

The Joys of Keeping Bees on an Island

By Neil Stuckey

Waitemata Honey Co has kept bees on Rangitoto Island for about 30 years. Rangitoto isn't exactly the South Seas Island paradise you might imagine. For those of you not familiar with Rangitoto, it is black volcanic rock with no soil present. It is however, largely covered with a Pohutukawa forest. There is a road around the island which enables us to place hives in four different sites.

Nowadays we barge both hives and honey to and from the island and as the hire of the barge is very expensive, we go to great lengths to ensure that the hives are up to scratch. We generally take 150 hives a trip and picking them up from a dump site isn't too bad. Getting up early next morning isn't so great. To arrive just before daybreak means getting up around 2.30am. The roads are so bad that it takes a long time just to drive round the island.

We put on 2-3 boxes per hive and hope, I think, that they need more.

The Pohutukawa starts early December and winds up second week of January. Taking honey off is even more fun??

Because a lot of tourists visit Rangitoto at this time of year, part of our agreement with DOC is to be off the island by 9.30am at the latest. When you have to take off



... getting them off and ready ...

IMPORTANT Inside Future Funding of NBA — Have your say —



The amphibious landing.

350-400 boxes at a time to limit the number of trips on the barge, this means that we start at dawn or just before. We book the barge several days in advance and cross our fingers that the weather is reasonable. Mind you, taking honey off at 5am, the weather is the least of our concerns. The bees aren't all that keen on being disturbed at this time of the morning. Nor are the beekeepers. The one advantage is that we get finished before it gets too hot.

As soon as the honey is off, the hives have to be removed, so more uncivilised hours. It's almost as bad as pollination. The good thing about producing Pohutukawa honey is that you can check the amount of bud on the trees in early November. If there is sufficient bud then you can guarantee that a good crop will be produced regardless of the weather conditions.

Well once the honey is off the hives you have about 10-14 days maximum to have it all extracted, otherwise it granulates in the comb. It will do the same in the tank and if conditions are right will set overnight. Still, we have only had to dig the honey out with a spade once so far. You learn by your mistakes.

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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.

Advertising rates — shown inside

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

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From the President

It is good to report that Branches have responded to the call for submissions on the Risk Analysis for the Importation of Honey from Australia. Many branches have assisted their local Federated Farmers with submissions, and individual members and branches have contacted their local member of Parliament with their concerns.

The main topic for discussion at the March meeting of your executive was the Commodity Levies Act. This Act replaces the Hive Levy Act. It is important that members are aware of the implications for our Association under the Commodity Levies Act — see the article later in the journal.

Thank you to those members who have contacted the Hastings office with comments and suggestions on our new journal. The only way we can provide a journal that meets the needs and expectations of members is if

you let us know what you want.

As I sit here at my typewriter listening to the rain on the roof I hope that all of you are getting good weather to deal with your honey crop and winter down your hives.

Frances Trewby

The Director General of Health, Christopher Lovelace has issued a press release warning the public that they should be aware of the possible health dangers associated with consuming products containing Royal Jelly. He also states that products containing Royal Jelly may be hazardous to people with asthma.

Readers will no doubt be aware of the recent publicity surrounding the cases in Australia (which the DG of Health quotes) where five cases were documented in Melbourne and the death of an 11 year old asthmatic who consumed Royal Jelly.

Recent labelling requirements within Australia require that Royal Jelly be labelled as follows:

WARNING — NOT RECOM-MENDED FOR ASTHMATICS OR ALLERGY SUFFERERS AS IT CAN CAUSE SEVERE ALLERGIC REACTIONS.



ROYAL JELLY

The NBA Executive were concerned at these facts and issued a media release through President Francis Trewby which appears below.

As a responsible body it is important that beekeepers take cognisance of these matters and also do all possible to ensure that honey products do not become suspect as a result of the Royal Jelly situation.

Royal Jelly

Frances Trewby, President of the National Beekeepers Association of New Zealand said today that the beekeeping industry was concerned at the recent publicity with respect to Royal Jelly.

Royal Jelly was a by-product of beekeeping...Howeverit is not found in honey, she said.

Noticed in China

The recent Apimondia conference held in Beijing in September produced some publicity for New Zealand exporters from a very unusual source - an Australian! The November issue of the Australasian Beekeeper contains a report from Peter Stace. an Apiary Officer with the NSW Department of Agriculture. In the report he chastises Australian bee products manufacturers for not attending the premier beekeeping meeting in this very important trade area of the world. According to Peter, not one Australian company had a trade display. New Zealand, on the other hand, was "well represented", with an apiary products stand which was noticed by most of those attending. Congratulations to Alan Bougen from Comvita NZ Ltd and Stuart Ecroyd from Ecroyd Bee Products for a job well done.

"If you want to gather honey don't kick over the hive!"

The National Beekeepers Assn would be obtaining and assessing all relevant research with respect to Royal Jelly so that informed decisions could be made and advice given.

Many thousands of people, over many years have believed that the use of Royal Jelly benefited their health. Occasionally however it appears that some people are allergic to Royal Jelly.

The National Beekeepers Assn is keen to ensure that the proper facts are established so that appropriate advice might be taken.

Miss Trewby emphasised that the general public could be assured of the purity of honey as it did not contain Royal Jelly.

The best way to cheer yourself up is to cheer everybody else up... Mark Twain

Dudley Lorimer — Life Member NBA

Dudley was born in 1915, the second son of George and Elizabeth Lorimer. His primary education was in a rural school whilst his secondary education took place at the (then) Hamilton Technical College, (now the Waikato Polytechnic).

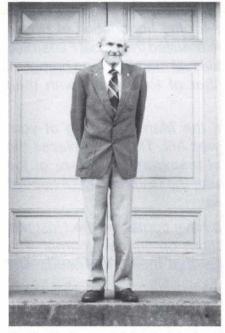
He left school during the slump of the early 1930's when trying to get a job could not have been worse. He managed to obtain a job as a farm hand in the isolated and on the upper reaches of Mt Pirongia. The living conditions were primitive and the staple food was potatoes.

It was a lonely situation and it was here that Dudley became aware that if he was to improve his position he should apply himself wholeheartedly to whatever task was expected of him.

Some four years later he had his first sharemilking contract, but his fascination for the honey bee led to him applying for a position with a most competent honey producer, Bert Davies, at Hillcrest, Hamilton. These were happy times and confirmed Dudley's intention to become a commercial honey producer.

