

NATIONAL HONEY BOARD  
MEETING MINUTES

PRESIDING: BUDDY ASHURST, CHAIR

LOCATION: KANSAS CITY, MISSOURI

DATE: March 18-19, 2010

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National Honey Board Members Present: Buddy Ashurst, Nancy Gamber-Olcott, Steven Smith, Bob Coyle, Charles Kocot, Hans Boedeker, Mark Mammen, Zac Browning, Clint Walker and George Hansen

National Honey Board Members Absent: None

National Honey Board Alternates Present: Brent Barkman, Jim Phillips

National Honey Board Staff Present: Bruce Boynton, Sam Butler, Emily Jack, Catherine Perez, Bruce Wolk, Andrea Brening

Others Present: Marlene Betts (USDA/AMS), Jennifer Cawley, Annie Arnold, Anita Strong, Daniel Molina

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THURSDAY, MARCH 18, 2010

CALL TO ORDER

The March 2010 meeting of the National Honey Board was called to order by Chairman Buddy Ashurst at 8:07 a.m. Andrea Brening called the roll.

Bruce Boynton introduced NHB staff members. Bruce Wolk introduced staff from Barkley, Inc.

**ACTION I - AGENDA**

Motion by Bob Coyle and seconded by Charles Kocot and carried to approve the agenda.

Bruce Boynton mentioned that information on an International Conference on Pollinator Biology, Health and Policy was in the Board books and needed to be covered during the meeting.

## SECRETARY-TREASURER'S REPORT

Nancy Gamber-Olcott noted the minutes and items behind the Consent Agenda tab in the Board books.

### **ACTION II – OCTOBER MINUTES**

Motion by Mark Mammen, seconded by Nancy Gamber-Olcott and carried to approve the minutes of the October 22-24, 2009 National Honey Board meeting.

### **ACTION III – CONFERENCE CALL MINUTES AND EMAIL BALLOT**

Motion by Clint Walker, seconded by Bob Coyle and carried to approve the minutes of the teleconference call on January 28, 2010 and e-mail ballot in February, 2010.

The Flash Revenue Report dated February 23, 2010 and Assessment History Summary was handed out by Sam Butler.

Butler reviewed the highlights of the December 31, 2009 financial audit. He noted that the auditors gave a clean opinion of the financial statements. As of December 31, 2009 the Board was in compliance with the guidelines for collateralization of investment funds as established by the Agricultural Marketing Service. The auditors also indicated that there were no matters involving the internal control over financial reporting and its operation.

George Hansen asked how often the auditors are chosen. Sam Butler said we put the audit up for bid every three years. Hansen asked "who makes the decision?" to select the audit firm. Butler said he and the CEO made the decision. Marlene Betts stated that for other commodity boards, the board generally selects the audit firm. Betts suggested that in the future the Board have the audit firm make the presentation of their audit. It was also suggested that the list of potential auditors be made available to the board at the fall meeting. These steps would help protect the Board as well as the staff.

### **Action IV – BOARD APPROVAL OF AUDITOR**

Motion by Nancy Gamber-Olcott, seconded by Zac Browning and carried that future selection of the Board's audit firm be approved by the Board and that the CPA auditor present the findings to the Board.

Butler reviewed the status of assessment revenues relative to previous years and referred to a 36-month linear trend line. Domestic assessments are recovering much stronger than import assessments. If the upward trend continues we might want to consider a budget adjustment at mid-year. George Hansen stated that he doesn't think that the domestic can achieve more. Several had questions about the amount and direction of consumption of honey.

For imported honey, Charles Kocot stated that they don't know what is coming in as honey substitutes and then marketed as honey. Argentina is an issue. Vietnam's crops are just getting started. It is difficult to know what is coming in as honey or syrup or as a honey blend. The economy has had some effect on consumption. Nancy Gamber-Olcott said in 2008-2009 a drop in consumption was seen in all locations. Now consumption is flat but that doesn't mean that the honey isn't being sold. Mark Mammen said he thinks the industrial market isn't tracked as it relates to country of origin. Nancy stated that honey is being put into other products. Buddy Ashurst said that substitutes are coming in as pure honey and not being tracked from the countries of origin.

Boynton asked if anyone wanted to change the assessment revenue figures stated in the budget. Bob Coyle suggested we have a conference call within a few months. Charles Kocot said we should stay with the current budget and see what the future brings.

