

The New Zealand **Bee Keeper**

APRIL 1994
VOL 1. No. 3

The Official Journal of the National Beekeepers Association of New Zealand (Inc.), 211
Market Street South, Hastings, New Zealand. Tel. (06) 878-5385, Fax (06) 878-6007.

VITAL *and Important information for All beekeepers in New Zealand Concerning a commodity levy order to raise funds for a national organisation for Beekeepers*

**Please return the questionnaire by 25th April
and be in the draw for a "Protector Top" (Value \$73.12)**

Kindly supplied by **BEE ACCESSORIES** of Mangere, Auckland.

***Also in this issue – Nomination details for the
Executive Committee and nomination form.***

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211 Market Street Sth, Hastings, New Zealand.**

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*It is proposed not to print branch
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Advertising rates — shown inside

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

From the President

This issue of the journal of the National Beekeepers Association is being sent to all registered beekeepers in New Zealand as part of the process of informing all beekeepers of the National Beekeepers Associations intention to apply for a levy order under the Commodity Levies Act 1993. I urge all beekeepers to take the time to complete and return the questionnaire enclosed with this issue.

A special welcome to those of you who have not seen a copy of New Zealand Beekeeper before. I hope you will find much to interest you in this issue. A subscription form is enclosed with this issue for those of you who are interested in becoming a member of our Association and receiving our journal - 11 issues per year.

March has been a difficult month for those members involved in the export of package bees to Korea. It is good to hear that some shipments of bees have now left for Korea. Out thanks to MAF Regulatory Authority, MAF Quality Management and Executive member Mervyn Cloake, chairman of the Export Certification sub-committee for their efforts to clarify the export certification requirements.

The 1995 draft administration budget for the Association prepared by Executive member Gerard Martin and Executive Secretary Ron Rowe, was discussed in a telephone conference call in March and has been circulated to branches. I look forward to receiving comments from branches on the draft.

Frances Trewby
President.

Library News

Nothing new has come to hand during the past month. A few borrowers are very slack indeed when it comes to returning books etc. Are you feeling guilty? Please do something about it **NOW**.

A reminder to Branches and Clubs: the library has that excellent video *ENDEMIC BEE DISEASES*. Just the thing for winter meeting. Duration 49 min, loan fee \$5.00 plus postage.

Also available 24 slides on bee diseases, fee \$1.00 plus postage. Request in good time please, first come - first served.

National Beekeepers Association - Technical Library, c/- Post Shop, Milton.

Editors Reply:

Thanks to A McCaw for this letter published in the March Issue. Agree entirely that a balanced viewpoint should always be expressed. This must be based on fact. If I can substantiate any article or letter, based on fact, then it will be run, given space requirements. If facts are in doubt then it won't be run. To do so only leads to disharmony. I'd much prefer proactive issues rather than reactive issues.

WANTED

BEES WAX

Why sit on your wax and sell your honey?

When you could sell the wax and get all the money NOW!

We are paying **cash** for all grades of beeswax

With the high National honey crop this season, it is worth considering holding back honey rather than wax. This could help reduce over supply and price cutting on the local market.

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Please phone for our current rates
Peter Lyttle Ph 03 693 9189 Ah 03 693 9080

NZ BEES WAX LTD

CONFERENCE TO BE ONE OF THE BEST!

Planning for the 1994 Annual Conference is proceeding well! This month's news is mostly about Beekeeper of the Year Competition. Remember, make your accommodation bookings early! See last month's NZ Beekeeper for details.

Sir Edmund Hillary will be coming to our Conference to take part in the prizegiving for the Beekeeper of the Year! The BOP Branch was pleased when he agreed to act as Patron for the competition. His willingness to come for the ceremonies is especially gratifying to us. The evening is bound to generate good publicity and an exciting time for all!

Even more exciting, perhaps, is the news that the prize pool for the Beekeeper of the Year winners will be more than **\$30,000!** The prizes are a combination of donated products and services as well as cash, and at that value, they will surely attract some good entrants!

Remember entries are still being accepted. Contact your branch secretary for more details.

One of the selection criteria for the winners will be on profitability. To this end entrants must submit adequate financial records to show that they are profitable beekeepers. These records will be treated with utmost confidentiality. They will be made available **ONLY** to the independent impartial judge, so you needn't let worries about your records being made public stop you from taking part. Overall, the interest is in determining how much financial **INPUT** was used to produce the given amount of **SURPLUS** for the business.

The other good news about Conference will be in the cost to beekeepers. With the organisers getting good sponsorship the cost of the Conference will be kept to a minimum. Plans are for an all up. Conference registration fee that will include **ALL** conference and seminar activities, all lunches, morning and afternoon teas and a special Conference breakfast (when the Beekeeper of the Year finalists will be introduced). About the only expense not included will be the dinner and the dance and the Beekeeper of the Year event.

As well, there are going to be a series of 'spot prizes' for beekeepers throughout the Conference. These prizes of products and services should keep the Conference lively, with up to a five day to be won. The final figure for the Conference registration hasn't been set yet, but we are expecting it to be only \$50 - 60.00. That's really good value when you look at what it includes for you!

Next month we'll describe the week programme in detail for you! Make your plans **NOW** to take part in this Conference which is shaping up to be one of the finest in years!

AUSTRALIA CHANGES CHALKBROOD POLICY

Attempts at using regulation to control the spread of chalkbrood throughout Australia now look set to end following the decision by both South Australia and Victoria to reopen their borders to bees and bee products from Queensland. The decisions, made by both state governments after consultation with their beekeeping associations, comes hard on the heels of confirmations of further cases of the disease in New South Wales. The NSW state government had earlier revoked its own ban on interstate movement with Queensland, following a meeting with their Beekeeping Industry Consultative Committee and the NSW Minister of Agriculture.

