

NEW ZEALAND HONEY MARKETING AUTHORITY
ELECTION OF TWO PRODUCER REPRESENTATIVES 1975

To the Electors,

Having completed one term on the New Zealand Honey Marketing Authority as a producer representative, I consider that the experience and knowledge I have gained could be utilised to the advantage of the Industry. Therefore, in response to numerous requests, I have consented to my nomination for a further term. The present Authority constitutes a well balanced Board of Management, and, together with the excellent administrative staff, from the General Manager down to factory workers, is operating with efficiency. This constitution will surely be of inestimable value to the Industry during the coming season, which could present a difficult period of trading on the world market. It has also been increasingly difficult for the Authority to trade profitably on the local market, to the benefit of suppliers, due to the wide variation of prices. They have demonstrated their support to the extent of an intake of nearly 3000 tonnes. It is therefore, essential that successful marketing demands close co-operation from all sections of the Industry.

My service to the Industry is known to you all. This, together with my broad principles of marketing, can be found in my two N.B.A. President's Reports of 1974-75, and my Honey Marketing Authority election manifesto of 1972. These principles in the main, are basically unaltered. There are, however, several important matters, which I would support if re-elected for a further term.

FINANCE - Strong pressure has been applied in the past by Government to establish substantial reserves. In fact, we were directed to do so. This, of course would make the Industry less reliant on Reserve Bank finance, in normal circumstances. Reserves can only be created at the expense of Suppliers payment, and whilst I am aware that this is prudent to a reasonable extent, on a large scale as was the case two years ago, it becomes an unfair proposition, because too great a volume of money is lost to its rightful owner, unless of course he continues to supply for what could need to be a considerable period of time. Therefore I support the establishment of reasonable reserves, in close co-operation with the Minister.

I would also support strong representation to Government to increase the present limit of 1% Reserve Bank finance. I do not believe that the case for limiting this fund, and thus requiring us to pay 5% for the bulk of our finance, was a soundly based argument presented by a section of the Industry several years ago. Because a beginning of season announcement this year has committed us to a 54c Kilogram average payout, it is indeed of grave consequence that a world market recession, causing us to back off previously profitable markets, has required our substantial Reserve Fund, plus massive Reserve Bank advances, to finance our intake. It is in circumstances of this magnitude that 1% finance would be of considerable benefit to suppliers. The extent to which our reserves can be returned to the Reserve account will depend on the trading figures for the balance of our intake. The recent de-valuation will assist here, although on the other hand, some of our marginal sales have been necessary to retain our markets.

MARKETING - To those who favour the granting of licenses enabling individuals to export honey, I must emphasise the extreme dangers here. Having spent my entire life in the Industry, it would be timely to remind you of the fate of the first co-operative, formed by pioneer beekeepers in 1916, to perform the very same duties as the H.M.A. Private exporters forced this organisation into liquidation and there are only a handful of those men alive today who will tell you of their considerable financial loss. In my opinion, this could easily happen again. However, whilst the H.M.A.

Cont'd.

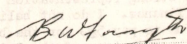
reserves the sole right to export honey, it also has an obligation to assist in maintaining a stable market locally. I note that the profitability of trading to overseas markets with packed lines compares favourably with local sales. In fact, currently, the sales campaign being conducted by the management, appears to be developing more markets than had ever previously been envisaged. It is in this field that the H.M.A. contribution to local stability could indirectly, be of significant proportions.

The present policy of sole exporting rights being limited to one central organisation has much to commend it. The Minister's advice to the recent Kiwi Fruit Conference is worthy of note. He stressed that a proliferation of small marketing groups would be quite ridiculous. The majority of private exporters would suffer because of their smallness, and the duplicating of market arrangements and secretariats would be wasteful of resources. It must surely follow, in the long term that a policy of production would be the most rewarding one for Beekeepers. In fact, the Agricultural Production Council survey in 1972 revealed that N.Z. could quite easily support a minimum of 60,000 additional beehives.

