

NATIONAL BEEKEEPERS ASSOCIATION
INDUSTRY PLAN - 1987/1988

Produced at Flock House
27-29 April 1987

GOAL A: INCREASE INDUSTRY PROFITABILITY

OBJECTIVE 1: Inform the industry of what weather forecasting information useful to beekeepers is available by December 1987.

- 1 Arrange a meeting with representative of NZ Meteorological Service
WHO: Exec Secy WHEN: 13 July 1987
- 2 Prepare a brief of beekeepers requirements
WHO: Ian Berry WHEN: 13 July 1987
- 3 Ascertain what information from NZMO can provide and at what cost
WHO: Nat Exec WHEN: Sept meeting
- 4 Prepare report for NZ Beekeeper
WHO: Nat Exec WHEN: 20 Nov 1987
- 5 Publish results in New Zealand Beekeeper
WHO: Editor WHEN: Summer 1987

OBJECTIVE 2: Develop a marketing strategy for New Zealand honey by May 1987.

- 1 Give progress report to Conference on actions to date
WHO: Exec Secy WHEN: July 1987
- 2 Market Research Committee to report to Executive on contents of marketing reports by Massey, Victoria and Auckland Universities
WHO: Marketing Committee WHEN: September 1987
- 3 Analyse research results from Massey and Auckland in consultation with consultants
WHO: Marketing Committee WHEN: December 1987
- 4 Develop marketing strategy on basis of research results
WHO: Marketing Committee WHEN: December 1987
- 5 Initiate discussions with Market Development Board with a view to exploring new product development and possible off shore packing of honey
WHO: Exec Secy WHEN: Next meeting

GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING

OBJECTIVE 1: Further develop the audio-visual resource collection within the NBA Technical Library by May 1988.

- 1 Provide list of appropriate material to Nat Exec (slide sets, posters and videos)
WHO: Ted Roberts WHEN: July 1987
- 2 Decide on purchases for 1987 year
WHO: Nat Exec WHEN: July meeting
- 3 Arrange purchase of selected material
WHO: Nat Exec or agent WHEN: 30 August 1987
- 4 Publicise availability of material in NZ Beekeeper
WHO: Librarian WHEN: December 1987

OBJECTIVE 2: To establish a system to ensure that suitable candidates receive adequate funding for beekeeping training by May 1988.

- 1 Produce a firm proposal(s) for the establishment of an educational trust fund(s) to support beekeeper training
WHO: Education Sub Comm WHEN: September meeting
- 2 Submit Telford Farm Training Institute application for bursary to Industry Fund trustees
WHO: Nat Exec WHEN: 13 July 1987

GOAL C: IMPROVE BEEKEEPER CO-OPERATION AND COMMUNICATION

OBJECTIVE 1: To make a recommendation to the Minister of Agriculture and Fisheries regarding the importation of new bee stock.

- 1 NBA to organise seminar session on importation of bee stock at NBA Conference 1987
WHO: Nat Exec WHEN: 13 July 1987
- 2 Invite NZ Queen Producers Association to present discussion paper to pre-conference seminar
WHO: President, Exec Secy WHEN: 10 May 1987
- 3 Invite Denis Anderson to present his paper on 'Does NZ Need a Bee Genetic Improvement Scheme?'
WHO: President, Exec Secy WHEN: 10 May 1987
- 4 Invite National AAO to outline the implications of the Apiaries Act 1969 regarding the importation of bee stock
WHO: President, Exec Secy WHEN: 10 May 1987
- 5 Discussion the issue at Branch meetings
WHO: Nat Exec WHEN: July 1987-March 1988
- 6 Take appropriate decision making at Conference 1988
WHO: Nat Exec WHEN: 31 July 1988

GOAL D: IMPROVE INDUSTRY PUBLIC RELATIONS

OBJECTIVE 1: To publish an industry profile as a general awareness 'backgrounder' on the New Zealand beekeeping industry, and to compile a publicity pamphlet for schools and general public use by May 1988.

- 1 Presentation of proposal for pamphlet and profile document
WHO: Nick Wallingford, Andrew Matheson WHEN: 31 December 1987
- 2 Consider presentation and write further action plan
WHO: Nat Exec WHEN: 31 December 1987

TARGET AUDIENCES FOR BROCHURE/PROFILE

Primary schools
Secondary schools
Federated Farmers
Rural journals
MPS
Media
Associated professional bodies, Accts, Rural Bank
Labour Department
Local Bodies
Apiary landowners (given by beekeepers)
Trade and Industries, Government departments

GOAL E: ACHIEVE MORE EFFECTIVE LIASON WITH GOVERNMENT AGENCIES

OBJECTIVE 1: To update Agricultural Quarantine Service information card and arrange printing by 31 December 1987.

- 1 Update information and prepare 'proof'
WHO: Andrew Matheson, Gavin White WHEN: 30 June 1987
- 2 Check with AQS on suitability of new card
WHO: Nat Exec WHEN: 13 July 1987
- 3 Arrange printing
WHO: Gavin White WHEN: 30 September 1987

OBJECTIVE 2: To have in place an operational bee disease inspection service by 30 August 1988.

- 1 MAF to prepare draft contract to include costings for a bee disease inspection service
WHO: Murray Reid WHEN: 1 July 1987
- 2 Negotiate and finalise contract
WHO: Nat Exec and MAF WHEN: 13 July 1987
- 3 Prepare application for increased hive levy
WHO: Nat Exec WHEN: 13 July 1987

- 4 Submit application to Minister of Agriculture
WHO: Nat Exec WHEN: 15 August 1987
- 5 Review progress and write further action plans if necessary
WHO: Nat Exec WHEN: 30 September 1987

GOAL F: IMPROVE NBA EFFECTIVENESS

OBJECTIVE 1: Produce and distribute a NBA promotional pamphlet by May 1988.

