

**A MESSAGE TO BEEKEEPERS FROM HON. B. ROBERTS,  
MINISTER OF MARKETING AND AGRICULTURE.**

The contribution to the war effort which is made by the various sections of the community must take many different forms, but each contribution is of equal value if it ensures that the Nation's war effort as a whole is timely and effective. As you are aware, under the present emergency circumstances the product of your Industry is in keen demand. Firstly, there are certain priorities to be met, particularly those of making ample supplies of honey available for prisoner-of-war parcels and essential Army and Hospital requirements. Secondly, because there is a shortage of other commodities, the public is anxious to secure the enjoyment of consuming as much honey as can be reasonably made available after these priorities have been met. This desire applies not only to the consumers in localities where honey is produced, but to the people in cities and in localities where honey cannot be produced. Because of these circumstances both the Government and the Industry have definite responsibilities which must be effectively discharged. It is for these reasons the Government has decided that the Honey Emergency Regulations should again operate in respect of the 1943-44 production season. I assure you that your dislike of compulsion is shared equally by the Government, but common sense dictates that under circumstances such as these some degree of compulsion is at times both necessary and desirable. Because this country is at war it is essential that priorities be met and an equitable distribution to the public assured. After giving full consideration to all the factors involved the Government is convinced that these Emergency Regulations can be justifiably applied. This decision is sup-

ported by the President of the Beekeepers' Association and the Chairman of the Honey Advisory Board.

In so far as the Internal Marketing Division is concerned, I regard the activities of the Honey Section as essentially a partnership between the Industry and the Government for the purpose of achieving economic security for the Industry by the establishment of rational marketing on a co-operative basis. Accordingly, I have invited two representatives of the National Beekeepers' Association and two representatives of the Honey Advisory Board to act in the coming year as an Executive Committee, directly associated with the Internal Marketing Division. It is proposed that this Committee will give general guidance to the Division in interpreting from time to time the viewpoint of the Industry and all material facts relating to the operations of the Honey Section will be placed before them for consideration. I hope that in this way the partnership between the Industry and the Government will become a real one in practice and furthermore that the co-operative ideal on which the Honey Section was first founded will be extended not only to meet this emergency period but in order to build up sound foundations for the post-war period. Therefore it is with confidence that I appeal to the Beekeeping Industry to give every measure of assistance to the Internal Marketing Division in the coming year to an extent that makes the provisions of the Emergency Regulations purely nominal. As Minister of Marketing and Agriculture I earnestly desire that the keynote of our future relationship shall be that of co-operation and mutual goodwill.

## A LETTER FROM THE DOMINION PRESIDENT.

It is my duty as President of the National Beekeepers' Association to endeavour to carry out the wishes of the majority of members of the Association expressed at the Annual Conference, and also in time of War to assist any Government that may be in power to carry out its policy of saving our Country from invasions and assisting our Allies, if that should be in my power as an individual or in whatever office I hold.

All beekeepers must be aware by now that all is not well between the Government and the producer in New Zealand. It must be admitted that conditions change so suddenly that we must be prepared to accept our share of sacrifice when the occasion arises. We must all, I think, admit that the Government of the day has had an exceptionally difficult time since the outbreak of War and we must admit too that it is our job to assist them in overcoming difficulties of distribution to the civilian population and the meeting of priorities. It was felt by both officers of the Internal Marketing Division and myself that it would be wise to print a special journal devoted entirely to marketing. I consulted the Standing Committee of the Executive and as the I.M.D. undertook to pay all the costs of a special issue they agreed to the proposal.

I do hope that you will read it carefully; you may not agree with all it contains—you may agree with very little—you may think the regulations are entirely unnecessary, but before embarking on a course of your own I ask you to consider carefully how much you are going to suffer by observing the regulations. Are you

going to suffer as much as the Fighting Forces, or the citizens of those countries in the War Zone, or even as much as people dwelling in our own cities? If you consider you are, you have a case to put forward through your Branch. If you consider you have not a case, accept the regulations we have been assured are only in force for the duration of the War and six months after. I believe the regulations failed last year because we were not fully informed beforehand of what the Government intended to do. This year, however, we have been represented at all meetings and I believe that as a result, the regulations will be accepted with the feeling that the best has been done to cover all sections of our industry. The Association has explored ways and means of increasing the price of honey for the producers, but have not been able to get past the Stabilisation Commission. We are now preparing a costing schedule which will be sent to Branches in the future, and after these are completed and returned we will try again.

This journal comes to you asking for your co-operation in distributing honey where it is most needed. Most beekeepers should know by now that I would not be a party to anything that was solely to help one section at the expense of another. I write this in all sincerity, of my own free will in the hope that these regulations will be accepted by the industry because the need of equitable distribution is so urgent.

(Signed) E. A. FIELD.

Foxton, 30th November, 1943.

## HOW BEES IMPROVE THE FRUIT CROP.

"Honey bees make possible, through pollination, Michigan's annual crop of fruit and seeds exceeding 21,000,000 dollars in valuation. . . . In an orchard near Hart, a McIntosh apple tree was screened from bees and yielded

twenty-five apples. Its nearest neighbour, forty feet away and unscreened, yielded 1200 apples.

". . . Screened sweet cherry trees have yielded 4 pounds as compared to their unscreened neighbours' yield of 44 pounds. Bees have been known to boost the yield of pear orchards from 18 bushels to almost 1000 bushels.."

## A MESSAGE FROM THE CHAIRMAN, HONEY CONTROL BOARD.

In accordance with the statement made by the Minister of Marketing at the last Annual Conference of the National Beekeepers' Association, the war-time regulations that applied last season requiring 70 per cent. of the commercial production of honey to be sent to the I.M.D. will apply this coming season. This policy has been approved by the beekeepers' organisations and they have manifested every desire to have the regulations applied in a manner that will ensure success and thus achieve the purpose for which they were introduced.