Chalkbrood (*Ascosphaera apis*) was first discovered in Queensland in February, 1993 New South Wales immediately closed its border to Queensland, banning the movement of all hives, queens, and bee products. However, in September, NSW apiary officers found evidence of chalkbrood in an apiary in Northern NSW owned by a Queensland beekeeper. Subsequent inspections showed that all 11 apiaries being worked by the beekeeper in NSW were also infected as well as an apiary owned by a NSW beekeeper. The Queensland beekeeper reputedly had a valid Queensland health certificate for movement of hives in NSW. However, it is believed that the hives were shifted into NSW after the original ban was imposed.

With the lifting of quarantines in these three important Australian beekeeping states, it is probably only a matter of time before chalkbrood spreads throughout the Australian beekeeping industry, much as it did in New Zealand. There are number of large commercial queen rearing enterprises in Queensland which supply the domestic industry, although it likely that health certificates will be required for interstate shipments of queens. As well the heavy concentration of hives associated with eucalypt flows would seem to be an important vector for the spread of the disease between beekeeping outfits, similar to what occurred in kiwifruit pollination in New Zealand in the late '80's.

Sources: The Australian Beekeeper, January 1994; Bee Briefs. 10(2)

CHINA QUOTA APPROVED

In an update of our story in last month's New Zealand Beekeeper, we understand that the US International Trade Commission has now recommended to President Clinton that a tariff be imposed on honey imports to the US from China. The commission, in its 5-1 decision, stated that such imports "are a significant cause of threat of material injury to the domestic honey producing industry".

Commissioners have recommended a variety of measures, the most stringent being a 25% duty on the first 23 million tonnes of honey imported from China annually. The recommendation falls short, however, of the request by US beekeepers' associations that a quota be placed on the amount of honey China could import. Such a quota other overseas markets, seriously affecting world honey prices. The Chinese produced 202,000 tonnes on honey in 1993, and exported some 80,000 tonnes to the US in the same year.

Sources The American Bee Journal 134 (2); The Speedy Bee 32 (1)

Easy-Care Requeening

By Jenny Dobson.

What used to be a difficult and time consuming job has become a quick and simple one for many beekeepers.

Cells are introduced without dequeening.

Five years ago, Neil Rosborough of Te Puke decided to take the advise of an elderly beekeeper acquaintance and requeen his hives using 10 day protected queen cells. The cells are introduced around the end of the honey flow without first dequeening. This method induces a natural queen supercedure at a time of year when the weather is usually settled and bees will readily accept a new queen.

If nectar is still coming in, Neil simply places a protected cell into the centre of the third (honey) box. If the flow has finished, honey has been removed or the hive looks hungry, "It is essential to feed." In this case Neil places the cell between two outside frames near a feeder with a full 4 litres of syrup.

"It is important to use cells which will hatch the following day to allow the virgin time to become established in the hive and build up her strength while workers are busy storing their feed." This is also why Neil prefers to place cells away from the brood area and the old queen.

Neil mainly uses his own queen cells. He requeens all of his hives every year and consistently achieves an 80% take. Any misses are replaced in the spring with either another queen cell or a caged queen.

Another beekeeper north of Auckland is convinced easy-care requeening is the way to go, "Why take 20 hours to do a job that can be done in 5?"

Takes about 2 minutes per hive.

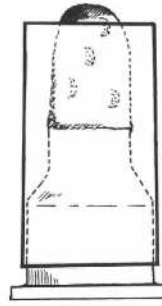
Although he describes himself as basically "lazy" (ie he likes to work efficiently and have time to do other things), he manages to requeen 130+ hives in a day on his own. He splits and levers apart the (3/4 depth) honey boxes with a hive tool, inserts his hand, pries apart the brood frames with another hive tool and introduces the protected cell. It takes about 2 minutes per hive and apart from the odd sore thumb, the only disadvantage is the sweat build up from working so fast!

This beekeeper uses brown packaging tape to protect his cells and introduces them into the centre of the brood box just below an excluder. Late summer to early autumn is the preferred time - just as the flow is starting to ease off. He sometimes introduces cells when he is taking off honey, otherwise he leaves the hives 2 - 3 weeks before removing the honey. He has produced his own cells but this autumn used commercially supplied 10 day cells for the bulk of his requeening.

He has tried this method of requeening in the spring but found it was not as successful and would be interested to know of other beekeepers' experiences using protected cells in the spring.

Mark Silson keeps bees in the Coromandel / Bay of Plenty area and this autumn he tried easy-care requeening for the first time. Finding and killing old queens and replacing them with caged ones used to be the worst job on his apiary calendar but this season he requeened 80% of his hives in a very short time with very little pressure. Using cells wrapped with tin foil the previous night, he and an employee requeened 140 hives per half day.

Mark used commercially supplied cells, "To save employing an extra staff member to produce them." He took honey off in January and February and introduced protected 10 day cells into the middle of the top brood boxes around the end of February. Mark prefers to place cells in the brood area so there is no risk of chilling during the cooler nights.



Normally, if a queen cell is introduced into a queenright colony it would be torn down by the workers, always from one side. If a cell is protected with a strip of foil, tape or a plastic sleeve, the virgin will emerge successfully.

A natural method bees are happy with.

He completed his requeening over 2-3 weeks and intends to use mated queens in the spring to replace any misses. He also set up 180 splits which achieved 95% successful mating. Mark is confident that easy-care requeening will benefit his bees. "It's a natural method the bees are happy with."

Each of these beekeepers uses a Carricell portable incubator to transport queen cells to their apiaries.

There are many methods of requeening. In a commercial situation easy-care or induced autumn supercedure can have considerable advantages, however the beekeeper does take on the risk of successful mating when using queen cells rather than caged queens. Half the genetic make-up of the offspring will be from his or her own drones and if the bee stock needs drastic improvement, caged queens will give quicker results.