He purchased a going concern of 200 hives and soon became involved in the industry as secretary of the South Auckland branch of the NBA.

War intervened with Dudley enlisting and being shipped to the Middle East. His business was looked after by local beekeepers.



Dudley Lorimer outside his old school.

On his return he faced difficult times with rationing and acquisition of a proportion of his honey crop.

Dudley was a delegate for the branch for some 15 years, nine of these on the executive and six on the board of the Honey Marketing Authority. He wrote the beginners notes when John McFadzien was the editor of The Beekeeper. He was an examiner for the practical section for students taking degrees in apiculture and was awarded the Diploma in Apiculture. Of all of his awards he values his NBA Life Membership the most.

Queen Bee and Package Bee Exports (status report 3/3/94)

Considerable difficulties are being experienced by those trying to export bees and Queens this season.

Korea: In spite of the visit of Professor Woo and his party in late January the NZ MAF has still not received the Korean Government's requirements for export certification. Therefore no packages have gone to Korea yet this season and prospects do not appear to be good for quick resolution of these problems.

Japan: The new Japanese conditions were finalised on February 8th and are proving difficult for some exporters to comply with.

Canada: The US Government, in spite of its supposed leadership in freeing up world trade, is still blocking transhipment of packages through Honolulu enroute to Canada. No change in this policy is likely to this policy before April.

A lengthy period in community service in schools, Rotary (44 years) and now probus gives some indication of this man's contribution to his fellows. Dudley freely and warmly acknowledges that without the wonderful support of Yvonne, his wife, his activities would have been much less than they have been.

They have two sons, the elder Peter is in Treasury, whilst Tony with his wife Jane have the business known as Hillcrest Apiaries.

Dudley remains active and in good health.

Honey key to yummy muffins

Honey has long been considered a natural alternative to sugar. And it's one muffin ingredient Claudine Bensemann never runs out of.

Claudine's husband Richard runs Airborne Honey and he is probably a little too fond of her yummy honey muffins.

Claudine, who works from Cropmark as an accounts clerk, says the muffin recipe is easy to make and always produces good results.

Honey Muffins

Ingredients:

Wet mix

1/2 cup margarine

1/2 cup Airborne honey

2 eggs

1/2 teaspoon vanilla essence

1 cup yoghurt, plain

Dry mix

2 cups self-raising flour

1/2 teaspoon nutmeg

1 teaspoon cinnamon

Method:

Grease muffin pans and preheat oven to 200 degrees Celsius.

Blend the margarine and honey. Beat in eggs, then vanilla essence and yoghurt.

Gently but thoroughly fold in the dry mix.

Put in greased pans and bake for 20 minutes.

Claudine says interesting muffin variations can be achieved by adding walnuts, fruit, oat bran or any other favourite flavours.

"Future funding of NBA — have your say"

Many readers will be aware that the Hive Levy Act ceases to exist as at 31 December 1995. At that date another form of funding, the National Beekeepers Association of New Zealand (Inc.) has to be in place. This is based on the assumption that beekeepers do want a body to do the things that the National Beekeepers Association currently does, or should do into the future.

The Statutory act that has the facility to replace the Hive Levy Act is the Commodity Levies Act 1990 and its 1993 amendment. Replacing the Hive Levy Act does not happen automatically and a great deal of work, including a ballot of all potential levy payers, is required to convince the Minister to make a commodity levy order for a Beekeeper's organisation.

The first question then is . . . Is there a need for a body to act for and represent beekeepers?

In the event that the answer is Yes, there is a definite requirement for such an organisation, then who should be the levy payers? Commercial beekeepers only? all beekeepers, including hobbyists?

What amount should be levied? What should it be used for? Should it be used for disease control and eradication?,

Talking sense about quarantine

With the continuing problems NZ bulk bee exporters seem to be having with Korean, American, and Japanese quarantine requirements, it may be comforting to know that at least one person who is influential in world beekeeping circles is trying to make some sense of the issue.

In an up-coming issue of *Bee World*, the quarterly journal of the International Bee Research Association, director Andrew Matheson takes issue with governmental authorities who concentrate quarantine certification on diseases that already exist in both the importing and exporting country. At the same time, he says, the bee world has not done very well in controlling the spread of exotic bee diseases around the globe.

Andrew believes that in many cases quarantine certification provides an important safeguard in maintaining the health status of beekeeping countries. But he challenges certification which places emphasis on diseases such as nosema which are found almost everywhere. He also points out that often such certification doesn't even make sense from a disease transfer point of view, as for instance when a country requires freedom from tracheal mite in an apiary producing honey for export (tracheal mite can't survive in honey).

The risk in making such nonsensical certification requirements, according to Andrew, is that "the more absurd they are, the more tempting it is for certifiers of exports to sign documents knowing them to be false, or at least to select a minimal level of testing or surveillance which is unlikely to find endemic diseases." When that happens, the possibility becomes greater that diseases of true international significance may also be overlooked.

Andrew closes his article by saying that the international movement of bees is a very important part of establishing and maintaining beekeeping industries, both for the exporters and importers involved. And he believes that everyone in apiculture has a particular obligation to ensure that bee diseases are not spread to areas of the world where they currently do not occur. But he also

administration? the Beekeeper journal? marketing of honey products internally in New Zealand?

Clearly the answers have to come from you and your colleagues in the industry. After all, that is what the Minister will recommend the making of a Levy order on . . . your collective wishes for the future funding.

The National Executive at its March meeting spent considerable time looking at all options and had available to them a great deal of previous relevant information put together when the NBA was at the stage of applying for a levy under the 1990 act.

The Commodity Levies Amendment Act was passed in September 1993. This has made the process of applying for a Levy Order so the beekeepers of New Zealand have only 20 months in which to ensure that whatever it is that we (collectively) require or desire, is put in place.

First phase in process

This article is the first phase in the communication process. We invite you to discuss this and the ongoing further communication, within your branch meetings and with other beekeepers. The Executive also request that hobbyist beekeepers be canvassed for their opinions too.

The information revolution

A global information highway that will be in over 1/3rd of all homes in the developed world by the year 2000 is the prediction of Bill Gates.

Who is Bill Gates? A man with an extimated personal worth of \$NZ12 billion, (yes billion) Known as super nerd this belies his super business brain, and at a relative young age, his succes thus far. He was in New Zealand recently.