It is unnecessary to emphasise to beekeepers at this stage the value of honey under existing conditions of food shortage, and their obligation to assist the Government in its effort to establish an equitable distribution of their product to priorities and to the civilian population.

A copy of the instructions under the regulations appears in this issue of the Journal. Beekeepers are urged to study them closely and to comply faithfully with the terms of their provision.

As the industry is aware, the volume of honey received by the Division last season fell far short of the 70 per cent. of commercial production, and in consequence there was a serious shortage of the amount required to meet the most urgent requirements of war-time units. At the same time, distribution on the local market was more or less chaotic, ample supplies being available in certain districts while in several of the main centres honey was unprocurable. These conditions explain the reason for the regulations and the necessity for their strict observance by every producer if we are to avoid a repetition of last season's experience.

The extremely poor honey crop last season, together with the very short notice given of the regulations' enact-

ment, were no doubt major factors that contributed to the very unsatisfactory position that developed. In this respect the Division has reason to anticipate a much better response this season. There is every indication of a good honey crop in practically every district, and the clear elucidation of the details of the regulations provided by the Division in this special issue of the Journal should leave no misunderstanding in the minds of producers concerning what is expected of them.

Apart from the vital issue of obtaining honey to meet the needs of a war-time situation there is the question of obtaining sufficient honey to maintain the operation of the Division's plant as an economic unit. Suppliers to the Division will realise that if the volume of honey received by the Division fails to keep the plant operating at full capacity, then the payout to suppliers must be adversely affected in consequence of overhead costs being spread over the short supply. In order to avoid this occurring, the Division has from time to time employed the plant on the packing of other produce for which it is eminently suited. The necessity for this procedure must, however, cause considerable anxiety to suppliers who regard the full-time employment of the plant on honey alone and the operations of the I.M.D. as essential to that measure of marketing security upon which a payable return depends.

By sending forward their maximum quantity of honey, beekeepers will contribute a substantial share of effort to not only the Nation's war-time needs, but also help materially to maintain the existence of an efficient selling organisation, the need for which will become more evident when peace time conditions are once more restored.

WALLACE NELSON,  
Chairman, Honey Control Board.

## HOW THE 1943-44 REGULATIONS WILL BE ADMINISTERED.

All producers registered as owners of 20 hives or more are being notified that 70% or seven-tenths of their monthly extractions must be supplied to the Internal Marketing Division and forwarded direct to Auckland, unless otherwise instructed. The Department have special rates for honey consignments, therefore producers should carefully study Circular No. 20, which gives full instructions for packing and consigning.

### EXTRACTION RETURN.

Last year the Department was involved in a considerable amount of unnecessary work through the inability of a number of producers to forward regularly their monthly extraction-return. While we realise that beekeepers are kept very busy during the Season, we must point out that the Marketing Department's staff are also working at full pressure and for this year we have simplified the form. Monthly extractions only are required. Our procedure will be that if a producer's monthly extraction form is not received within seven days after the end of the month, a warning notice will be posted to him; failure to attend to it after this and failure for the second month in succession will bring a final notice before prosecution. This is not an action we appreciate, but we feel this is necessary in fairness to those producers who comply with the Regulations voluntarily and those who comply because they are Law. These producers have also expressed to us that quicker action should be taken against offenders. If there are no extractions during the month a return should be sent marked "Nil."

Producers this year may only sell 5 lbs. at one time to a consumer; this has been necessary as numbers of producers last year sold 60 lb. tins to consumers and thus deprived many people from obtaining their share. A permit may be obtained from the Department for the supply of 60 lb. in payment of rent of Apiary sites. The Department rationed their supplies on the population basis at 1 lb. to 1½ lb. per head per year according to the areas, and it is hoped that by reducing the sales to 5 lbs. per person a wider dis-

tribution will be made in country areas and thus relieve the pressure and complaints of country districts to the Department. The 30% or three-tenths left with the producer is the assessed requirements of the country districts and the 70% or seven-tenths taken by the Marketing Division is to be allocated as follows:—

- 30% or three-tenths to the Cities and populated areas;
- 40% or four-tenths to essential war services.

### HONEY SEALS.

Producers are reminded that the Honey Marketing Regulations, 1938, are still in operation. It has come to our notice that some producers are not observing these in connection with affixing seals to their containers, especially in honey sold from but not delivered at the Apiary. This will be checked in the arriving season.

### SALE OF STAMPS SUPERSEDED BY SALE OF STAMPED LIDS.

As this year the Factory Controller has prohibited tins for packing honey for local consumption, it is the intention of the Department to discontinue the sale of the adhesive seal and confine the issue to stamped lids with carton orders.

### HONEY TINS.

If any producer has supplies of tins on hand, he is at liberty to use these and on application to the Department adhesive seals will be made available for the tins held. Applications should state number and size of tins and should be certified by an Apiary Inspector or Justice of Peace.

### FORWARDING INSTRUCTIONS.

If necessary, producers can store up their honey and send it in one lot or as convenient, unless otherwise instructed by the Department. Where possible, consignments should be not less than 5 cases.

—I.M.D. Honey Section.

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All communications on matters concerned with honey should be addressed to the Honey Section, Internal Marketing Division, P.O. Box 1293, Auckland, C.I.

## THE CRISIS IN NEW ZEALAND HONEY MARKETING.

BY A. H. HONEYFIELD, MANAGER I.M.D., AUCKLAND.