Butler provided an update on Compliance as of March 17. Six reviews have been conducted so far in 2010 and six reviews were conducted in 2009 starting October, 2009. Three reviews resulted in an additional \$17,000 being owed. One company has refused to allow NHB access and a subpoena has been served. One company has not responded to a letter and telephone calls so a review will be scheduled. Butler said the reviews usually take a day or less.

#### Proposed Budget Amendments

Sam Butler presented the proposed budget amendments which deal with carryovers of available cash and commitments for ongoing contracts or bills to be paid. He explained that since we are on the cash basis we don't record accounts payable at the end of the year. An increase of \$389,400 to the original budget of available beginning cash, less the commitments for expenses and contracts carried forward results in a net increase of \$156,069 to our permanent reserve. Nancy Gamber-Olcott said this seemed like a high amount and asked where else it should be placed. Boynton said it might be placed in the Emerging Opportunities fund, but said this board really hasn't established a policy for discretionary use of the Emerging Opportunities funds by the CEO. He said if the Board decides to use the funds for a program or project, a budget amendment would be needed to move the funds out of the Permanent Reserve. Nancy asked if there would be formal proposals at this Board meeting to change the use of this money. Bruce Boynton and Bruce Wolk said they had discussed this and they will not have any formal proposals at this meeting. Clint Walker suggested that we keep it in the Permanent Reserve. Mark Mammen wanted to confirm that it takes Board action to change where these funds are located in the budget. Boynton said the Board could place the funds where it wants, and the amended budget approved by the Board must then be sent to AMS for their review and approval. Clint Walker said if we put the funds into Emerging Opportunities, he wanted to state that the funds would be available for use within other projects.

## **ACTION V – CEO USE OF EMERGING OPPORTUNITY FUNDS**

Motion by George Hansen, seconded by Clint Walker and carried to approve the discretionary use of Emerging Opportunity funds of up to \$100,000.00 by the CEO.

Charles Kocot asked about the Audit of December 31, 2009 with regard to expenses and Sam Butler stated that because this is a cash basis report, the audit fee is recorded as it is paid rather than accrued.

### AMS REPORT

Marlene Betts from the USDA/AMS discussed the nominations process since the terms of four Board members expire at the end of this year. The terms of Steve Smith, Charles Kocot, Mark Mammen, and Zac Browning will expire on December 31, 2010. Notification to the organizations that these seats are going to expire is necessary and AMS needs nominees from the organizations six months prior to the end of the year.

Since there are three producer positions on the Board, Clint Walker explained the agreement between the American Beekeeping Federation and the American Honey Producers Association to alternate which group would nominate two representatives. The two organizations would be the ones to sort out the producer nominations process.

Betts said that diversity is very important to the new administration in Washington, D.C. A letter was sent to Bruce Boynton outlining the administrations expectations concerning diversity. The administration is looking for new candidates that have not served in the past other than a possible second term. In addition, for each candidate USDA needs to know how many votes did the person receive out of how many possible total votes. Finally, USDA needs to know the efforts taken by the organizations to nominate diverse members to the Board. George Hansen asked if the Board of Directors of the organizations are the ones who have made the nominations. He asked if there is a protocol. Marlene stated that a current protocol does not exist. We need to establish a nomination process in order for the organizations to provide USDA with the information requested. Whatever process is developed will be used from this point forward. George Hansen brought up what diversity could mean in this particular case. It could mean different areas of life, race, small, large, whatever we can show going forward. Marlene stated that we need the Board's assistance in developing a process to work with the certified organizations to get the information the administration has requested so that nominations reach our office by July 1, 2010. Bob Coyle stated that this has been handled by each of the organizations. Marlene Betts said that is fine, but we need the nominations in a timely manner with the requested information.

The Research and Promotion Branch continues to work on new programs. Currently, four new programs are in various stages of development, which include: Processed Raspberries, Christmas Trees, Softwood Lumber, and U.S. Honey Producers programs.

Conflict of interest policy for the Board and/or employees is another issue that needs to be discussed. The board needs to provide its conflict of interest policy to AMS. If the Board does not have a policy, then one must be developed. All seventeen research and promotion programs are being asked to provide and/or develop conflict of interest policies.