He is the founder of the gian Microsoft Corporation. The highway to hook homes into global information will be through fibre optic cables tapping into the entertainment, computing and telecommunications industries.

Gates said that by 2005 all homes (in the developed world) will be part of the information highway.

makes a pleas for professional apiculturalists and beekeeping industries to lobby their governments for "realistic import and export conditions for bees and bee products." "Sanitary requirements", according to Andrew, "should be based on sound science, rather than function as nontariff barriers to protect domestic markets.

Source: Bee World, 75(1)

Candids from Southland's Field Day



Not the Ministry of works . . . but our own Keith Herron demonstrating the approved method for curing AFB.



Keith Herron demonstrates his wax dipper during the field day.



Michael Lee discovers he has short hamstrings . . . actually its Gore physiotherapist instructing Michael in back strengthening exercises at the Southland Field Day, February 1994.

Hints for AFB Eradication

AFB, What's That? I think it's something that our neighbouring beekeepers have. They get all ropey and their tongues stick out. It's a disease in New Zealand which we aim to eradicate in the near future. Who wants ropey beekeepers for neighbours? Unfortunately some of us still find some AFB in our beehives, through this column it is hoped over the next year to get your handy hints and ideas on how to eradicate AFB from New Zealand by the turn of the century. I personally feel that AFB is spread primely by the beekeeper who works the hives where the AFB is found. Stop blaming your neighbour, blame vourself. We've all heard some rather interesting stories on how AFB is controlled by some people. Some of them are plain hairy! Let's get these ideas out in the open and discuss them to determine what is fact and what is fiction. I have one pet theory, if you consistently get the odd hive of AFB over a period of years in one site, change its location. I think the AFB spores can get into the ground and cause further AFB. I have done this to several apiaries, and in each case the AFB has cleaned up completely. Is this fact or fiction?

Paraffining boxes. Have you got a thermometer that goes up to 160 degrees C? Don't worry about going up too much higher than this as 160 degrees is the flashpoint for some paraffins, there are a number of different grades with different melting and flashpoints. Or, are you one of these experts who looks at the paraffin and when it stops boiling, that's hot enough and put the boxes through? The boiling actually stops at 100 degrees C, the boiling point of water which has somehow got into the wax. There's one sure way of killing all AFB in boxes, stack the AFB boxes beside the paraffin plant, stoke the fire up and go and ring Keith Herron or do the paraffining when there's a threatening thunderstorm with no cover to stop the water going into the paraffin and causing an explosion. Fire in both cases with little heaps of nails of those AFB boxes sitting beside your paraffin plant and the fire engine standing by. Ask Ross Blackman, he knows all about these matters. Paraffining boxes, if done correctly I think is a reasonably safe way of treating AFB. What do you think?

> Signed, Firebug



By John Heineman

Now that the N.Z. Beekeeper has undergone a drastic change and will appear 11 times each year it makes for a good opportunity to let you have a series of seasonal notes covering the activities of the bees and the beekeeper throughout the year. It will all be very basic, old hat for many readers. However, as this is meant first and foremost for the novice it has to be that way for things can easily become very confusing.

One must remember that New Zealand is in relation to its size a long stretched out country, approximately 1600km from South to North. Its width is only about 300km at its widest and a huge spine of mountains runs throughout the length separating West from East. This geographical set-up makes for a great diversity of climatic conditions. From pretty cold temperate to mild, nearly subtropical. Add to this the great variety of flora and soil types and one can immediately understand that all this must influence beekeeping, bee management, possibilities and above all the timing of the beekeepers actions

There are few hard and fast rules and one must allow for the differences in timing. What can be done in Northland in August may have to wait till well into September down south. Conditions may also considerably differ over short distances thanks to the nature of the country with its hills and mountains, rivers and valleys, patches of bush, expanses of forest, swamps and good farm land etc. This diversity makes it all very interesting. The important thing of course is to learn all you can about your particular corner and relate that knowledge to the general rules of beekeeping, and adjust your timetable accordingly.

By the time this issue arrives in the mail it will be well into March, that is **autumn**. I hope you have been able to harvest a good crop from your hive or hives and have it extracted or stored away as lovely comb honey to be enjoyed from day to day in many different ways. I also hope for your sake, and your neighbour beekeeper's interest that prior to removing this surplus honey a very thorough inspection for any signs of American brood diseases (Bacillus larvae, B.L., American Foulbrood) has taken place. That is a "must" if you want to stay in business and not be a threat to your colleagues.

The next question is how much did you regard as surplus when you took the honey off?

In other words are there adequate stores left to see the colony or colonies through the winter. Don't forget that if you took the honey away in February a lot of stores will be consumed before winter sets in unless there is a reasonable intake of nectar during these few months. The hives may have become lighter and there just may not be enough for comfort. Better check, few things are as frustrating as colonies expired in late winter or early spring. Literally a dead loss, not only did the bees die but the honey left on the hive is wasted, plus there is the cost and labour involved in establishing a replacement. Much better to make sure than to be sorry!

A normal hive needs something like 20kg feed to get through to next spring (some districts may benefit from some winter and early spring nectar sources which helps of course). That is the equivalent of a well filled full depth super or 12 to 13 full ¾ depth frames. A bit extra never hurts, probably means a little less feeding in the spring.

Pollen too is a requirement for without that commodity, brood rearing is not possible. There are several methods to provide hives with supplementary feed. Advantages and disadvantages with all of them. You have to make up your mind which method is the best under your particular conditions and which is of optimum benefit for your bees.

Combs of honey

The easiest and fastest. Just take a couple of empty combs out and drop the full ones into their places (to the side of the broodnest). That is fine if you have some feed honey set aside or have some hives at this stage with some real surplus. But this is not the safest way for honey (and pollen) can carry the dreaded BL spores so one must be absolutely certain that

the feed comes from guaranteed healthy colonies.

Sugar syrup

Safe from the disease aspect, very important. Feeding should be done soon. After next month cold and/or wet weather will set in and that will make it so much harder on the bees. They have to take it up, transport it, store it and evaporate excess moisture. Use a strong syrup at this stage for a weaker solution may stimulate a colony to rear more brood which is not wanted now, there will also be less moisture to get rid of. Feeding small quantities several times also stimulates a colony more than a large dose at once. Either raw or white sugar can be used. A strong syrup is made up with 2 parts sugar to 1 water by weight. Use hot water, the sugar will dissolve much easier. But do not feed it out immediately, let it cool first.

