

NEW ZEALAND HONEY

APPRECIATION IN INDIA.

IMPORTANCE OF ADVERTISING.

(FROM OUR OWN CORRESPONDENT.)

LONDON, October 22.

The honey producers in New Zealand and residents in the Dominion generally will doubtless be interested to hear that his Excellency the Viceroy of India regularly orders through Messrs A. J. Mills and Co. (agents in London for the New Zealand Honey Producers' Organisation), Imperial Bee Honey for the vice-regal household.

This interesting information has been sent by Messrs A. J. Mills and Co. to Sir James Parr.

In a further communication to the High Commissioner, the manager of the same firm writes: "You will be interested to learn that sales of Imperial Bee Honey have gone up considerably of late—in fact, last week were above all previous records, notwithstanding that for some time past we have been able to spend very little money on advertising. I feel confident that given a fair allocation for advertising, we could soon create such a demand that all the honey exported from New Zealand could be sold to the public in small containers, to the advantage of the producers in New Zealand, and incidentally to the advantage of all New Zealand produce."

The writer of the letter expresses his personal thanks for the assistance which he has received from the publicity section of New Zealand House.

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COMPETITION TO BE MET.

Mr H. W. Castle (manager of the produce department of Messrs A. J. Mills and Co.) informs me that sales of "Imperial Bee" are showing a very substantial advance on last year, in fact, the increase during the last three months is over 50 per cent. This, for the highest-priced honey in the world, is pretty satisfactory. But there is yet a long way to go. Pretty severe competition from Australia and Canada will have to be met.

Both Australia and Canada appear to be satisfied with a much lower price than New Zealand. New Zealand producers receive an appreciably higher figure for their honey than any other producers in the world, and if New Zealand is not only to hold what she has got, but is to increase her trade in honey, then advertising on a respectable scale must be done.

Every pot of "Imperial Bee" sold to the public is a powerful missionary for other New Zealand produce!

Australia will be spending in the near future many thousands of pounds annually on advertising honey. She will start off with the benefit of a great deal of the work done by New Zealand; New Zealand has considerably increased the consumption of honey in this country, and must not now lag behind.