Marlene thanked everyone at the Barkley meeting yesterday. She thought it went very well, and mentioned the truthfulness and the backup we need in order to make claims. Key words and terms were discussed and how AMS reviews promotional materials.

#### DIVERSITY POLICY

Bruce Boynton mentioned that our proposed policy has been reviewed by AMS and will meet with their approval. Hans Boedeker wondered if we can have people on committees who are not Board members. Boynton said according to the bylaws a committee can have a non board member.

#### **ACTION VI – DIVERSITY POLICY**

Motion by George Hansen, seconded by Steven Smith and carried to approve the Board's Diversity Policy.

#### MARKETING REPORT

Mark Mammen mentioned that he wanted the Board and the Marketing Department to have good communication.

Boynton presented results from the 2009 Packer Tracking Survey. Eleven participating companies represented 188 million pounds of honey sold. This is a little more the half the honey assessed in 2009. Retail was 52% of the volume, with Bulk at 34% and Foodservice at 13%. Brent Barkman asked if this was the best study for the Board to use and suggested some other data sources. Boynton said the relative size of the allocations could change if more companies were reporting, and the percentage of Bulk volume could be bigger than shown here. Foodservice stays about the same from year to year. Based on information from these eleven companies, bulk honey sales have declined over the last couple years.

Bruce Wolk mentioned that 9 or 10 of these 11 companies might be having less bulk consumption. We might be seeing the effects of honey syrups or fake honey, and companies might not be using pure honey. We need to get the

honey purity message to consumers, ingredient folks and even cosmetic companies.

Wolk listed the various agencies working for the Board. The Arland Group out of Chicago promotes honey as a food ingredient. Barkley, Inc., located in Kansas City, Missouri, is our new General Consumer Public Relations agency. The Championship Group handles our minor league baseball promotion. RL Public Relations out of Los Angeles reaches the Hispanic market. Segerstrom Communications out of San Francisco handles foodservice public relations.

For our marketing philosophy, Wolk said we want consistency with a limited number of programs with longer duration. Purity is the most important critical issue; Consumption, encouraging Americans to consume more pure honey; Reach our market with non-traditional and traditional techniques; Reach all demographics, younger as well as older, Hispanics and African Americans as well as Caucasians; Balance and leverage utilizing our in-house staff as well as out-sourced programs; Research should be practical, possible and applicable; and we need to go after quantity end-users in the areas of ingredient & foodservice usage.

#### Marketing Budget

Catherine Perez gave an overview of the proposed \$1,900,000 2010 Marketing Budget. Foodservice, at 4% of the marketing budget, took the biggest decrease compared to last year. More in-house marketing programs helps increase the efficiency of our budget. The budget of \$250,000 for Minor League Baseball is lower than last year. Hispanic public relations are increased to 20% of the marketing budget. General Consumer Public Relations has 41% of the marketing budget. In response to a question from the Board, Boynton said these allocations are very close to what was presented to the Board at the fall meeting. Only minor adjustments were made.

#### Minor League Baseball

Perez said we want to build on the previous success of the NHB's association with Minor League Baseball. We want to bring more folks to our website and reinforce the natural positive attributes of honey. This is a platform to reach all family members. We also want to focus on markets that drive the Nielsen data. The Iowa Cubs is based out of Des Moines, IA, and is a AAA team. They are affiliated with the Chicago Cubs. The Columbus Clippers are affiliated with the Cleveland Indians. The Nashville Sounds are based out of Nashville, TN. They are affiliated with the Milwaukee Brewers and have over nine years of record setting attendance. The New Britain Rock Cats are associated with the Minnesota Twins and they have also set attendance records. The Norfolk Tides are affiliated with the Baltimore Orioles. These teams are located close to areas where the Nielsen data could be affected to help measure program results. We

will have stadium signage and broadcasts among our normal activities. The honey purchase incentive is our newest item to work on this year. Fans can purchase a bottle of honey and will receive various discounts at the stadium for that event. The teams will do PA announcements and we will be provided additional messages by signage and handouts throughout the stadium. The "Pure Energy Play of the Game" will be announced during the games. Honey will be featured in their clubhouse and on the training table. There will also be a banner ad on each team's website. Bruce Wolk acknowledged that the packers would be notified of promotions in case local packers who want to do their own promotions in conjunction with those of the National Honey Board. There was a question as to the specifics of the honey promotion purchases. The only requirement is that it has to be "Pure Honey". Jim Phillips suggested that the stores do some kind of promotion to sell more honey during this promotion. April through September is the time of the year that they look at the Nielsen information.