This definition by weight has led to some confusion I have noticed, but it is really very simple.

Sugar being a dry substance is usually weighed by using scales, water as a liquid is measured from a container such as a jug. Just remember that 1 litre of water weighs 1 kg. So if a hive needs a supplement of 5kg added to its winter stores dissolve 5kg sugar in 2½ litres hot water and give that when sufficiently cooled. A little more may be prudent for the bees will use energy to get it into the combs and energy = feed. As a matter of interest 1kg sugar and ½ litre water gives a little over 1 litre of syrup (approx 1050 mil).

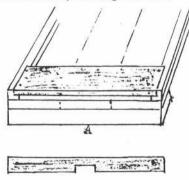
Different types of feeders may be used. Plastic ones to be inserted in the place of frames (available from equipment suppliers) or you can go the cheap way and make your own. An empty super on top of the broodnest with cut open tins placed on a couple of light slats or opened up drench containers or honey containers with the lids pierced with a frame nail in a number of places and used up-side-down will all do the job. Place some flotation into the open containers (pine needles, shavings) to keep the bees from drowning. Watch out for leaks and spillage for continued on page 8 that can easily start a robbing session. Robbing is always a threat in autumn when nectar sources dry up. Watch out for gaps and "back entrances" in hives, intruders will find them in no time at all.

Dry sugar

Again safe from the disease aspect. Use raw sugar as it is easier for the bees to liquify and will not form a rock like hard lump. White sugar will often do that and then the bees will find it very difficult to handle. It can be easily fed on a sheet of paper placed on top of the frames and covered by the crown board. Puncture the paper in a few spots. Do not place the sugar on the floor board for much of it will be wasted and it is also the least hygienic place in the hive. Feeding dry sugar does not stimulate brood rearing and reduces robbing risks. However it is not as easily and quickly taken up and stored as syrup is.

Pollen

Usually not a problem just now. A hive needs about the equivalent of two combs with pollen. This is often present in nooks and corners and curves of cells round the broodnest. With brood rearing declining now and probably stopping altogether for a number of weeks in June and July no great demands are made till spring time arrives once again. If you suspect a hive to be short "borrow" a pollen comb from a hive which has some to spare. But never forget about the risk of spreading disease.



D

- A The rims of the bottom board are 20 x 20 mm. They are checked and permanently fitted with the tunnel board leaving an entrance 8 to 10mm high.
- B As A but tunnel board is fixed to 2 little slats 8 to 10mm thick and the tunnel is fitted between the bottom board rims. Can be permanently fixed or kept as a separate piece of equipment.
- C Bottom board rims are 10mm thick. The tunnel is made from a piece of galvanised flat iron with the front edge folded up to give it rigidity. With thicker bottom board rims it could be turned over so that the folded over edge points downwards as long as sufficient entrance space is allowed.

Queens

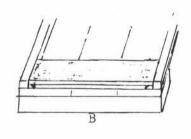
To winter hives successfully another requirement is a well functioning queen. A normal colony will now soon get rid of its drones (watch at the entrance). If a hive hangs on to a large number of drones or if a lot of drone brood is present, especially when showing up in worker cells, it is a sure sign of a failing queen. Such a colony will have little hope to survive. If available you can introduce a young queen (after removing the old one). This can still be done in March/April but the sooner the better. A nuc with a laying queen, if you have one sitting about, is the ideal remedy. Unite up using a double sheet of newspaper. When there are no spare queens to fall back on it is best to cut your losses now and unite such colonies with one which is ok. The same goes for any very weak specimens as their chances for survival are not great.

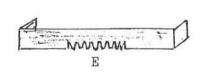
Nuclei colonies do winter well if transferred to supers and placed on top of hives using a division board (crown board) with own entrance. In this way they are off the cold ground and with "under floor" heating coming from the large colony below. Three good combs of honey should see them through. But check in early spring.

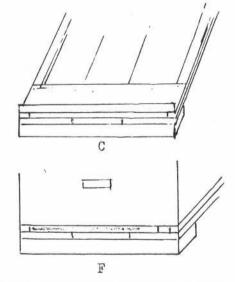
Entrances

Time to think about doing something there. Hives have to be safeguarded during the cold period when the bees are clustered and cannot defend themselves. Wasps will be active at lower temperatures than bees can cope with and so rob precious stores, rodents love to nest in empty bottom supers, damage combs and can make a stinking mess. So restrict entrances. Queen excluder placed between floor board and bottom super will keep mice out (but excluders are easily damaged!), combined with a simple entrance block does a good job. Just a simple block in the entrance restricting it to about 8 to 10 x 20mm. Then there are the so called tunnel entrances. Made from thin boards 70 to 80mm wide let into the 20mm bottom board rims or fitted in between or in case 10mm rims are used, a piece of flat galvanised tin of about 70mm wide laid across the front of the hive and resting on the bottom board rims. These tunnels seem to bamboozle wasps.

No further entrance restrictions are needed when using tunnels. A strip of tin with a number of cuts and set alternately back and forth (like saw teeth) will also keep wasps out and is a good mouse guard.







- D A 10mm thick stick nailed onto front of hive with a small entrance cut into it. Don't drive the nails home, they have got to be pulled out again.
- E Strip of tin with a series of cuts which are alternately set back and forward.
- F A simple entrance block the thickness of the bottom board rims about 25mm shorter than the space between the bottom board rims thus leaving an entrance on one side of the hive. The block should be of a full thickness so that when pushed between the super and the bottom board it will be tightly held in place.

A, B, C and E are probably the most positive when it comes to marauding wasps or mice looking for a snug winter home.

Major Report on New Zealand Honey Industry Released Beekeepers optimistic about their industry

New Zealanders consume, on average, 2.6kgs of honey per year. This is more than most other countries (eg USA is .6kg/pa, Canada .7kg/pa and Australia 2.0kg/pa)/

BUT, according to a national survey by a group of Massey University Executive Master of Business Administration (MBA) students, New Zealand beekeepers believe the potential exists for growth in the domestic honey market.

This survey is part of a major report on the NZ Honey Industry, entitled 'Strategy for Growth in the Domestic Honey Market — MBA Research Report, 1993'.