I hope that the above information will generate some serious consideration, when you cast your vote for the two candidates who will best serve the Industry.

May I solicit your support.

Yours faithfully,



(BRUCE W. FORSYTH)

OHAUPO

AUGUST 1975

320 Sawyers Arms Road,
Christchurch 5.

21st August, 1975.

Dear Gent,

N.Z. HONEY MARKETING AUTHORITY ELECTION 1975

I have been one of the four Producer Representatives on the Honey Marketing Authority since 1969, and for the past five years, have been its Chairman. During that time, we have seen the return to beekeepers in monetary terms improve from 11.75c per lb. final payout to this year's 54c per kg. (24.5c per lb.) guaranteed minimum payout, plus freight allowances and bonuses.

The progress has not been easy - it has meant hard and tough negotiations with Governments both National and Labour, sometimes in the face of undermining actions by other sections of the industry. Always however, the goal has been clear - a better return to the beekeeper.

Today and for the immediate future, our industry is going to urgently need that same drive, determination and dedication that has been so apparent in the present team.

I believe that today, in times of serious farming economic recession our beekeeping industry is in good shape, and stands firm and sound.

I love the industry, having been a beekeeper for 20 years, albeit on a much smaller scale over the last two years since I joined the staff of A. Ecroyd & Son Ltd. When I took this position I argued that it was competent for me to continue as a member of the Authority as my livelihood was still dependent on the wellbeing of the beekeeping industry. I have been aware of criticism of the fact that two members of the Authority work in the same business, and especially of my position in the firm being a subordinate one. About three months ago, I made the decision - at considerable personal and financial expense - to sever my association with the Company. To provide for daily sustenance, I am working as a taxation consultant for small businesses, a job that requires much time from April to September, but leaves me free to beekeep and develop and increase my hive holdings during the season. I am at present operating 100 hives.

I realise I have taken a considerable part of this letter explaining my personal affairs, but in view of remarks I have heard, I felt that you, as electors, should be acquainted with the position.

Since the N.B.A. Conference in Timaru, the Authority has negotiated the sale of over 400 tonnes bulk honey overseas. This was in the face of fierce competition on a very slow market, and will place the Authority in a much improved financial position to make the final payout in November, and advance payments on the 1976 crop.

In these difficult times, continuity of representation has much to be said for it, and I can do no better than to recommend that you re-elect the two retiring members - Bruce Forsyth and myself.

In asking your support - I pledge mine.

Sincerely yours,


Russell Poole.

*Copy for your information
Draft minutes & R.*

NEW ZEALAND HONEY MARKETING AUTHORITY ELECTIONS 1975

ELECTION OF PRODUCER REPRESENTATIVE

IVAN JAMES DICKINSON

As a candidate in the forthcoming election of two producers members of the Honey Marketing Authority I would like to place before you a brief summary of my own background and knowledge of the industry.

For the past eighteen years I have developed our present Company from some 300 to the present 1,200 hives in the South Otago area based on Milton. We have been suppliers to the Honey Marketing Authority of at least ninety percent of our crop annually over the entire period.

For the past seven years I have served as a member of the National Executive of the National Beekeepers Assn of N.Z. in the office of ordinary member, vice-president, and my present position of National President.

I am married with two children and live in the township of Milton, 35 miles south of Dunedin. I have, over a number of years, had an active interest in Scouting and also am a member of Rotary.

With the experience and knowledge that I have gained in my position of National President over the past three and a-half years, I have every confidence that this will be of great benefit to me if elected to the Honey Marketing Authority.

I can assure electors that if elected I will endeavour to do all I can to ensure that producers receive a fair and equitable return, having in mind the inflationary trend in the cost of production in the industry at the present time.

To the many producers I know through my position as National President of the National Beekeepers Association, I thank you for your support in the past, and I now solicit your vote in this election. To other producers whom I may not have met or know of, I hope this brief summary is sufficient to seek your support and vote also.

Yours faithfully,

IVAN DICKINSON.

P.O. Box 55,
Milton,
South Otago.
15th August 1975.