### In-House Programs

Catherine Perez attended the Colorado Crossroads youth Volleyball tournament in Denver, Colorado the last two weekends. Attendance was approximately 50,000. There were 850 teams and 8,300 players between the ages of 12-18. Perez said the participants were excited about the NHB booth. We had a new prize wheel at the booth this year. The International Association of Culinary Professionals has a convention at the end of April in Portland, Oregon. We'll work with a pastry chef to give food samples made with honey. Hopefully we will be sponsoring Kids in the Kitchen giving them an apron and honey recipes. The IDEA World Fitness Convention will be in Los Angeles, California. Approximately 5,000 fitness professionals and nutritionists are expected to attend. Mitzi Dulan will be attending and autographing The All-Pro Diet book that she co-wrote with Tony Gonzalez. The American Dietetic Association conference and expo will be held in November in Boston. We'll be working directly with Mitzi Dulan to provide recipes and tips and to develop a honey and energy brochure.

### Social Media Programs

Emily Jack described social media and discussed the different ways people are communicating in today's world, allowing people to generate and exchange content freely. It creates value instantly and is cost effective. We can use this to educate consumers, reach a younger demographic, and have widespread awareness. We are currently using Facebook, Twitter, a Blog and are looking to expand to YouTube. Facebook allows us to interact with consumers and hear their comments. Twitter allows us to get great publicity and mention our name daily. The recipes we have posted have been received with a very positive note. The blog is titled "Straight from the Hive" to promote our purity message with honey recipes and applications; honey in the news and new research findings. All content will follow the USDA/AMS guidelines and is under our close

monitoring and control. NHB staffs, board members, alternates and industry personnel were encouraged to become involved in the social media process.

### The "Honey One" Logo

Bruce Boynton reported that we have filed trademark applications for 1) "Honey ... The Way Nature Intended" 2) "One Ingredient. The Way Nature Intended" and 3) the color HONEY/ONE graphic. Bruce Wolk mentioned how these complement each other. It's good to pair a symbol with words, and it gives everyone a banner to rally around.

Our Hispanic agency is using a Hispanic version of the "One Ingredient. The Way Nature Intended." tagline.

### Barkley, Inc.

Jennifer Cawley discussed commodity programs that have been successful, and food trends. They had a full approach with all markets. She proposed giving consumers the opportunity to experience honey with messages that promote the product's versatility, seasonality, personality, and through viral capacity with social media. Target demographics are females/males and young moms aged 20-30, and the female aged 25-55 primary shopper who really spends the money. Annie Arnold discussed the 2010 Strategic Calendar. First quarter is planning and research; second quarter focuses on the 100% Pure message; third quarter is Secret Ingredient; and fourth quarter will focus on versatility. Traditional and social media relations are ongoing throughout the year. Repetition and consistency are key. It was pointed out that a copy of the Honey Board's Social Media Plan for 2010 is in the board meeting books. The pure honey message has two parts, the message and the visual representation. In quarter 2, they will show the honey bear bottle with an "endangered" campaign. Quarter 3 will show ladies who are cooking with honey. They will feature a Cooking with Honey Contest. They will attend the Blog Her Conference to offer reasons to use honey and allowing these ladies to share this information with everyone they know! September will be a Honey Do Media Relations and referral campaign. They plan to host a Sweetest Tailgate Contest on Facebook for men and young males. At the end of the year, the holidays will bring about the opportunity to show gifts using honey. General measurement guidelines for media relations and social media were presented. Bob Coyle inquired about the mentioning of CCD with their marketing tools.