The report was released to the National Beekeepers Association Executive at the end of 1993 and was made available to the Honey Marketing Committee as a resource base for its own strategic planning.

I believe the report is very good; it collates a lot of basic industry information whilst at the same time providing an in-depth look at the relationship between the honey industry and the NZ food retail trade. (We understand the MBA Massey group received an A grading for this report).

It has to be essential reading for any beekeeper retailing under his or her own brand; although for those selling to packers it's just as important; you need to know what is happening, or more importantly, can happen out in the marketplace so you're better placed to negotiate on your crop. (A copy of the report is available from the NBA library). The Massey group were putting this report together about the same time that the Marketing Committee was completing the Marketing Plan for the industry.

As a result, some areas of required research identified by the Marketing Plan were put on hold until the MBA group had completed their assignment. We decided there was little sense in paying for research to be carried out if a competent group was prepared to do it at minimal cost as part of their own activities.

In developing the Honey Industry's Marketing Plan the Marketing Committee had to make a number of assumptions based on their own collective knowledge and experience.

I had no problem with that at the time; the make-up of the Marketing Committee is such that it reflects the industry at large **and** represents a high level of both honey industry and general business competence.

It was however very pleasing to note that the Massey MBA Report confirmed the strategies identified as being essential by the Marketing Committee.

All the issues raised in the Massey MBA report are addressed in the Honey Marketing Plan and our intended strategies meet the recommendations of the Massey MBA Report.

The Massey MBA study raises a pivotal issue:

Is honey consumption at its maximum in New Zealand? And is it therefore pointless to spend money on further promotion and marketing?

And the survey answers were . . .

85% of producers agreed that collective actions by the honey industry along the lines listed below would bring growth to the domestic market:

promotion of the honey industry as a whole;

promotion of the healthy image of honey;

promotion of honey to the food industry;

promotion of the distinctive qualities of honey;

education of consumers on new uses of honey;

research into, and development of, new honey products; use of innovative and new packaging;

engagement of professional, experienced marketing personnel.

68% of producers agreed that the honey industry should set up a central fund to finance collective actions. 20% of

producers indicated they were strongly against such a proposal.

The MBA Massey report also asked producers what they identified as growth opportunities. Answers included:

increasing sales of manuka honey, especially the 'active' variety for therapeutic purposes;

the introduction of new honey-based products such as mixes of propolis and honey, royal jelly and honey, pollen and honey and cider vinegar and honey;

expanding the use of honey as an ingredient in the food industry, especially the use of non-stick honey crystals (dry and granular honey);

growing the use of added-value honey based products for the tourist market to gain higher financial returns; filling the growth in the export market with Clover Honey.

This would provide the opportunity if —

sufficient consumer education is undertaken in the domestic market, of meeting local needs by other types such as manuka and thyme honeys

further improving existing products such as the squeeze bottle to lessen the problems associated with honey's stickiness.

developing a local identity for honey (ie to parallel the development of local identities for wine by the wine industry.

Extending the range of uses of honey as

a sweetener

an ingredient in industrial and home cooking a healing/antiseptic agent

an ice cream topping

a honey/butter spread mix

a yoghurt

a dip for crackers

a marinade of meat etc.

But what do the Supermarkets think, what are their recommendations to the honey industry? In next months NZ Beekeeper I'll precis the comments of the supermarket buyers and detail the MBA Massey recommendations to the honey industry.

The important news is that the PRICE is not, repeat, not the major factor for the supermarket buyers! Two other factors are more important than price and YOU totally-control those two factors (well, sort of . . . but that's in next month's column).

So watch this space! What do the supermarket buyers think of us and what do they really want? All will be revealed in next month's column . . .

Continued on Page 10

ATTENTION BEEKEEPERS

We wish to advise that from Spring 94 we will have a limited quantity only of queen bees available for general sale as we intend to concentrate more on commercial queen cell production.

Thank you most sincerely to clients who have supported us in the past with their queen orders, we apologise for an inconvenience this may cause.

John & Jenny Dobson Bee Farm

Poporangi Road, RD1, Hastings -Tel: (06) 876-0962, Fax (06) 876-4326

Major Report on Honey Continued from Page 9

And now to Market Performance:

Supermarket Honey Sales Statistics

The February issue of Supermarketing Magazine has an in-depth article on the spreads market.

Main points are that:

Housebrands are heading for spreads market leadership. Dollar sales increases are up for the different spread types as follows:

Savoury Spreads	up 35.2%
Sweet Spreads	up 15%
Jams and marmalade	up 7.4%
Peanut Butter	up 6.3%
Veg and Yeast extracts	up 3.4%
Honey	up 2.3%

According to Nielsens the honey market is worth \$12.5 million (Nielsen Key Accounts to 31 October).

House-brand honey sales increased in dollar terms by 5.2% and was now one third of total honey sales through supermarkets.

It's interesting to note that all the major spreads players are having problems combating house-brands.

I know the honey industry is criticised for being too small, and made up of too many little players; but sheer size and national dominance hasn't helped the likes of Sanitarium or Watties. (As the latest research shows!)

I remarked at the Marlborough NBA Conference in 1992 that the honey industry had to think and act like a commando unit, it didn't have the resources to be one of the big battalions.

As the Marketing Committee's strategies take effect during 1994 and into 1995 I look forward to the New Zealand honey industry's small size, and the tenacious individualism of many of its members, as being seen to be two of its strengths, not weaknesses.

Bill Floyd

Honey Marketing Commitee

Reminder: Get your food manufacturing customers recognised (and have them like you even more); let us know about them for the Inaugural NZ Honey Foods Innovation Awards. Telephone 03 578-2706 — Fax 03 577 8429

US subsidy change/relief from Chinese honey sought

Significant changes in the US honey market are likely to occur in the near future, following a decision by Congress in September to alter provisions of the federal government's Honey Loan programme. The changes, which were included in an Agricultural Appropriations Bill, will do away with the "buy back" programme which so affected world honey prices in the mid-80's.

US-beekeepers will also no longer be allowed to forfeit loaned honey to the federal government.

The Honey Loan programme, which has been run by the Commodity Credit Corporation since the 1970's, was meant to even out supply and demand problems caused by the bulk of the US crop coming onto the market at harvest time each year. The programme allowed beekeepers to sell their honey to the government on a "loan basis" and then re-purchase the product later in the year when demand was greater.

