes more crucial. Such services as the newly established Lynfield Disease Diagnostic Unit will, in my view, gain importance as beekeepers recognise greater efficiency and productivity in their beekeeping practices, in an effort to counter rising costs.

INDUSTRY TRUST FUNDS. The tax-paid revenue of the Industry Trusts for the year ended 31 December 1986 was \$66,247. Details of allocations of funds are contained in the 1986 Executive's Annual Report, which has been circu-

lated. We are grateful for the continued support of the Trustees and the time given in considering applications.

At the time of writing negotiations were still underway between the Trustees and the Honey Producers' Cooperative for the terms of repayment of capital borrowed from the Trust Funds. It is expected that these terms will be along the lines of the original proposal for establishment of the Industry Trusts. The three years to 31 December 1987 are expected to produce income totalling approximately \$190,000 from which it is anticipated that grants totalling \$123,500 will be paid.

FUNDING OF INSPECTION AND ADVISORY SERVICES. To date, the MAF Apicultural Section still has not received final approval for the establishment of a beekeeper registration fee aimed at funding apiary registration services. This, despite a clear indication from this industry to accept part of the funding responsibility through the proposed registration fee and an increase in the hive levy, due in 1988. This delay is very hard to understand, particularly in view of present user-pays policies. Government appears to want a dollar-each-way in this case, and unless a satisfactory result is achieved in the registration fee proposal, the Executive will have great difficulty in justifying a substantial Hive Levy increase to meet the required funding balance.

Apicultural advisory services are under severe threat from retrenchment and cost-recovery policies. A reduction in adviser numbers is inevitable, with their role already changed markedly, causing a number of the advisory officers to reconsider their future position within the service. Your Executive will continue to lobby for maintenance of this vital input to the orderly development and control of our industry.

INDUSTRY PLANNING. Copy of the 1987-1988 Industry Plan has been circulated to all hive levy payers, following a further meeting at Flock House in May of this year. The assistance of Murray Reid, Andrew Matheson, Ted Roberts, Nick Wallingford, and Peter Bray is gratefully acknowledged by the Executive. As a result of our discussions, a number of new avenues are to be explored, including efforts to improve our public relations, and the effectiveness of our Association. A 'Beekeeping Industry Profile' and public information pamphlet are presently being drafted, along with an advertising pamphlet on the value and work of the NBA. It is also proposed to produce a training handbook for branch offices to assist them in understanding the operation of the NBA.

FUTURE DEVELOPMENTS. While there are uncertainties with regard to present market conditions affecting our industry, I believe the future outlook continues to be most promising. With careful research and management, and above all a commitment to communicate and work together for the advancement of beekeeping, opportunities are available for diversification and expansion in local and export markets. Sufficient attention must be paid by all beekeepers to keeping costs and expenditure to a minimum while present difficulties prevail. I see encouraging signs of a more professional approach being adopted by many beekeepers in their operations, and in the specialty groups which have been set up to meet the needs of the market.

I further believe that this Association will be called upon to play an increasingly important role in the administration of beekeeping in New Zealand. We no longer have an industry marketing organisation to dominate our affairs, and traditional Government support is diminishing. The need for a strong, effective representative body is now greater than ever.

I remain convinced that the direction which the National Association has taken over the last few years has placed us firmly on the right track. Policies set in place in beekeeper education, research support, improved relationships with Government agencies, and above all, strategic industry planning, have placed us in a position of strength from which to move forward. Much has been achieved, and a great deal remains to be done. There is little room for complacency, and the support of all beekeepers is needed as we face increasing world competition in our markets, high internal costs in production, and uncertainties in the nature or amount of traditional Government support.

ACKNOWLEDGEMENTS. I would like to record my thanks to a number of people who have provided assistance over the past year. To my family and business colleagues who have 'held the fort' while I attended to NBA matters; to Stewart Goodman and Olive Hebron for their guidance and ever-capable efforts in head office; to the five executive members for their support and willing effort. Particular thanks go to Murray Reid and the apicultural advisers for their expert assistance; and to a number of other members who have been co-opted to provide help as our involvement becomes more complex. This includes Peter Bray, John Nimmo, and Mike Stuckey for their marketing research input, Dr Denis Anderson for his research advice, Nick Wallingford for educational input, Michael and Elisabeth Burgess for the stewardship of our beekeeping journal, and John Heineman for his capable management of the National Library.

Particular acknowledgement must go to retiring Executive member Ian Berry. The longest-serving present member, and President for three years, Ian's considerable knowledge and experience on our executive will be sorely missed. His influence was one of the main forces behind the positive chan-

ges which have taken place in our Association in recent years. It has been an honour to serve with Ian on the National Executive for the past four years.

In conclusion, I would urge you all to keep an open mind in your deliberations of the issues before this Conference — let's look ahead with confidence to the future. No opportunity should be allowed to go unexplored for the advancement of our beekeeping industry.

Allen McCaw

HONEY ROLLS

1 cup milk
 ¼ cup shortening
 ½ cup honey
 1 cake compressed or dry granular yeast softened in ¼ cup lukewarm water
 1½ teaspoons salt
 4 cups flour
 1 egg

• Scald milk, add shortening and honey, cool to lukewarm. Add yeast, salt and 2 cups of flour. Add beaten egg and remainder of flour to form a soft dough. Knead lightly until smooth. Let rise twice, then form into rolls. Let rolls rise until light. Bake at 400°F. about 20 minutes.



KIWI QUEENS

High productivity, good spring response, excellent viability and over-wintering are the main characteristics we have used in our selection programme for many years. Documented unpublished research in Canada show our stock to very significantly exceed Canadian, Californian and New Zealand stock in the averages of the two most important areas of brood area and weight gain. This gives proof of the high in built quality of our Queen Bees.

KIWI QUEENS

- Highest quality Italian Queens
- High productivity for fast spring build up and honey gathering.
- High overall weight gain.
- Good overwintering from this strong South Island original stock.
- Good coloured easy to handle bees.
- All mating nucs regularly Fumidil fed for nosema control.
- We are developing Chalk Brood resistance.

Commercial Supply: 100 up \$9.00 ea. — 50-99 \$9.90 ea.
 10-49 \$10.30 each

Hobbyist Supply: 1-9 \$11.10 each

Telegram if required \$5.00 extra. Terms: Payment with order please. Information sheet and full instructions by return mail.

Queen Cells: \$2.50 each — collection by arrangement only.

Nucleus Colonies: \$46.00 each for a strong three frame nuc. available November only.

Please add 10% GST to all prices quoted above.

Phone or write for further details:

GOLDEN GROVE APIARIES

(Bruce and Win Stanley)

Fosters Road, R.D.1. Whakatane
 Phone: Whakatane (076) 29-028

ONE YEAR CERTIFICATE COURSE IN BEEKEEPING

Telford Farm Training Institute has an Apiary Instruction Unit and is calling for applications for a limited number of students for the intake in 1988, or a One Year residential course.

Applicants should be in the 16-18 years age range of entry, and be able to give evidence of their interest in beekeeping. Suitable applicants may be eligible for Tertiary Assistance Grant.

Applications close 30 September 1987

For enrolment and further information please contact:

THE TUTOR-IN-CHARGE
Beekeeping Course
 Telford Farm Training Institute
 Private Bag
 BALCLUTHA