The story of New Zealand honey production and co-operative marketing is a stirring recital of the producers' struggle to get a better deal out of life. In search of a fair return for their time, labour and expense, the producers turned first to direct wholesale and retail marketing, then later to co-operative marketing, joining with their neighbours in Associations dedicated to the attainment of the goal they were seeking. Their co-operative's objective was to strive to increase its members' incomes through improvement of marketing practice. Further than that, the co-operative, through its interchange of ideas and frequent membership contacts, was an educational asset of great importance in the producer community, and through these contacts the main commercial producers began to realise that co-operation was a vital part of every producer's life. Unfortunately all these efforts on behalf of producers were of comparatively small avail and in 1938, at the request of the industry, the Marketing Department assumed responsibility for re-organisation of the industry, using as a nucleus the New Zealand Honey Limited plant in Auckland, the Company at that stage being in a precarious condition due to the developing weaknesses which caused the breakdown of the previous co-operative effort.

It is unnecessary to repeat the successful history of the Honey Section of the Marketing Department beyond mentioning that no compulsory Regulations were brought down at that time beyond a requirement that all producers selling honey other than in bulk to the Division should attach the Marketing Seal equal to ½d. per lb. The proceeds of this Fund were to remain with the Division for the general benefit of the industry.

### PAST ACHIEVEMENTS.

From 1938 to 1942 the basis of supply to the Division was a voluntary one, and during the years of plentiful supply good quantities were received and were marketed within the Domin-

ion and overseas. During this period a satisfactory selling level was maintained for all private packers in New Zealand. The following is a schedule of pay-outs up to date:—

Year.	Pay-out pro-rata.	Bonus.
1938	.... 6d.	½d.
1939	.... 6½d.	½d.
1940	.... 6¾d.	½d.
1941	.... 7d.	½d.
1942	.... 7d.	½d.
1943	.... 7d.	½d.

In addition to the satisfactory pay-outs to producers the financial standing of the Honey Section has been placed upon a sound foundation. An up-to-date honey blending and storage plant has been erected in Auckland and all assets have been fully appreciated and maintained in excellent condition. In addition the assets of the Section are in liquid form, very little of the producers' money being tied up with bricks and mortar, whilst reserves have been created amounting to £17,000 Seals Reserve and £15,000 London Advertising, making a total of £32,000 in cash reserves. In addition, stocks have been written into the Balance Sheets at a conservative value. All of these monies are kept separate in the Honey Industry Account and will be used as required for the benefit of the honey industry. This policy has already been demonstrated in the payment of back bonuses in 1942 when the industry suffered a disastrous production year.

### PRESENT CRISIS.

Whilst this picture is one which the honey industry may well congratulate itself upon having achieved, on the other hand, 1943 has brought its problems and also brought us almost to a parting of the ways—to a point where a future policy must now be decided. In 1942 producers had a poor producing season and this, combined with the ease of securing full retail prices for honey on account of the shortage of sugar, jams, sweets and imported fruits, gave an immense

psychological value to honey in the minds of the public and a rather false value correspondingly to the producer.

In consequence they began to sell their honey privately and by-pass the Division's plant, with the result that less than 450 tons were received in that year. Producers who have been full time and full quantity supporters of the Division are now very tempted to take the higher market values available to them from merchants, retailers, or consumers, ignoring at this time the original and ultimate value of a marketing organisation during times of normal trade.

Again, the Division, being the only central collecting-point for any quantity of honey, was naturally the supplier of all priorities such as Army, Navy, Prisoner-of-War parcels, hospitals, manufacturers, etc., thus depriving our local trade of supplies and losing goodwill with merchants and retailers, whilst producers who have always been in competition with the Division were able to make supplies available for ordinary civil consumption. It is clearly necessary that the Division should be the responsible point of supply for priorities, but there is a danger of losing lee-way on the local market if insufficient supply is available to satisfy our trade. But, even more important, the overhead costs of handling the comparatively small quantity of honey will sooner or later detract from the amount payable to our producers and we will then lose more lee-way on the supply side, orq become compelled to utilise reserves for the maintenance of pay-outs, a procedure we are anxious to avoid.

#### FUTURE DIRECTION.

Obviously then the point has been reached where a future policy must be decided, one which will both envisage war emergency conditions and take into account the solid foundations of the industry for the future. The possibilities facing us for next year are:—

- (1) A total purchase. This the Government is not anxious to apply.
- (2) A continuation of the present Regulations, with improvements.

- (3) A withdrawal of the Regulations and a return to voluntary supply.

After discussion with the leaders of the industry, it has been decided to continue the present Regulations, the salient features of which are set out in this Journal and the various points in the administration of which are clearly explained. In adopting this procedure it is felt that adequate provision is being made both for war conditions and for the future of the honey industry, and that the present co-operative nature of the Honey Section will be maintained so that the producer, large or small, may, through this semi-co-operative section, dispose of the whole of his crop both under war conditions and under normal trade conditions. It is the accumulation of a fraction of a penny per lb. on all honey contributed by the producer and his fellow producers that holds together this marketing organisation which is a valuable adjunct to the honey industry—indeed, its heart, soul and sinew.

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**Consigning Honey: IMPORTANT:**  
Send two copies of advice notes, all particulars on forms sent to you to be filled in. Make freight payable by the Internal Marketing Division, Auckland. If a preliminary advance is required send with advice notes a receipted copy of the Railway Consignment Note; see Circular 20.

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Seals must be affixed to all honey sold by beekeepers except honey sold by the beekeeper to a consumer at the Apiary and **DELIVERED** at the Apiary.

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Sixty-pound honey tins can only be obtained on the authority of the Factory Controller and must be used for forwarding bulk honey to the I.M.D. or for sales under the authority of the Division.