Problems arose early on, however, because a high "parity" (bench mark) price was set at the start of the programme. The parity price didn't allow loan rates to follow the downward trend in world honey prices which occurred in subsequent years. The system began to be abused, with many US beekeepers forfeiting their honey to the government, instead of selling it to packers. At the same time the US market became more and more supplied by cheaper foreign honey.

The result was the famous "honey mountain", which was finally reduced by a federal government decision in the early '80's to institute a "buy back" programme for product. The new programme allowed US producers to purchase their loaned honey back from the government at a price which was less than the original loan price. The difference between the two prices was a direct subsidy to the US producer.

In the past several years, the US government has steadily reduced the "buy back" price, lowering the subsidy differential from NZ \$0.90 to NZ \$0.17/kg. But now, thanks to Congress, the buy back part of the programme looks set to disappear altogether. This, coupled with the loan forfeiture prohibition, should ensure that the programme once again does what it was originally intended to do — smooth out yearly honey supply and demand.

At the same time, the Clinton administration has instituted an investigation of Chinese honey imports, under the auspices of the International Trade Commission. The Commission, which is part of the US federal government bureaucracy, is the same body which found the NZ Kiwifruit Marketing Board guilty of "dumping" kiwifruit on the US market during the 1990 export season.

The case for import relief from what the Americans claim is "low price, low quality" Chinese honey, is being made by the two US national beekeepers associations (the American Beekeeping Federation and the American Honey Producers Association), and two regional associations. They are opposed by a group of Chinese exporters, the Honey Users Council of America (packers) and the US-China Business Council.

Proponents of the case are recommending that a quota restriction be imposed on Chinese honey shipments, rather than a tariff or other action. They say that tariff increases in the past on other Chinese trade items have not proved to be sufficient deterrents to price cutting.

Sources: The Speedy Bee, November and December 1993



A person's mind once stretched to a new idea, never goes back to its original dimensions...

Oliver Wendell Holmes

Tauranga NBA conference

The NBA Conference in Tauranga in July is going to be Interesting, educational and exciting! Start making your travel and accommodation plans and bookings. Tauranga is a very popular place for conferences and seminars. If you want to get the best flights and preferred accommodation, you'll need to be in early!

The conference activities will be centred at the Willow Park International Hotel, on Willow St. The hotel is only five minutes walk from the town. Rather than a day of speciality group meetings, a day of seminar and two days of solid conference of delegates, this year's schedule is hoping to bring renewed interest through innovative organisation. Each day will have a primary theme, with

Monday, July 18

combinations of workshops, keynote speakers and panel discussions.

The speciality group meetings, AGM, conference of delegates, social events and seminar type activities will be distributed across the time of conference. This should give renewed interest and better participation. As well, there will be the natural attractions of Tauranga, with plenty of things to do for family members who don't want to be part of conference itself. Next month's issue will have a fuller description of the activities and the exciting speakers who will be taking part, but this will give you an idea of the topics:

Tuesday, July 19 "The Future of our Industry and Organisation", Conference opening, AGM

Wednesday, July 20 "Diversification in Beekeeping", Conference of delegates

"Honey Marketing", speciality groups

Thursday, July 21 "Where is Commercial Pollination Heading?", Conference of delegates, AGM, Beekeeper of the Year Awards

Friday, July 22 "Beekeeping After the Apiaries Act Disappears"

Tauranga has many and varied hotels/motels. We suggest the following as being very convenient to town and the conference activities. We have tried to give you a representative range of facilities and rates, all within a very short walk to Willow Park. Remember when booking to mention you are with the beekeepers — in many cases we have negotiated special rates.

Willow Park, Willow Street, phone (07) 578-9119, fax (07) 577-9198. \$88 on double/twin basis.

Domain Motel, 41 Monmouth St, Phone (07) 578-9479, fax (07) 578-1912. \$58 for one adult. Two adults, \$70. Three adults, \$85. Four adults, \$100. Courtesy car from airport. Five minute walk to Willow Park.

Durham Court, corner Cameron Road and Harrington St, Phone (07) 577-9691, fax (07) 577-9635. \$80-\$100

Endemic Pest Management Strategy (AFB) Committee

Not a great lot to report yet but a lot of work done. A draft strategy is in the hands of committee members and the executive.

A levy of 50c per hive maximum was suggested in the March 1993 report and I feel this will continue. The levy has not been discussed yet and whether it will be hive, site or some other levy is not clear. However ways to reduce the levy as much as possible will be persued.

It is planned that the proposed strategy, as far as we have gone, will be released in time for remits for 1994 conference. We cannot guarantee to have all details in place but will do our best.

A meeting of the committee will be held at Ruakura, April 18-20 to concentrate on the strategy.

Terry Gavin, Chairman.

for double/twin (depending on type of unit — some have individual spa pools, etc.)

Roselands Motel, 21 Brown St, phone (07) 578-2294. Studio \$75/couple (sleeps 3). 1br (sleep 4): \$100. Continental breakfast. Negotiable rates for bulk bookings. Just across the road from the Willow Park.

Want help with your travel plans? Contact Merv Niles of Stars Travel, corner Devonport Road and Elizabeth St, phone (07) 578-0009, fax (07) 578-8093. Merv will be happy to try to help you get just the arrangements you want for the best possible price. He worked commercially in the bee industry, too in Waimate, before getting involved in travel. Give him a call; he'll give you all the assistance possible!

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Clover blend	_	Bush blends
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Orini Honey Packers Ltd

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Court Action Taken

Some members of the National Beekeepers Assn have expressed their concern and disappointment that defaulting Hive levy players appeared to have been treated too leniently.

The National Executive received a report from Richard Bensemann at their last meeting in which he outlined the legal steps that had been taken with defaulting levy payers. As we go to press 11 defaulters are being taken to court for non-payment.

6000 Package bees to Korea by Freighter Part 2

When we first booked the plane to Korea, air conditioning trucks were to be made available at Darwin Airport. Would you believe it, later the airline said that there were no air conditioning trucks in Darwin and as it is really hot there we decided to take two tonnes of wet ice and 400 litres of water and sprayers with us - we only just managed to get the last two bins of bees on the rear loading ramp (one tonne of ice and all the water). The main deck being 20 metres long, all full of bees with 300mm on each side of the packages. Quite a squeeze for a 100kg bod like me, but no problems for my son Mark. Anyway we worked for most of the 17 hours flight on top of the packages.