Easy-care requeening has apparently been around for awhile. It is increasingly being recognised as a simple effective system that saves a great deal of time.



Harvesting queen cells from a cell raising colony.

SUPERMARKET HONEY BUYERS SAY HOW HONEY INDUSTRY CAN IMPROVE AND NZ HONEY INDUSTRY'S OWN MARKETING PLAN ON TARGET.

In last month's issue of New Zealand Beekeeper I detailed some of the results of research carried out by the Massey MBA (Masters of Business Administration) students, which resulted in the publication of their paper "Strategy for Growth in the Domestic Honey Market" for the New Zealand Honey Industry.

Last month we looked at the results of their research amongst the New Zealand beekeeping industry. At the end of my article I made reference to the results of their survey with the New Zealand supermarket honey buyers.

The good news of that research is that the key factor for supermarket buyers is not price; the BAD news is that price does however figure very highly in their discussions on how we could increase our business with them.

The Massey MBA group identified 15 areas where the honey industry interfaces with the grocery buyers and these are listed below in order of importance.

VERY IMPORTANT

- Timely Delivery
- Continuity of Honey Supply
- Price Deals Offered

QUITE IMPORTANT

- Price of Honey Product
- Packaging of Honey Product
- Help by Supplier Representatives
- Established Relationship with the Honey Supplier
- Quality of Honey Product

IMPORTANT

- Market Research by Supplier
- In-Store Tastings of Honey
- Supplier Providing Sales Information to Buyer
- Recipe Leaflets
- TV Advertising
- Magazine Advertising

SLIGHT IMPORTANCE

- Proximity to Honey Supplier

You can see that timely delivery and continuity of honey supply are considered more important than price alone.

BUT the research then went on to identify the seven areas in which honey suppliers are NOT measuring up the grocery buyers expectations and on which they need to focus.

- Price Deals Offered
- Timely Delivery
- Continuity of Supply
- Market Research by Supplier
- Promotion by supplier -instore tastings
- Supplier providing sales information to Buyer
- Help by supplier representatives

When you relate this list against the first, you can see that, as an industry, we are not performing very well with the food retail groups!

The Honey Marketing Committee is using the results of the Massey MBA Paper to focus our own resources on those areas where we can help you to get a better relationship going with the Buyers.

As an industry group we can create the resources that you, as an individual company can't justify (or afford).

We'll be releasing these resources at Conference 94.

The MBA Massey paper then goes on to recommend strategic options to the honey industry.

It should be noted that these strategic options relate specifically to the food retail trade, given that that was the brief that the group set for themselves although it does make a brief comment on some other market areas, eg food manufacturing.

"MASSEY MBA'S RECOMMENDED STRATEGY -

THE GOAL IS TO INCREASE HONEY INDUSTRY SALES TO SUPERMARKETS.

This will be achieved by an overall strategy of:

- rectifying weakness in the short term
- adding value to products in the long term
- acting collectively as an industry

ACTIONS FOR THE SHORT TERM (WITHIN 18 MONTHS) ARE:

- promote honey
- provide market support
- assure supply
- price effectively

ACTIONS FOR THE LONG TERM ARE:

- reposition honey as an added value product,
- shift the consumer's perception of honey and ultimately their purchasing behaviour by marketing honey, developing new products and adopting quality management.

Activities that will help us to market honey will be:

- continuing surveys of supermarket grocery buyers,
- study to segment honey consumers into different groups
- implement a broad consumer education/public relations programme.

Developing new products means:

- the development of products by producers including combinations such as propolis and honey, pollen and honey etc.
- The development of honey as a composite food product by associating with cheese, fruits and drinks; and suggests new cheese and honey spreads, powdered honey as a sugar substitute and honey sweetened coffee mix etc.

Adopting quality management means;

the need to develop a national quality seal for the honey industry;

which can then be used as a reward to beekeepers and packers meeting certain standards

and be used for the general marketing of honey to all groups from consumers to retailers through to food manufacturers purchasing honey for inclusion in other products.

The Massey MBA Paper especially recommends the concept of the industry acting collectively, for example a collective promotion; campaign by the honey industry is considered by grocery buyers themselves as the best way of increasing sales of honey in supermarkets.

Continued on Page 15



BeeLineSupplies

Agent for Ceracell Apiarists Supplies

127 Hillside Road, PO Box 2258, South Dunedin, New Zealand
Telephone 03-455 8822 Facsimile 03-455 3881

NEW SUPPLY AGENCY IN THE SOUTH ISLAND

Ceracell Apiarists Supplies has helped establish a new beekeeping equipment agency in the South Island. This agency is called Beeline Supplies, and is based at 127 Hillside Road, South Dunedin.

Beeline Supplies currently holds stock of a basic range of beekeeping equipment with the remainder of one of "New Zealand's fullest range of beekeeping equipment" being available, usually within 72 hours, to anywhere in the South Island.

By operating in this way, Beeline Supplies is able to offer very competitive prices, and in most cases freight-free delivery to anywhere in the South Island.

To make it easier for Beekeepers to buy from us we have put together a **mail order system**. To order, simply fill out our order form with the current price list provided, and **freepost** it with your payment. This system has been devised to save our customers time, expensive toll calls, and it also reduces the risk of mis-ordering which can sometimes happen if orders are taken over the telephone.

We also offer a telephone ordering service for those of you who prefer to order in this way, or have any enquiries. To do this just call Dunedin (03) 455 8822. *(We will also accept collect calls for orders).*

Beeline Supplies has been in operation since December 1993 and we have already received a very positive response from the local beekeepers.

Service is the highest priority at Beeline Supplies and *"If we haven't got something you need, then we will do our best to get it in the fastest and most cost effective way!!"*

All of our beekeeping equipment carries a unique money back guarantee if it is returned in its original condition within 21 days of purchase. This ensures our products are of the highest quality standards and are to our customers' complete satisfaction.