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All honey to be sent to the Honey Section should be packed in bulk tins. Note packing instructions in Circular 20. If it is desired to supply the honey in packed form special arrangements must be made with the Honey Section.

## HONEY REGULATIONS AND PRICES ELSEWHERE.

Beekeepers' activities, along with those of other sections of the community are subject to the exigencies of war conditions and to Regulations. No-one is very keen about being regulated and these Regulations are apt to effect the individual's forbearance in proportion to his realisation of their necessity. This realisation can perhaps be helped by a look at what beekeepers in neighbouring countries are subject to in the way of restrictions. Incidentally, it might be a fair assumption that the extent of the control taken is an indication of how much honey is valued as a food in that country.

Our nearest neighbour, AUSTRALIA, has simply fixed the wholesale price of honey and left it at that. Fixed prices are 6d. for top grades at producer's delivery point and 7d. ex store, city. Canada has regulated supplies, containers, the industrial use of honey, the distribution of honey and prices. The use of honey industrially is strictly limited and is governed by very comprehensive regulations. The rationing of honey has apparently caused misgivings among producers. Honey is classed with a number of other sweet spreads. Two coupons can be used a month and each coupon entitles the holder to receive one of the following:—

Six fluid ounces of jam, jelly, marmalade, extracted honey, apple butter, maple butter, or honey butter; or

Ten fluid ounces of canned fruit; or

Twelve fluid ounces of corn syrup or cane syrup or blended table syrup; or

One half-pound of maple sugar; or

Comb honey in squares.

Wholesale CANADIAN maximum prices are fixed at 12½ cents per lb. for bulk honey. The retailers' price is fixed at 20% on the wholesale price, plus transportation charges, if any, and the maximum price of producers' sales to consumers must not exceed the maximum wholesale price by more than 25%.

A list of maximum prices for retail containers sold by the producer to the consumer gives the maximum price for 1lb. cartons as 25 cents; approximately 1/- in New Zealand. The order states that "only maximum prices have been established and that normal prices below this top level are expected to continue throughout the year."

The U.S.A. has also dealt with bee supplies and with the use of honey industrially. Retail packages used are glass and have not been regulated. Producers' maximum prices for bulk are fixed at 12 cents a pound delivery point, for 1st grade honey. That is the price which cannot be exceeded. The fixing of packers, wholesale, and retail prices, is somewhat complicated. It is arrived at by the packer, wholesaler and retailer retaining the same margins that they had during September to November and adding permitted costs.

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Attention is drawn to Class 9 of the Regulations which requires beekeepers to keep certain records.

There are men who are either immune to bees or whom the bees do not sting. They handle them without smoke, without veil, and seem to care nothing for angry bees. We were not, and we are not yet, of that kind. The writer was very much afraid of bees in his young days. It was not until an overwhelming honey crop came that he conquered his fear of stings through enthusiasm. So the timid beekeeper should take courage. But we never believed in handling bees without smoke, using it, not plentifully, but judiciously, when opening hives. Many an enemy has been created to the keeping of bees, in suburbs, in villages, along the public highway, by careless handling of the colonies by a beekeeper who is not afraid. He does not get stung, but his neighbours, or the casual passer-by, are the victims.—(C. P. Dadant, 1920.)

## HOW OUR PACKING PLANT WORKS.

A brief description of the operations in packing honey might be of interest. The illustrations show the principal features of the set out:—

PLATE 1 shows the three melting chambers, and two small chambers at the far end for granulation. Two chambers only are fitted up at the present time. Each chamber puts through 6000 lbs. each night.

PLATE 2 shows the inside of the chamber loaded with honey for melting and some tins on a tray melting out the skimmings.

PLATE 3 shows the two sets of tanks servicing the two melters in operation. In the near foreground is a third bench for tanks for the third melter when it is required. On top hung from the ceiling, the cool-

ers can be seen and by them the motors that drive the mixers.

PLATE 4 shows the operations at one of the filling tables.

PROCEDURE: The bulk tins are put in the melters with a small hole in the bottom of the tins. As the honey melts, it runs down the trays through the strainers to the coolers above the tanks at a temperature of 100 deg. F. to 122 deg. F.

The cost of melting the honey is 1.40d per lb. The honey enters the tanks from the coolers at 80 deg. to 85 deg. F. and next morning is skimmed, a starter added fed from the top floor through the pipes seen in Plate 3, and packed into retail containers.

The filling process is shown in Plate 4. The fillers work anything up to two lbs. at one stroke at the rate of 1200 containers an hour. Cartons are crimped as shown and packed in cases at one operation. Cases are then shifted to a room kept at 75 deg. F.

## MEETING PRODUCERS.

With a view to keeping producers in touch with the marketing side of their business, which is necessary owing to its co-operative nature and the problems arising during the emergency period, it is intended that Messrs. J. Rentoul and F. Stoupe will visit southern districts early in the new year. The present purpose is to arrange meetings consecutively in the South Island, so that they can be attended in the minimum of time, commencing about the end of January.

Arrangements for the South Island are in the hands of Mr. W. J. Lennon, Vice-President of the Association. Should any Association in the North Island wish to have a representative of the Division attend one of its meetings or field days, arrangements could be made with the Honey Section, I.M.D., Auckland.

Would South Island secretaries please await further word before arranging the usual field days in January.

Applications to the Department for permit to supply 60lb. tins in payment of rent of Apiary sites should be name and address of landlord.

Beekeepers should see that their Hive Registrations are correct. This will save them and the Department much trouble.