- 1 Commission MAF to produce outline concepts for Nat Exec
WHO: Murray Reid WHEN: 13 July 1987
- 2 Approval of 'concepts' and negotiation of contract to produce
WHO: Nat Exec WHEN: 13 July 1987
- 3 MAF to produce proofs for approval
WHO: Murray Reid WHEN: 15 August 1987
- 4 Approval of proofs
WHO: Nat Exec WHEN: 30 August 1987
- 5 Printing and distribution
WHO: Nat Exec WHEN:
- 6 MAF account to NBA
WHO: Murray Reid WHEN: 15 September 1987

Contingencies if not ready by deadline for MAF distribution:

- 1 NBA pay for private posting
- 2 Sponsorship for promotional 'package'
- 3 Send out with MAF overdue notices

Objective 2: Improve branch effectiveness administration by May 1988.

- 1 Collect and select material for training handbook
WHO: Exec Secy, Nat Exec WHEN: December 1987
- 2 Prepare handbook for branch officials
WHO: Nat Exec WHEN: March 1988
- 3 Produce handbook and distribute to branches
WHO: Nat Exec WHEN: 31 March 1988
- 4 Arrange training session for 1988 Conference
WHO: Nat Exec WHEN: March 1988
- 5 Supply editor with list of documents for magazine and arrange publication
WHO: Nat Exec WHEN: 15 August 1987

Ideas: Handbook - job description
calendar
digest of rules

list of what secs must have
practical tips
meeting procedures
basic accounting
levels of responsibility
Polytech seminars
List in magazine of documents
Seminar '88

Brainstorming session 28/04/87

OPPORTUNITIES -

Ex	Improved liason with government departments
Mg	Better business management
Ed	Better beekeeping education
H	Better bee health
Ed	Increased awareness of exotic diseases
T	Increased bee research
I	Better NBA management
I	Improved funding of NBA
I	More branch involvement
I	More membership involvement
I	More membership
I	More effective communication
I	Teletext systems
T	Better weather forecasting information
Mk	Tourists and beekeeping ventures
Mg	Increased use of computers
Mk	Better marketing information
T	New ideas in moving bees
T	Introduction of honeydew insects
Mg	Four weeks holiday/year
F	Cheaper sugar
Mk	Ways of using Market Development Board
Ed	Decreased pesticide damage to bees
Mk	Better export opportunities
Mk	Improved packaging
I	Full time executive officer
Mk	Good honey slogan
I	Accident prevention and response
F	Financial advice (specialist)
Mk	Better export opportunities
Mk	Higher local prices
Mk	Increased local consumption
F	Lower costs
F	Lower taxes
Ex	Lower EEC duty
F	Lower interest rates

T Improve bee stocks
 T More and better queens
 T Greater production per hive
 A Better beekeeper public image
 Ed Awareness of pollination value
 I More cohesive industry
 I Better communication
 I Less lunatic fringe
 Ed Increased beekeeper understanding of polln hive standards
 and crop requirements
 Ed Increased grower understanding of polln hive standards etc
 T Improved auditing of pollination hives
 H Better disease inspection system
 Mg Increased use of good queens
 I More profitable NZ Beekeeper magazine
 I Improved quality of NZ Beekeeper magazine
 Mg Centralised extracting
 Mg Better plant utilisation
 T Increased nectar and pollen sources
 Ed Improved beekeeper training
 H Eliminate wasps
 T Better hive preservation

BLOCKS

F Lack of finance
 F Profitability not high enough
 Ex Competition (Overseas, NZ)
 A Beekeeper attitude
 A Apathy
 Ex Government policies
 Ed Beekeepers level of education
 I Slow thinkers
 Ex Legislation not effective
 Ex Cost of enforcing law
 A Public attitudes
 Ex Grower attitudes
 Ex Weather
 Ex Local body bylaws and regulations
 Ex Land authority regulations
 I Small number of beekeepers
 I Widely dispersed industry
 I Poor communication system
 I Competitive nature of industry
 Ex Competing products
 I Distrust and secretiveness
 A/I Reluctance to be involved in industry organisation
 I Anybody can have bees
 A Poor self image (cottage industry)
 Ex Public nuisance value
 Ex Lack of sites
 Ex Restrictions on moving bees
 H Disease
 Ex Possible imports of honey
 Ex High labour costs
 Ex/I High equipment costs
 F Ill-advised investments in industry
 F Cost of finance
 I Proliferation of beekeepers

A Pessimism
Ed/Mg Health (eg bad backs)
T Lack of specialist technical information
Ex Widely fluctuating crops, etc
Ex Taxation system
F Cashflow problems
A Different perspective of commercial and hobbyist
Ex Government restructuring and user pays
A 'Lifestyle' problem
Mg Stresses on family life

AREAS TO GROUP THEM UNDER:

5 MANAGEMENT
1 MARKETING
2 FINANCE
4 ATTITUDE
9 EDUCATION
5 TECHNICAL, R&D
7 BEE HEALTH
2 EXTERNAL INFLUENCES
10 INDUSTRY

GUIDELINES FOR HIVE INSPECTION CONTRACT

Specific to endemic disease
10% apiaries to be inspected
Dates of payment
Dates when inspection should be carried out
Non-performance penalty provisions
Annual report to NBA on performance with statistics
Annual consultative meeting MAF/NBA
Emergency consultative process
Contingency provision for extraordinary outbreak
Level of inspector training
Schedule II diseases