Over the next twelve months, I look forward to hearing from and meeting many more of you in the beekeeping industry. If you are in Dunedin, please call in - *the Kettle is always on.*

Leslie McKenzie

Beeline Supplies



Les McKenzie at his premises at 127 Hillside Road, South Dunedin. Beeline Supplies is owned and operated by Les McKenzie who is the third generation of his family to be involved in the beekeeping industry.



Our sign is your assurance of Quality

- A FULL RANGE OF BEEHIVE WOODWARE AVAILABLE
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- LET US QUOTE ON YOUR ORDER
- EXPORT ENQUIRIES WELCOME
- SOUTH ISLAND AGENT

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VITAL

and Important information for All beekeepers in New Zealand Concerning a commodity levy order to raise funds for a national organisation for Beekeepers

Please return the questionnaire by 25th April
and be in the draw for a "Protector Top" (Value \$73.12)

Kindly supplied by BEE ACCESSORIES of Mangere, Auckland.

Dear Beekeeper

The Executive Of the National Beekeepers Association of New Zealand seek your input in response to the questionnaire that follows.

We seek to canvass the views of as many beekeepers as possible in respect to raising a levy under the Commodity Levies Act. We seek your input because the decisions taken have the potential to affect you and your fellow beekeepers. The April issue of the New Zealand Beekeeper with this questionnaire has gone to over 5600 beekeepers throughout New Zealand.

We do not overstate it when we say that **The future of the beekeeping industry is literally in the hands of you and your colleagues**, be they commercial businesses with many thousands of hives or hobbyist beekeepers with only two or three hives.

Why?

The Hive Levy Act ceases on the 31st December 1995. This act which applies a compulsory levy on all those with more than 50 hives, has for many years allowed funds to be raised to undertake the many functions required of the National Beekeepers Association. Many of the Activities carried out by the Association have **been of benefit to all beekeepers in New Zealand.**

Funds collected under the Hive Levy Act have enabled disease control programmes to be put in place for the protection of your hives. The funds have also assisted in a marketing programme for products from bees, the maintenance of the library, funding for research, beekeeping journals and beekeeper education.

Before the 31st December 1995 we must have in place some form of funding if we wish to continue to ensure that our industry has a national body to represent its interests.

The COMMODITY LEVIES ACT AND THE 1993 AMENDMENT enable the beekeeping industry to apply for a levy order to provide funds to ensure a strong sustainable industry, through activities such as disease control, marketing, research and an active industry organisation.

Before the **Minister of Agriculture** makes such a levy order the wider industry must agree to the imposition of such a levy. This is done through a national ballot of all those who might pay the levy. A requirement is to communicate and consult as widely as possible with all persons that **could be affected.**

We therefore seek your consideration of the questionnaire and ask that you return it in the **confidential Freepost** envelope enclosed.

If you have any questions in respect to this questionnaire, or any matter concerning future funding of our industry organisation please contact the Executive member of the National Beekeepers Association nearest to you. Names, addresses, and telephone numbers appear on the inside front cover of this issue of the New Zealand Beekeeper.

Thank you for taking the time to complete the questionnaire.

Your reply by 25th April would greatly assist us as the Executive of the National Beekeepers Association will be meeting on the 3rd and 4th May to consider options for future funding. Your answers which follow will assist us in arriving at a decision.

Yours Sincerely

Frances Trewby
President.

CONFIDENTIAL QUESTIONNAIRE

Please remove the questionnaire from the magazine once completed and return it in the envelope provided..thank you

NO NAMES ARE REQUIRED- HOWEVER IF YOU WISH TO INCLUDE YOUR NAME PLEASE DO THIS AT THE END OF THE QUESTIONNAIRE

For all questions please either tick the appropriate box () or circle the number that best represents your views. Your written comments too, would be of value to us, these can be noted with the appropriate question. Please also insert the number of registered apiaries where indicated.

• Type of Beekeeping Operation •

My/our operation best fits the following category:

“A” –Hobbyist –family consumes all product (please tick appropriate box)

Tick		<u>Number of registered apiaries (insert No)</u>
1- { }	1 to 5 hives.	()
2- { }	6 to 10 hives	()
3- { }	11 to 20 hives	()
4- { }	21 to 30 hives	()
5- { }	31 to 49 hives	()

“B” Part time beekeeper ..ie someone who sells bee products and services but does not earn their total living from bees.

Tick		<u>Number of registered apiaries (insert No)</u>
1- { }	6 to 10 hives.	()
2- { }	11 to 20 hives	()
3- { }	21 to 30 hives	()
4- { }	31 to 49 hives	()
5- { }	50 or more hives	()

“C” Commercial beekeeper ...ie someone who is in business and earns their living from products and services.. irrespective of the number of hives in the business.

Tick	<u>Approx Number of Hives</u>	<u>Number of registered apiaries (insert No)</u>
11- ()	()	()

“D” –Level of need -

12 - Is there a need for a National Beekeepers Association of New Zealand ?

Please circle the number that best represents your views.

5 **4** **3** **2** **1**
 Very definitely definitely neither/nor Probably not needed Definitely not needed

Your comment is welcome

.....

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13 - What is important to you in a National organisation? Please rank these in order of preference for you, with 1 being the highest priority through to 11 being least important. ie if Disease/pest management is most important to you then rank that (1), followed by your second choice...

- Directory & facilitator of information for the industry { }
- {central point for all industry services and information, holds all records and archives
- Disease/ Pest management { }
- Education & knowledge transfer { }
- (library, seminars, articles)
- Facilitating Research (not necessarily doing it..) { }
- Marketing { }
- Political lobbying locally { }
- Political lobbying nationally { }
- Providing a national magazine/journal { }
- Providing good communication throughout the industry { }
- Representing the industry on national bodies/forums { }
- Others { }

Your comment is welcome

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.....