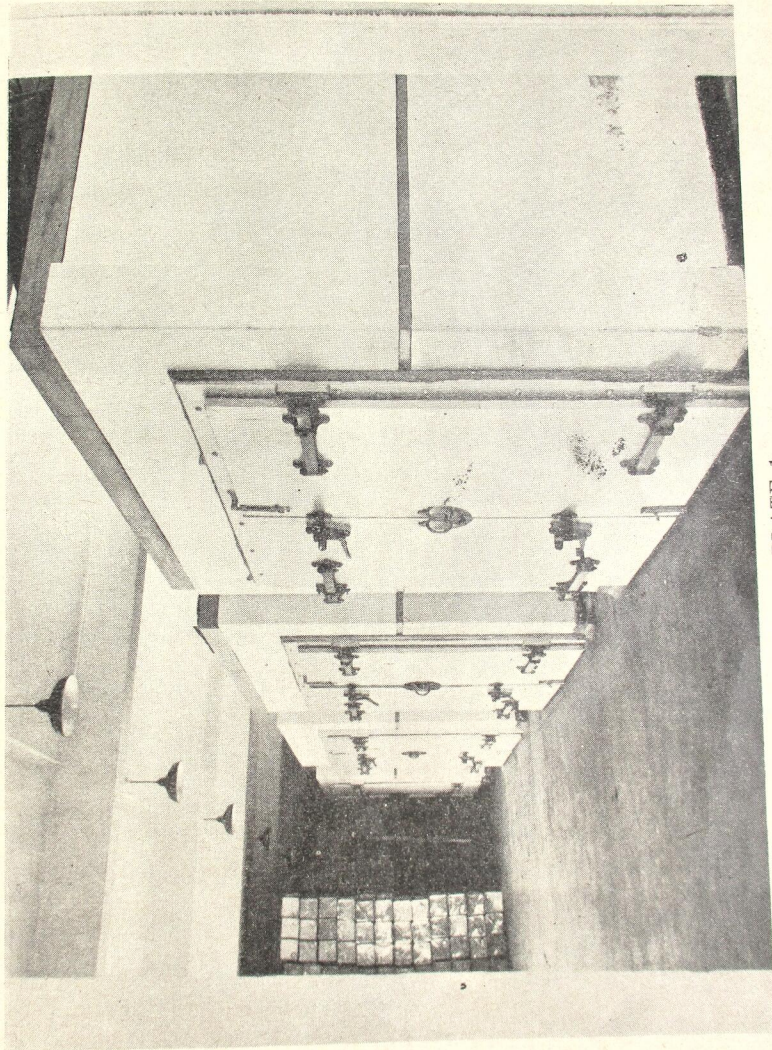


PLATE 1.

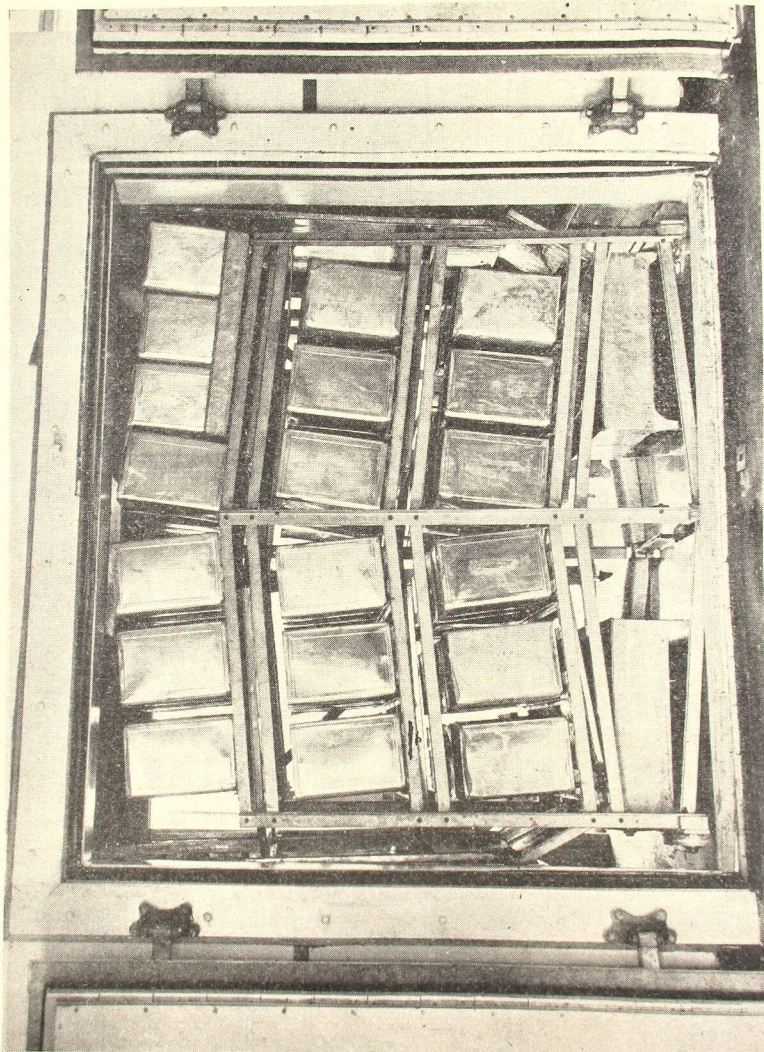


PLATE 2.