After two hours of being told the temperatures would drop very soon and watching the temperatures slowly climb, we realized that it was time for action. We pumped a fine spray of water over the bees which helped cool them, but every time we stopped pumping, the temperature would rise again. There were three of us with sprayers on top of the load hoping that the plane did not give a sudden lurch. The Ilyushin is the most steady and smooth landing plane I have ever been on. Full marks to the crew who, with the exception of one, were Russian, a great bunch of guys who really worked very hard trying to stop the overheating problem. I saw five of them pouring over manuals trying to coach that little bit extra out of the air conditioning plant.

Life for the crew is really tough — 10 of them I think - only two or three bunks, sleeping on the floor amongst the controls etc. As an example, to go to the toilet they had to climb over miscellaneous gear of ours in the front of the bees about one metre wide and climb over a large compressor (I guess for blowing up flat tyres in remote areas - the plane carried a spare and draw bar), drop down through a small door into the little room which contained a rubbish tin with two plastic bags inside and a seat, but just to make things more tricky there was a 20 litre drum of oil in front of the rubbish tin.

Right: Russell Berry mixing sugar the hard way (with a hand whisk) in Korea.

At the end of the flight the bags were removed and placed on the tarmac not far away from our gear. I had better leave the rest to your imagination!

Well, back to the bees - it was obvious that drastic measures had to be used if the bees were going to survive Darwin. In spite of the fact the inside of the plane was freezing solid. clothing froze to the walls when left there and the water we were spraying froze onto the floor - especially down the back of the plane, the air temperature could not be got down below 17 degrees C. We proceeded before landing to drop all remaining ice we had on board making it about 75mm deep all around the bottom of the bins and tubes and started spraying water frantically before landing at Darwin. We ordered more ice and water for Darwin before we arrived and this we received but only about half as much ice as we would have liked. We had to get refuelled in under an hour but it took 11/2 hours! It was hot as hell on top of the bees but with all of the water sprayed on the bees they remained quiet and it was easier for us to work at this lower altitude.

This freighter was only pressurized to approximately 9000 feet, which seemed to make extra activity with the bees, especially on the way up and certainly made it hard on us pumping water sprayers for hours on end.

On take-off from Darwin, clouds of fog came from the air conditioning plant and lots of cold air, but our joy was short-lived as we were making an all or nothing stand on saving the bees after dropping all of the ice and using

By Russell Berry

the water up at a speed which we could not maintain. The airconditioning stopped for about 10 minutes - the crew after talking to New Zealand had blown it trying to give us more cooling. Frantically reading through manuals they managed to get it going again. Such was their dedication they offered their entire supply of drinking water to us for cooling the bees.

As we flew further north of the equator with the additional cold soak from outside and lots of water, the temperature started to drop.

On arrival in Seoul, Korea, temperatures were thankfully cool. We only lost two tubes from heating but I would strongly recommend that nobody tries taking 6000 x 3lb packages on an Ilyushin again. The equipment on the plane seemed to be working fine putting out air in the hold at -5 degrees C but the only thing that saved these nine tonnes of bees were the combination of the Arataki Tube Packages, 11/2 tonnes of ice, 600 litres of water sprayed over the bees, and a lot of very hard work by the crew and ourselves.

I would like to make special thanks to our 40 staff members at Waiotapu, my son Mark, the 20 beekeepers who supplied bees at short notice, the airline crew, MAF, NZ Trade Commission Korea and to the buyer who worked with us in the plane. But a special thanks should be given to Annette my wife, for the tremendous work load she had taken on, despite a broken hip.

You have to be lucky, Russell Berry.



Honeycomb Directory

Various headings will be used within this directory as required by advertisers and will include:

Beeswax, Honey, Bee Products, Woodware, Beekeepers supplies/accessories, Queens & packaging bees, Packaging Materials, FMG Insurance, Extracting services, laboratory services; Sugar supplies. The cost will be \$30 per comb, per issue (with 6 or more issues at \$20 per issue).

BEEKEEPERS SUPPLIES/ACCESSORIES

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Specialist manufacturers of BEESWAX COMB FOUNDATION Buyers of ALL GRADES OF BEESWAX Stockists of: ECROYD BEEKEEPING SUPPLIES FACTORY: Opuha Street, Orari, South Canterbury — ph (03) 693-9189 fax (03) 693-9780 Agents for conversion and ex stock foundation AUCKLAND: The Bee Shop. ph (09) 620-6551. HAMILTON: Phil Reed. ph (07) 825-2632 CHRISTCHURCH: Ecroyd Beekeeping Supplies. Ph (03) 358-7498

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Please ring (06) 878-5385 for details.

SUGAR SUPPLIES

Please see advertisement on back cover of this issue for Arataki Ltd.

Quality Assurance — What's it all about

by Ron Rowe

As part of the rapid learning process of coming up to speed with what has, is and could happen within the world of "Bees" I noticed that significant strides have been made in the area of Quality Certification and Quality Assurance, including the certification of one business to ISO 9002 (International Standards Organisation),

This article is not a dissertation on "quality" and all that goes with that today, it serves to appraise readers of activities that are taking place right now, within the wider "agricultural industry" in the matter of quality and my part in that.

In October 1993 AGMARDT (The Agricultural Marketing and Research Development Trust) appointed Hawke's Bay Federated Farmers to co-ordinate the national project of certification of primary products within the principles of ISO 9000.

A team of four with myself as co-ordinator came together to work on what has proved to be an exciting project with potential to be of significant benefit to the wider agricultural industry.

Meetings and briefings were held with a large number of persons in most of the agricultural sectors from the grower/producer farmer through to the leaders in the industry sectors and the Minister. In addition a huge amount of written material was made available and all was perused by the team. MAF have been and continue to be of immense help.

The final report was presented to The Trustees at their offices on Thursday 27th January. A copy of that report is available on request, for the cost of copying and postage only - \$10.

The major points of the report were:

THAT New Zealand Primary Producers (ie the whole of the wider and larger "agricultural industry" . . .) adopt a long term synergistic quality strategy which has as its vision . . . The security of long term, sustainable, profitable markets for New Zealand's primary produce.