14 - In your view funding of The National Beekeepers Association should be by way of -
Please circle the number that best represents your views.

- | | | |
|----------------|------------------------|---------------------------------|
| 5 | 4 | 3 |
| Commodity levy | Voluntary subscription | Other method (please outline) |

Your comment is welcome

.....

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.....

“E” - On what basis should a levy be struck

(Please note we have no monetary amount in mind at all at this stage.. it is purely the principle that we seek guidance on, here..)

NB - Even if you do not agree with a levy being implemented under the Commodity Levies Act we would still like your views on how the base for any such levy might be struck.....

Please rank the following options in order of preference..eg with 1 being the most preferred to 6 for the least preferred...

What should the levy be based on...?

- Each and every hive { }
- Five or more hives { }
- Ten or more hives { }
- All registered apiary sites { }
- Two or more registered apiary sites { }
- Other....please describe below & add additional { }
- page (s) if you wish.

Your comment is welcome

.....

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Levels of satisfaction

A - In this part of the questionnaire we are seeking to better understand how satisfied you were, or are currently, **with the services and the value provided by The National Beekeepers Association.**

Please **circle the number** that best represents your level of satisfaction .

5	4	3	2	1
Very Satisfied	Satisfied	neither/nor	Dissatisfied	Very dissatisfied

B - Your comments

If there are any additional matters that you wish to comment on please note these below, or enclose an additional sheet or paper with your remarks.

.....

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C - Membership of the National Beekeepers Association (please tick box)

Are you currently a member of the National Beekeepers Assn - **Yes** () **No** ()

Hive levy payer () Subscription/ordinary membership ()

Again, our thanks for your assistance, it is appreciated.

Invitation

You are warmly and cordially invited to join the National Beekeepers Association of New Zealand. Please fill out the form below and return it in the Freepost envelope with your completed questionnaire.

Membership of the Association is \$33.75 (incl GST) and entitles the member to receive 11 issues of the New Zealand Beekeeper magazine and to become an ordinary member of the Association. This membership enables you to vote for executive and on remits at conference.

To National Beekeepers Assn of NZ(Inc) P O Box 307. Hastings.

I wish to take up your offer of membership of the National Beekeepers Assn Of NZ(Inc) and enclose my cheque for \$33.75 being \$30 subscription and \$3.75 GST. I understand that a receipt will be forwarded by return mail.

Name

Address

Telephone (0)

	Excl GST	Incl GST	
OVERALLS			
Cotton Drill 4 - 12	\$47.30	53.21	
Bee Accessories Top with Hood	\$74.90	84.26	
Bee Accessories Complete	\$89.40	100.58	
Overall with Hood & Zip Waist			
PARADICHLORBENZENE (PDB) Wax Moths			
500g	\$4.50	5.06	
1kg	\$7.35	8.27	
4kg	\$26.00	29.25	
20kg	\$109.60	123.30	
25kg	\$123.55	139.00	
PARAFFIN WAX			
Per kilo	\$2.55	2.87	
Carton lot 28 kg	\$71.50	80.44	
POLLEN TRAP - ITD Dsgn	\$55.00	61.88	
POLLEN & PROTEIN SUPPLEMENT			
Protivly 100 packet	\$16.60	18.68	
PRICKER			
For breaking Gel of Thixotropic Honey	\$165.65	186.36	
QUEEN & DRONE TRAP			
Length 245mm	\$16.80	18.90	
Length 370mm	\$29.85	33.58	
QUEEN GRAFTING			
Probe with Mag. Glass	\$23.50	26.44	
Plain Probe	\$21.05	23.68	
Brush	\$5.80	6.53	
Grafting Tool	\$45.30	50.96	
Replacement Tongue	\$3.00	3.38	
Jelly Spoon	\$11.00	12.38	
Swiss Grafting Tool	\$38.95	43.82	
Swiss Cell Punch	\$10.80	12.15	
Swiss Egg Punch	\$39.50	44.44	
Eckhardt Cell Punch	\$25.95	29.19	
Wood Handle Tool	\$16.00	18.00	
QUEEN INTRODUCTION / MAILING CAGE			
Polypropylene - Reusable	\$0.32	0.36	
	\$270.00	303.75	
<i>(Sample on Request)</i>			
QUEEN MARKING KIT			
5 Colours & Glue	\$18.70	21.04	
Marking Cage Plastic	\$5.80	6.53	
Number Marking Kit, 1-99, 5 colours	\$36.80	41.40	
Temporary Holding Cage Clip	\$7.80	8.78	
QUEEN REARING			
Nicot Queen Breeder Device	\$88.95	100.07	
Cell Bar Fitting	each \$0.54	0.61	
	per 100 \$45.00	50.62	
Cupholder	\$0.54	0.61	
Universal cup holder			
Adapts Nicot & Jetner cups to Bozi bar	each \$0.28	0.32	
	100 \$25.00	28.13	
Cell Cups	each \$0.15	0.17	
	per 100 \$10.00	11.25	
Hatching/Protecting Cage	\$0.46	0.52	
	per 100 \$39.80	44.78	
Candy Plug	each \$0.40	0.45	
	per 100 \$33.80	38.03	
Cell Cup Moulding-Fitting Device	\$23.60	26.55	
Kenco Cell Cups	each \$0.15	0.17	
	per 100 \$13.00	14.63	
Bozi Cell Cups	each \$0.15	0.17	
	per 200 \$24.00	27.00	
Bozi Cell Bar	\$1.55	1.74	
Glass Queen Holding/Catching Device	\$8.25	9.28	
Introductory Cage Nicot	\$3.95	4.44	
	per 10 \$36.85	41.46	
TANK SCRAPER			
long handle & rubber blade	\$45.92	51.66	
SMOKERS			
80mm Galvanised	\$34.10	38.25	
80mm Stainless with Guard	\$47.35	53.27	
100mm Galvanised with Guard	\$43.45	48.88	
100mm Stainless with Guard	\$49.26	55.42	
100mm Stainless with Guard and Dadant Bellows	\$57.26	64.42	
100mm Stainless with Guard-Tail	\$69.30	77.96	
Spare Bellows: Dadant	\$33.80	38.03	
	Cerafin	\$21.50	24.19
Smoker Insert, 100mm	\$13.55	15.24	
Fabi Spray	\$15.20	17.10	
Sting Kill Swabs (Pkt of 10)	\$10.37	11.67	