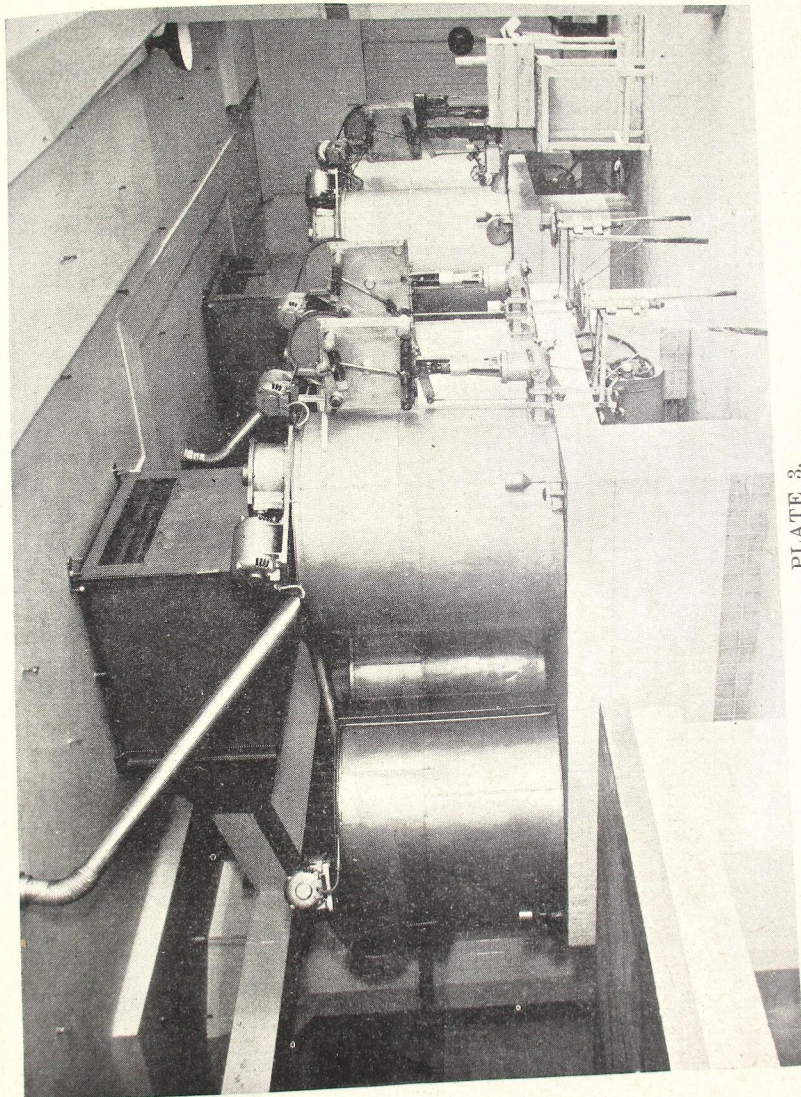


PLATE 3.

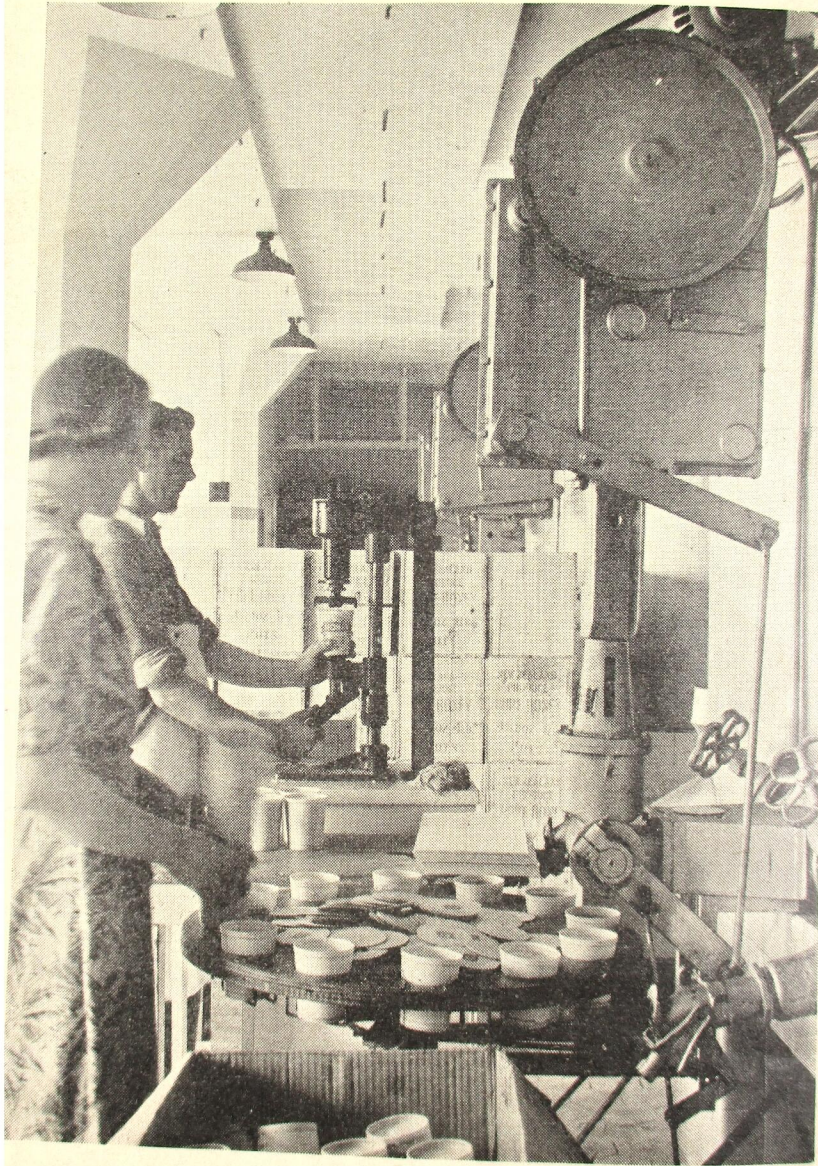


PLATE 4.