That New Zealand's Primary Producers meet internationally recognised quality standards, introduce integrated sector driven quality assurance systems, establish an industry wide vehicle that would serve as

Library News

Mr M Reid, MAF, Hamilton, presented a video tape to the library:

"Rearing Queen Bees", Nov. 1993, duration 67.5 mins. A German made video with voice covering in English. Very good quality. Showing the equipment used, different methods of grafting, using punched cells, wax and plastic cell cups, raising cells, selection, incubation, mini-mating nucs and the system of isolated mating stations on some North German islands.

The hour + watching this video was well spent. Interesting and instructive. Thank you very much indeed Murray. 2 papers from the NBA

re: Importation Carniolan Honey Bee Semen from Germany. Correspondence re risk analysis.

Possum Management Investigation. Correspondence and chronology of 1080 jam bait issues. (N. Wallingford)

the facilitator for quality assurance for all sectors within

the primary industries.

The window of opportunity that is available to us as an industry is only ajar, and will not be available to us within a short time, ie EC and other countries may well impose their own regimes based on their directives and policies. Particularly now that GATT is being settled.

This has been recognised by the recent establishment by the Minister of Agriculture of the Agricultural Development Steering Committee.

We had initially thought that there would be significant latitude to "take time" to implement quality assurance systems, but the consensus of opinion refutes this.

There is a pressing need for an initiation of further sector driven "on farm" (this means the whole of the Primary sectors) quality assurance models to develop the necessary standards, these should (must) be coordinated.

We recommended and it has received wide support that a Primary Producers Quality Assurance Trust be established to be the vehicle and facilitator of the quality assurance mechanisms.

Quality assurance standards are developed that are based in the philosophy and concepts as expressed with in the ISO 9000 series certification. But please note it is not the ISO 9000 certification, it was overwhelmingly clear from our research that the rigid, manufacturing and industrial oriented ISO 9000 was not appropriate for the producer of the product. It would certainly appear appropriate for the processors and packhouses.

The industry should position quality assurance within the Brand New Zealand logo.

We were really pleased with the way in which the trustees received our report, for the extent of the questioning and for the very real practical interest shown, by them, in all that has taken place to date.

The outcome is not finally or fully known yet, however we can advise that a major forum of industry leaders, will be held in conjunction with the Minister of Agriculture's Development Steering Committee, within the next few months.

For further information please contact Ron Rowe at the Hastings Office.

NORWEGIAN MANUKA HONEY LOOSENER

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Shipment of honey looseners

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SOLE NZ AGENTS

Classified Advertisements

Available only to registered beekeepers selling used hives, used plant, and any other apiary equipment, and those seeking work in the industry. \$15.00 for 25 words (inclusive of G.S.T.) payable in advance. No discounts apply. No production charges. Maximum size:1/6 page. No box number available.

CONTRACT HONEY EXTRACTION KIWICOAST APIARIES 57 Lunds Rd, Katikati

Manuka honey our speciality. Honey pricker on site. All cappings rendered, and returned. *Prompt attention and service — competitive rates.*

Please phone 07-549-1532 and ask for Mark or Glenn FOR SALE

20 Frame Maxant Radial Extractor, stainless steel, 3 years old, good condition, little use. Please phone Nigel Birse, 09-236-0336, Beaver Rd, Bombay.

FOR SALE

Penrose Uncapper, 1982, Average Condition. \$2,900 + GST. (New price \$9,045 + GST) PH 358-7498 ECROYD BEEKEEPING SUPPLIES

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Food Grade, Used Once, Require Cleaning. Special Price \$20 + GST each. PH 358-7498 ECROYD BEEKEEPING SUPPLIES

Letter to the Editor

Sir,

Re: "NZ Beekeeper" Editorial Policy

May I offer my congratulations to you for the successful launch of the "new" New Zealand BeeKeeper. It was particularly interesting to read of the impressive credentials and experience you and your staff bring to both the NBA secretarial appointment and the editorship of the "Official Journal of the National Beekeepers Association of New Zealand (Inc.)"

As a member of the Association, I would however like to question some of the sentiments expressed by the Journal sub-committee on page 3 of the February issue. In particular, the comment of "Let's keep political axegrinding out of this journal."

Does this represent the editorial policy to be followed in future issues of the N.Z. BeeKeeper? If so, are we to assume that articles which have "political" content will not be accepted for publication, especially if they are contentious or controversial?

As one who has "ground" the occasional axe through the pages of the previous BeeKeeper and Buzzwords, and enjoyed reading the opinions and responses of other members of the NBA, I would have the gravest misgivings should this be the case. Whether we personally believe it or not, our Association has a political role to play and a very important one at that.

Only by collective action can we hope to combat the adverse effects of political situations such as the importing of foreign honey, or the introduction of legislation which affects our livelihoods, or the actions of irresponsible members of our industry who show little concern for their fellow beekeepers.

Only by providing our members with sound, widely-discussed and tested information can we achieve the necessary collective action which makes an organisation such as the NBA in any way effective.

Past NBA publications have provided an invaluable avenue for the expression of opinion and even a certain amount of so-called "axegrinding". At times this may have caused some discomfort for those of us who take up positions of leadership in the association when decisions are questioned or challenged by those who elected us in the first place.

Healthy, open debate is the hallmark of a healthy, democratic organisation, and any attempt to stifle such discussion will inevitably result in the downfall of that organisation. I would therefore seek some assurance that as Editor, you will be in a position to represent fairly and freely, through the pages of **our** journal, the opinions and comments of us all, whether they be of a political nature or not.

Let's keep a balanced viewpoint in this journal!

Allen McCaw

Beekeeper and NBA member

Looking forward to the April Issue...

- Major survey of all beekeepers
- More on the Commodity Levy

All copy for articles and advertising should be with the editor by 1st day of the month of publication.

The first rule of psychology ... "You always get more of what you reinforce" ... you may have no choice about how you lose, but you do have choice about how you come back and prepare to win again ...

Pat Riley

Stockists of Ecroyd Beekeeping Supplies

WHANGAREI: J. North & Co. Ltd, Riverdale Farm, Knights Road, Koko Pu, R.D.9. Phone (09) 434-6800

AUCKLAND: The Bee Shop, 850 Dominion Road, Phone (09) 620-6551, Fax (09) 629-0040

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

TAURANGA: Cable Comb, 8 Cypress Street, Phone (07) 578-8806

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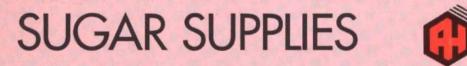
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