	Excl GST	Incl GST
SUGAR		
35kg/50kg Bags, Pallet Lots		
Raw and White		P.O.A.
850 litre Maxi Drum Liquid Sugar		
THERMOMETER,		
150mm probe Digital,	\$70.00	78.75
-40 to +150, 1.5 sec sample time		
UNCAPPING KNIVES		
Speed King with Thermostat	\$149.50	168.19
Steam Knife	\$79.00	88.88
Plain Knife Stainless Steel	\$25.50	28.70
Uncapping Planes, Electric	\$160.65	180.73
Uncapping Unit Plastic,	\$130.85	147.21
3 Tubs and Honey Grate		
VEILS		
Ceracell Round	\$14.50	16.31
WAXING TUBE		
Copper	\$9.20	10.35
Glass	\$3.85	4.33
WOODWARE		
Supers Half Check Corners - First Grade		
12mm Rebate, Full Depth 1-9	\$10.95	12.32
	10+	\$10.45 11.75
Three-Quarter Depth	1-9	\$9.45 10.63
	10+	\$9.00 10.13
Cut Comb & Half Depth	1-9	\$7.65 8.61
	10+	\$6.95 7.82
Frames-Hoffman Full Depth, Three Quarter Depth,		
Cut Comb Sections, Frames & Half Depth		
	each	\$0.95 1.07
	carton/100	\$72.50 81.56
	1000	\$660.00 742.50
Frame Parts - Hoffman Type		
Top Bars	each	\$0.36 0.41
	10	\$29.90 33.64
Bottom Bars	each	\$0.20 0.23
	100	\$17.50 19.69
End Bars	each	\$0.20 0.23
	100	\$17.50 19.69
Hive Mat		\$3.95 4.45
Hive Lid No iron		\$10.60 11.93
Hive Lid Galv. Iron,		\$5.80 6.53
710mm x 610mm		
Bottom Board, Reversible	each	\$10.50 11.81
Commercial		\$11.60 13.05
Sections with Slit	each	\$0.28 0.32
	100	\$26.90 30.26
Sections no Slit	each	\$0.27 0.30
	100	\$24.90 28.01
WOOD PRESERVATIVE		
Copper Napthanate 6%	1kg	\$11.85 13.33
Dilute 1 to 5	2kg	\$22.20 24.98
Turps or Kerosene	4kg	\$39.65 44.61
Turps or Kerosene	10kg	\$98.80 111.15
<i>(Discount on larger qty)</i>		

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Marshmeadow Road Hamilton
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Mahurangi Honey
Perry Road Warkworth
Phone 09-425 8003



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until 31st April*

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BeeLineSupplies

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MONTHLY

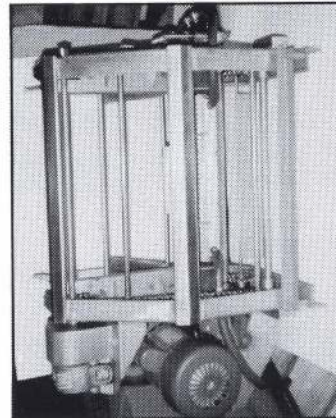
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The paper acknowledges that individual members of the industry are for the greater part too small to carry out any significant promotional activity on their own and that a co-ordinated approach offers the best opportunity for value for money and to leverage growth for all producers.

The Massey group acknowledges the structure of the industry and especially the existence of the NBA. (My emphasis. BF)

It believes that an organisation like the Nba is critical to the success of the industry.

Non Supermarket Opportunities

The Paper recommends a study of the food processing, health care and health food market industries and that these all represent opportunities for honey to be utilised.

We in the Marketing committee were very pleased with the findings of the MBA Massey group; it supported our Marketing Plan's own Key Strategies; in many cases coming to the same conclusions (although the Massey group did not have our Plan available at the time they prepared their own report).

SO WHAT HAPPENS NEXT?

The Marketing Committee had made the conscious decision to refrain from any major commitments in the areas of market research until we had the MASSEY - MBA report. Market Research is expensive and the opportunity to let this group carry out their own studies first, and allow us to use their research meant considerable savings to the industry.

Consumer Research

A major research project to identify consumer attitudes towards honey will now be undertaken; this will address pack, presentation, flavour and usage issues.

The New Zealand HoneyQual mark will be completed and launched at Conference 94.

(This is a key strategy in the Honey Industry's Marketing Plan and it was good to see the concept also recommended by the Massey group.)

Industry Promotional Display Kit

We will now develop a Promotional Display Kit (with supporting print material) that will be available to both branches and to individual brand operators.

This project had initially been deferred but given the results of the Supermarket Buyer survey we believe its a priority task.

Recipe Resources

Sue Jenkins is at present creating a Recipe Resources so that we can produce honey recipe leaflets to be available to members of the industry for use in their own promotional activities.

Food Manufacturing/Honey Usage

The Honey Foods Innovation Awards (to be launched at Conference 94) will create an increased awareness by food manufacturers of the potential to use honey in their own product development programmes.