## COMING EVENTS CAST THEIR SHADOWS?

Letters recently received from Great Britain and U.S.A. by our New Zealand Marketing Department, include the following:—

From Prost & Calahan, Importers, New York, to I.M.D. Honey Section, Auckland:—

October 30th, 1943.

"You may be sure that New Zealand honies will hereafter have a far greater attraction for our constantly growing clientele of departmental stores and fancy grocery shops than they had in pre-war days."

From N.Z. Marketing Office, London, to Director, Export Division, Wellington:—

October 13th, 1943.

"I had a request recently from the Ministry of Food for quotations for New Zealand honey, which they are prepared to accept in any quantity. But I have had to advise them that it is extremely unlikely that we will have any to offer owing to the heavy demand for the forces and the incidence of sugar rationing. It will be difficult to obtain any quantity of imported honey as Canada and Australia, two of the largest exporters, have the same difficulties to contend with as New Zealand. In classing this food-stuff as a luxury line and prohibiting its import last year, the Ministry was badly advised and may find it difficult to rectify the position at this stage. Actually honey, weight for weight, is much more economical as a sweet spread than jam, and in addition is strongly recommended as a medicinal food by the doctors.

The honey season will now be under way, but as weather is the determining factor, it may be some time before it will be known whether any exportable surplus is available. It may be that the already short quantity available for civilian consumers in New Zealand will be cut to help the less fortunate consumer in this country."

## BEEKEEPING OUTLOOK DURING WARTIME.

C. B. Gooderham, Dominion Apiarist, addressing the Canadian Beekeepers' Association last year, summarised how the war affected them as follows:—

1. The products of the apiary are in greater demand than ever and are urgently needed.

2. Increased demand and low crops for the past two or three years threatens to destroy the work that has been put into the marketing problem for the past 20 years.

3. That organization and co-operation is sorely needed and it alone will save the situation.

4. That a definite increase in production may be looked for through expansion in beekeeping, but

5. That established beekeepers should endeavour for greater efficiency in colony production by overhauling and improving where possible their system of apiary management.

6. That wax, a by-product of the apiary, has become an important commodity for war purposes and that every scrap of it should be saved.

7. The value of bees as agents in the cross-pollinization of flowers will automatically increase with an increase in numbers of bees kept.

## SOIL PROBLEMS IN RELATION TO BEE-KEEPING.

In the May 1939 issue of the "New Zealand Journal of Agriculture," H. F. Dodson, writing on "Nectar Secretion and Pollen Supply: Influences of Climate, Soil, and Flora," states as follows: "A healthy plant will secrete more and better nectar than a sickly ill-nourished one. Consequently, the amount of nectar available depends partly on the fertility of the soil. Again it is frequently observed that certain pastures given similar weather and similar farm management will vary widely and inexplicably from season to season in the amount of nectar derived from them. No other explanation but variations in soil conditions can at present be suggested."

## CAN DISTRIBUTION COSTS BE CUT?

The difference between returns to primary producers and prices to consumers has always been a subject for comment and has had considerable publicity lately, particularly with regard to honey sold in retail packages. Where does the difference go?

Here are the figures as they relate to the Auckland I.M.D. blending and packing plant. They assume 94 points as a good average, and that the package is the cardboard carton or "pottle," which is 2d. dearer than the wrapped block and 2d. cheaper than the glass jar.

Payment per lb. to beekeeper	6.79d.
Freight and packing (including cost of cases, tins and cartons and the loss that occurs on weighing into small containers) ....	3.26d.
I.M.D. overhead ....	.20d.
Wholesaler's charge to deliver to retail shops, etc. ....	1.50d.
Retailer's shop expenses and profit ....	2.25d.

Therefore total cost to consumer  
14.00d.

Can these costs be reduced? Certainly the first item should not be. Under the policy of Price Stabilisation the second item (freights, packages, etc.) can not be. The third depends on

the volume of honey passing through the plant—small volume, high overhead: large volume, low overhead per pound—and certainly no inefficiency of operation has been charged against I.M.D. plant. Items four and five (wholesaler's and retailer's distribution allowances) cannot be reviewed, either to decrease or to increase, so long as their previous rates remain frozen under "stabilisation."

Therefore the answer is that at present no major savings on factory and distribution costs can be expected. Of course where producers can short-circuit part of their distribution by selling direct to neighbours they themselves can get what middlemen otherwise would. But because beekeeping is not carried on in the same neighbourhood as the great bulk of consumption most apiarists need middlemen to take most of their crop to where consumers can get it, and to keep it till when they want it. Under war conditions, of course, consumers will go further afield in search of food and so apiarists can sell more at the door. But to sell the bulk of the national crop even at present—and the great bulk of it in the coming days of peace—the factory and distributive system must be kept in running order, even although, maybe, some producers may not need it at the moment.

## THE NATIONAL BEEKEEPERS' ASSOCIATION OF N.Z.

This magazine will be received by some beekeepers who are not members of the National Beekeepers' Association. We hope that it will serve to introduce you to our organisation and that you will come to regard us as your friends. We make no extravagant claims to bring in a beekeeping Utopia in this country, but we endeavour to represent and further the interests of all sections towards Better Beekeeping and Better Marketing. We can fairly claim to represent all beekeepers because we are the only beekeeping organisation in the country and 80% of the commercial apiarists are members of our Association as well as hundreds of part-time and amateur beekeepers who have been members for many years. Our magazines yearly are sent free

to all members, and, although the size is restricted at present, we hope that it serves the purpose of being informative and a useful link between members who are scattered from the North Cape to the Bluff.

