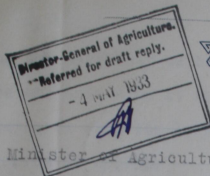


NATIONAL BEEKEEPERS' ASSOCIATION OF N.Z.
An organisation for the advancement of the Beekeeping Industry in New Zealand.

BRANCH



11 Thornton St.;
St. Albans.
Ch. Ch.

29th April, 1933.

The Hon. Minister of Agriculture,
Wellington.

Dear Sir,

You will probably be aware that circumstances have compelled the N.Z. Co-operative Honey Producers' Assn. Ltd., lately handling practically the whole of the Dominion's export of honey, to go into liquidation.

This in itself is a great blow and a disaster to the industry, which has been gradually built up during the past several years until our exports have in good years been quite considerable, and must have materially assisted in our maintaining a favourable balance of trade.

The liquidation of this Company placed in jeopardy the well known brand "Imperial Bee", which has cost the honey exporters many years and a great deal of expense in advertising to establish as the most popular brand on the English market. It was this brand, coupled with the operations of the Honey Export Control Board, which enabled New Zealand honey to be sold at a considerable premium on the Home Market.

Upon the liquidation of the H.F.A. the brand "Imperial Bee" was of course placed down as an asset of considerable value, and

realising the necessity of holding it for all time for the producers who have made it the Honey Control Board, I understand, have negotiated with the liquidator for its purchase at a price in the region of £6,000.

On behalf of the beekeeping industry of the Dominion I am instructed to approach you to ask if the Government can arrange to loan this amount of money, to be paid to the liquidator for the brand, and so assist the honey producers to maintain their proud position on the English market.

Economic conditions have reacted upon the N.Z. beekeeper very considerably, and it is all the more necessary at the present time that he should hold the advantage he has been at such pains to secure for himself.

Might I therefore look forward to the Government's assistance in this connection?

Yours faithfully,

Abend.

GENERAL SECRETARY