I've precised the Massey MBA Report quite considerably. The full report has a wealth of information and suggested directions for Beekeepers; its worth reading. A copy is available for NBA members to borrow from the NBA Library. If you have any thoughts/problems/ideas in the area of marketing honey I'd like to hear from you. I can't help individual companies with their own marketing projects, but if you have something you'd like the industry as a whole to look at, we'd like to hear from you.

"The shortest distance between two points is always under construction . . ."

CANADIAN EXPORTS AWAIT US DECISION

And as if the Korean situation wasn't difficult enough, word has also recently been received that the US has closed its border to transshipment of bees through Hawaii. The route through Hawaii, which was also under threat last year until a last minute change of heart by Hawaiian state and USDA authorities, is the main route for shipments of package bee and queen exports were worth NZ \$1.7 million, with most of that coming from the Canadian market.

The Americans have said that the Hawaiian border will remain closed to all bee shipments until a decision has been made on a change to the federal government's Honey Bee Act. The act controls the import of honey bees and honey bee semen into the United States, and was passed in the 1920's in an effort to keep Isle of Wight disease (tracheal mite) out of that country.

A spokesman for the Animal and Plant Health Inspection Service of the USDA, Mr James Fons, has told New Zealand exporters that his department is currently reviewing a proposed rule which would allow entry of bees from New Zealand into Hawaii (and the rest of the US, as well), and that a final rule will be published in the US Federal Register relating to the subject. According to Mr Fons, "publication is expected in April of this year." A similar change to the act was made in January of this year, granting access to bees and semen from both Canada and Mexico as part of the North American Free Trade Agreement.

We have just heard from the NZ Embassy in Washington, however, that the New Zealand rule may not in fact come through by April, but instead take several more months.

The embassy recommends that NZ beekeepers contact their American counterparts in an effort to ensure that the April deadline is met.

While the rule, whenever it comes about, may actually be in favour of New Zealand, and give New Zealand procedures access for the first time to the entire US market, the current closure nevertheless throw the whole Canadian market onto turmoil. Exports of package bees and queens begin to that country in early April, and finish in mid May. So unless the Americans make a hold to the early April timetable, New Zealand exporters will have to look for other transshipment points to Canada. There is concern, however, about the amount of cargo space available through the remaining alternative routes.

"One cannot hope to remain in business today using yesterday's tools in tomorrow's environment."

HONEY PACKERS TASTE NEW ZEALAND

If you still think our beekeeping industry is behind the times when it comes to marketing and promotion of bee products, here's something that should change your mind. Of the 40 companies so far approved to use the "New Zealand Way" logo, three (or just under 10%) are honey packers and exporters. The businesses (Arataki Honey Ltd., Waikato Honey Products Ltd., and Airborne Honey Ltd.) are part of an illustrious group of companies, including Air New Zealand, the Apple and Pear Marketing Board, Quality Hotels and the Mount Cook Group, all of which are now using the "New Zealand Way" brand.

And in case you're wondering, not just anybody can use the logo. Companies have to pay an application fee of \$195, and then provide detailed written documentation on their quality and environmental management practices. The written application is followed by a site visit from an assessment team made up of an independent auditor and a member of the New Zealand Way licensing committee. Only those companies which pass this stringent audit process are then licensed to use the brand. Approved companies also must agree to pay a yearly licensing fee of \$150 per \$1 million of foreign exchange earnings, with a minimum of \$400 and a maximum of \$10,000 applying.

The New Zealand Way logo is an attractive blue and green design which prominently features the New Zealand silver fern. Companies can use it in any of a number of ways, such as on banners, flags, point of sales items, and of course placement on the product itself. A variety of promotional materials are also available, including a variety of trade brochures, and three professional videos. Food and beverage manufacturers (and our honey packers) will be using the "Taste - The New Zealand Way" logo while tourism enterprises will use the phrase "Experience - The New Zealand Way."

The New Zealand Way company has a three-pronged strategy to promote members' products. The strategy includes general promotion of the brand in overseas campaigns and trade shows, assistance with members' specific promotion projects, and regional and sector promotion for products licensed to use the logo. The New Zealand Way will also be appearing on uniforms for the Olympics and Commonwealth games athletes. In fact, Annelise Coberger wore the "Ski - The New Zealand Way" logo during competitions in Europe this last winter.

For more information about The New Zealand Way brand campaign, and an application form, contact The New Zealand Way, Ltd, PO Box 5241, AUCKLAND, ph (09)3096668, fax (09) 3098911.

KOREAN EXPORTS OFF/ON

The turbulent export market for live bees to South Korea continues to play havoc with the business plans of a number of beekeepers throughout the country. The exports, which were set to get under way in early March, were delayed by difficulties over quarantine requirements made by the South Koreans' failure to confirm quarantine details for the 1994 season with NZ government officials, and the South Koreans' refusal to change aspects of the quarantine requirements which made it impossible for official NZ export certificates to be signed.

On March 25, at a meeting between NZ MAF Regulatory Authority representatives, MAF Qual certifying officers, and Mervyn Cloake of the National Beekeepers association, a set of certification procedures was agreed to which would both meet South Korean requirements (which had finally been received through the NZ Embassy in Seoul), and allow for the verifications necessary so that export certificates could be signed. The procedures require, in addition to the adult bee AFB test, a culture test for chalkbrood, and a microscope smear and Holstmilk test for AFB. A Holstmilk test in case you're wondering, is a test using skim milk. A smear of larvae is suspended in a tube containing milk powder and water, and then incubated. If Bacillus larvae is present, the suspension should clear in 10-20 minutes. The Korean authorities said that our adult bee test wasn't sufficient, and insisted that all three AFB tests be done.

As well, to satisfy the Chief Veterinary Officer's requirements regarding MAF authorised inspectors, it has become necessary to introduce a quality system to provide assurances for inspections carried out by beekeepers on hives providing bulk bees and queens. The system will require a percentage audit of supplier's apiaries, and a means for dealing with critical non-compliances.