If you are interested, you may get in touch with one of our 24 local associations or directly, and we shall be pleased to answer inquiries you may wish to make.

### JANUARY ISSUE "THE N.Z. BEEKEEPER."

The special Marketing journal comes out just before our January issue so we have decided to delay that issue for ten days. Correspondence and other matter will therefore be received up to the 10th of January and members will not expect the journal until early in February.

## HERE ARE YOUR PRICES.

### A. Maximum prices in retail containers:—

Size and Kind of Container.	Maximum Price that may be charged by a Packer to a Wholesaler.		Maximum Price that may be charged by a Wholesaler to a Retailer.		Maximum Price that may be charged by a Retailer to a Consumer.	
	s.	d.	s.	d.	s.	d.
½lb. Cartons	6	0	6	9	1	8
1lb. Glass Jar	12	6	14	0	1	5
1lb. Cartons	10	3	11	6	1	2
1lb. Tins	10	9	12	0	1	2½
2lb. Glass Jar	22	0	24	9	2	6
2lb. Cartons	20	3	22	6	2	3
2lb. Tins	21	6	23	9	2	4
5lb. Tins	51	3	57	9	5	8
10lb. Tins	100	0	112	0	11	0

**B. Maximum price for honey in comb**  
—1/6 per lb. (Where the price so computed is not an exact number of pence and half-pence the maximum retail price of the lot shall be to the nearest upward half-penny.)

### C. Maximum prices for honey sold neither in comb nor in the containers specified above:—

	s.	d.
Cut and wrapped ....	1	0
Sold by a producer to a packer for packing in retail containers ....	7	
Sold by a wholesaler (including a producer) to a wholesaler other than a packer ....	7½	
Sold by a wholesaler (including a producer) to a retailer	8½	
Sold by a retailer ....	10½	

Any person retailing to any one purchaser for delivery at any one time two standard case lots (or more) counts in that particular sale as a wholesaler.

### D. Standard price for honey sold to Internal Marketing Division in bulk containers:—

1. Graded: 100 points—7d. per lb.  
99 points—99% of 7d., etc., etc.

2. Ungraded: For best quality (as determined by the Department)—7d. per lb. For other honey such lower price than 7d. as it may decide, taking into account flavour, colour and condition.

Honey for Internal Marketing Division in retail containers will receive the maximum price that a packer may charge to a wholesaler minus a maximum discount of 12½%.

Producers are to pay transport charges to whichever of the Department's depots will be specified to them, except that the Internal Marketing Division will pay freight for any mileage over 120 miles (apiary to depot).

The Regulations affect ALL beekeepers producing extracted honey with 20 hives or more. No exceptions can be made.

These prices all include the price of the containers.

## THE HONEY EMERGENCY REGULATIONS 1943

### REGULATIONS.

1. These regulations may be cited as the Honey Emergency Regulations 1943.

2. In these regulations, unless the context otherwise requires,—

“Apiary” means an apiary registered under the Apiaries Act, 1927:

“Department” means the Marketing Department established under the Marketing Act, 1936:

“Director” means the Director of the Internal Marketing Division of the Department:

“The 1943-44 season” or “the season” means the period of twelve months commencing on the 1st day of December, 1943.

### APPLICATION OF THESE REGULATIONS.

3. These regulations apply with respect to all honey produced in any apiary or apiaries during the 1943-44 season.

### DISPOSAL OF HONEY.

4. (1) Except as provided in subclause (3) hereof, and notwithstanding anything to the contrary in any contract of sale or in any agreement to sell entered into before the commencement of these regulations, no honey to which these regulations apply shall be sold or otherwise disposed of by the producer except to the Department or pursuant to the authority of the Director.

(2) Any authority given by the Director for the purposes of the last preceding subclause may be absolute or conditional, and may be of general application or may be limited in its application to any specified person or persons (whether producers or purchasers of any honey to which the authority relates). Any such authority may be given by public notice or in such other manner as in the circumstances the Director thinks sufficient.

(3) Nothing in subclause (1) of this regulation shall apply with respect to retail sales of not more than 5 lb. of honey in any case, if actual delivery of the honey is taken by the purchaser at the apiary where the honey was produced:

Provided that the Director, by notice in writing given to the occupier of any apiary, may prohibit the sale by him of any honey in accordance with this subclause, or may limit the total quantity of honey that may be sold by him during the season in accordance with this subclause or may reduce the maximum quantity that may be sold by him in any one transaction.

### RETURNS TO BE MADE BY APIARISTS.

5. (1) Every apiarist, being the occupier of an apiary in which there are not less than twenty hives, or of two or more apiaries in which there are not less in the aggregate than twenty hives, shall from time to time, as required by the Director, furnish returns showing—

(a) The actual quantity of honey produced during each or any month of the season in his apiary or in the several apiaries occupied by him:

(b) Any other particulars that the Director may require in relation to the production or disposal of honey produced in his apiary or in any apiary occupied by him.

(2) Notice of any requirements under this regulation shall be given by the Director to the apiarist or apiarists concerned, and may be given by public notice or by personal notice as in the circumstances the Director thinks fit.

(3) Every return made for the purposes of this regulation shall be in a form to be supplied by the Department for the purpose or in a form acceptable to the Department.

### DIRECTOR TO NOTIFY APIARISTS AS TO DISPOSAL OF HONEY.

6. (1) The Director shall, by public notice or in such other manner as he thinks fit, notify every apiarist whether or not all or any of the honey produced in his apiary during the season is or will be required for the purposes of the Department.

(2) Any notice given under the last preceding subclause may be of general application to all honey pro-