Chalkbrood cultures and the two new AFB tests are currently being carried out on suppliers' bees by Dr Mark Goodwin and Heather Haine at Hortresearch, Ruakura. It is hoped that if sufficient apiaries can be cleared for all the tests required by the South Koreans, then package bees may be on their way to that market by the beginning of April.

Dear Editor.

The following is the Branch News from the South Canterbury branch for publication in the "NZ Beekeeper".

An excellent Spring in South Canterbury gave beekeeping a great start to the season. October was windy and dry, followed by the coldest November since the mid 40's, so by the beginning of December rain was desperately needed for a good honey crop. The welcome rain arrived in quantity, and beekeepers rubbed their hands together in anticipation of a certain honey crop. Now in late March it still jolly well raining, resulting in an average honey crop along the coastal regions which has been a frustration stop start affair since mid January. However through the McKenzie and high country the rain stopped, resulting in record honey crops for beekeepers in this region.

The first branch meeting held in March was well attended, the main item for discussion being the possible importation of honey from Australia. The branch was unanimously opposed to importations with the probability of diseases threatening our industry. Jan Van Hoof reported on the disease committee's progress. Merv Cloake reported on the recent steps by the NBA to reduce costs to keep the hire levy at present levels, and also possible changes to the hire levy in the future to make it fairer for all beekeepers. Members were very happy with the new magazine format, and wish the editor and staff all the best with future publications.

Peter Smyth.

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).

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CHRISTCHURCH: Ecroyd Beekeeping Supplies. Ph (03) 358-7498

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cover of this issue for
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Notes for Beginners and others

By now you will have attended to the points mentioned in the March issue of this magazine: supplementary feeding,, re-queening, uniting and entrance restriction.

Some other things to remember:

VENTILATION of the hive's interior as well of its direct environment is important. Bees breath and moisture will be expelled which may condense on the inside of the supers and on the combs. Dampness combined with cold makes for poor living conditions. If the inner cover has an entrance cut into its rim for use as a division or split board turn it upside down or place a few small sticks or some nails between the top edge of the super and the cover, thus creating a ventilation gap. The over lapping roof rim should not be a too tight fit.

Outside the grass should be cut short. Long growth against hives keep them damp and cold and cause the woodware to deteriorate fast. Hives should be well off the ground so that air can circulate freely. Blocks or bricks under the runners are the answer. Hives should have a slight lean forward so that water will not run into the entrances.

Shelter is important but not to the extent that the sun and a breeze are excluded. Over hanging branches are bad news. Close to a shelter belt open at the bottom is a draughties and colder place than some distance from it. In the bottom of a hollow it may be sheltered but cold air sinks to the lower levels.

Dry conditions and ample stores make for good wintering.

EXCLUDES can be left on the hives but never between the broodnest and food supply. When the bees move up the Queen may become isolated and perish. Clogged up excluders should be taken home to be cleaned in hot water. Prying wax off with a hive tool may easily distort the spacing of the wires.

EXTRA FEED HONEY is kept by a prudent beekeeper for feeding later on or for making up nuclei in the spring.

Can be left on the hives. Place a piece of sacking (modern "plastic" type is OK) under super you want to keep leaving uncovered about 3cm, so as not to impede ventilation. This will prevent the bees taking possession of the combs. Or store the feed in a dry place secured from marauding insects and rodents.

Wax moth damage (more prevalent in the warmer regions) can be controlled with P.D.B., paradichlorobenzene, available from bee equipment dealers. Place the PDB on a piece of paper on top of feed boxes (fumes are heavier than air) and cover. Replenish after about 4 weeks. Does not kill the eggs. Air feed combs before feeding out. Don't substitute naphtaline (moth balls) as that is easily absorbed by bees wax. PDB is regarded here as a save chemical but I noticed recently it has been banned elsewhere as possibly being harmful to human health.

In case you have a large deep freeze the moth in all its stages will be killed by freezing for 48 hours. Seal well after to avoid reinfestation.

DISTURBANCE during the winter period is no good at all and may be fatal. Prevention is the best. If life stock is near make sure of a decent fence. Far enough away from the hives so that a cattle beast can not knock them about by sticking it's head over the top wire.

EQUIPMENT for repairs or maintenance should be replaced with sound gear. Take the bits and pieces home. Don't dispose "write offs" at or near your site, very untidy. Take it home for kindling or make a bon fire. The rubbish tip too is not the place for worn out bee gear.

Nothing else you can do now to the hives to get them through the winter successfully but leave them in peace. Just restrain yourself from being nosy too early, wait till the cold weather is over.

By John Heinemann

Servicing a Growing Market

John & Jenny Dobson of the Bee Farm at Kereru have been involved in commercial queen bee production for ten years. They began supplying ten day queen cells to local beekeepers and the following summer sent the first dispatches of cells to Gisborne onthe Dominion Coach service. By spring 1988 they were supplying more queen cells than queen bees.

From the start, John and Jenny made a practice of forming a good relationship with the people involved in transporting their queen cells. Reception staffand coach drivers often took a personal interest in ensuring their unusual consignments were delivered safely.

Bus timetables change and cells are always sent onthe service which provides the shortest transit time, preferably without changing coach. There has been the odd mishap but on the whole coach service is excellent, delivering cells direct to the client'snearest stop or depot.

Over the years packaging has been refined and improved. Polypacks are now sent in distinctive bright red outer covers. A reversable label describes the contents and emphasises the need for same day delivery.

John and Jenny's queen cell production, packaging and transportation system has developed to the point where this autumn they supplied almost 5000 ten day queen cells

to North Island beekeepers from Auckland south. Their service continues to meet a growing demand from commercial beekeepers.



Intercity Coach driver Deam McGrath with a consignment of queen cells.

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.

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The **Auckland Branch** will hold their
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at **7.30pm.**

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