### Hispanic PR Programs

Bruce Wolk presented the plans for 2010 Hispanic PR campaigns. The program starts with a honey purity campaign, using the Honey One logo and the tagline in Spanish. An educational program will show Hispanic consumers how to

differentiate 100% pure honey from honey syrups and blends. Mayte Prida is the spokesperson to reach out to the Hispanic population. She is a cancer survivor and a strong supporter of good eating habits and eating natural foods. There will be a Spanish language Public Service Announcement to air on TV stations, and call-to-action webisodes demonstrating the difference between 100% pure honey and fake honey in the market. The Natural Soother Campaign is based on the concept that honey is a popular soother for colds and coughs among Latinos. Wolk said RL agency has done a great job for The National Honey Board. There has been a dramatic increase in the Latino honey usage since the agency has been working for us. Hans Boedeker inquired if they had thought about advertising with the soccer organizations. Bruce Wolk mentioned that it is more expensive to deal with the soccer teams than the minor league baseball teams, and the agency got good coverage with Latino baseball players on the teams we worked with. Clint Walker mentioned that he'd be interested in receiving quantitative data via email when it is available.

### Foodservice Program

Emily Jack presented an update on Foodservice programs. She mentioned culinary competitions planned at four schools. 22 students participated in the February competition at the Culinary Institute in Charleston. In February, we featured honey in food and wine pairings at the Food Service Educators Learning Community conference. The Honey Board's award-winning honey lesson plan was also presented. The Catersource Trade Show was held March 9-10. We had a booth to outreach with honey sampling and marketing materials, and were a co-sponsor with Chilean Fresh Fruit.

### Food Ingredient and Baking Industry

Emily Jack presented a recap of first quarter activities and an overview of 2010 plans. We want to capitalize on the crossover between bakery foods and snack foods by extending focus to the snack food industry. We'll target retail, specialty and commercial bakeries with advertising, public relations, interactive through [bakingWithHoney.com](http://bakingWithHoney.com) and social media efforts. We will exhibit at the International Baking Seminar in September, make a presentation at the Healthy Baking Seminar, and develop a Honey Substitution Guide to complement the Resource Guide developed in 2009. To reach the snack food industry, we plan to advertise in trade publications such as *Baking & Snack* and *Snack Food & Wholesale Baking*, launch [SnackingWithHoney.com](http://SnackingWithHoney.com), and produce a brochure with snack ideas using honey. We exhibited at the SNAXPO tradeshow in Ft. Worth, Texas, in early March. We also plan to make inroads into the beverage industry by meeting with trade magazine editors and publishers and launching a beverage-specific website. Hans Boedeker asked about hands on programs with large bakery chains. Bruce Wolk said that while we are not visiting specific bakeries, we are making contact through our presence at trade shows.

## Research Report, Honey & Skin Care

Bruce Wolk reported on the results of a clinical test at CyberDERM Clinical Studies. Sixty women from age of 18-55 were tested to see what effect honey had on their skin. He said honey was shown to effectively moisturize the skin and improve skin firmness. Wolk said the study has been submitted to USDA for review of the proposed statements. Marlene Betts said USDA is looking at the study and AMS will instruct staff as to what they can say.

Brent Barkman asked Bruce Boynton if there has been any research on the enzymes in honey. Boynton said we have not, but we do have a paper on the enzymes in honey. Bob Coyle brought up the idea of working with the larger pharmaceutical companies. There were several comments about honey in cough drops and in liquid cough products.

## INDUSTRY SERVICES/FULFILLMENT

Bruce Boynton referred to the Industry Services budget in the board books. Boynton and Andrea Brening reported on fulfillment materials. Several items have already been reprinted. At the October 2009 board meeting the question of whether to make the kids recipe brochure "From Honey Bees to Brain Freeze" available for fulfillment was tabled pending budget information. We have cost per unit figures ranging from 30 cents for 5,000 to 13 cents for 50,000, and we have money in this year's budget to create the brochure if desired. A board member suggested that the brochure be printed and made available as a freebie since we are trying to promote honey.

We don't have cost estimates for a kid's brochure freebie that Emily Jack has been working on to replace the out-of-stock kids "A Sweet Story" brochure. Emily said the copy has been approved and is with the graphic designer. Jim Phillips asked if the Honey One logo will be put on the new brochures. Catherine Perez said it will probably be incorporated into the new brochure.

### **ACTION VII – BROCHURE PRINTING**

Motion by George Hansen, seconded by Hans Boedeker and carried to approve printing 50,000 of the "From Honey Bee's to Brain Freeze" brochures for \$6,500 and make them available to the industry.

## CRISIS MANAGEMENT – UPDATED READINESS PLAN

Bruce Boynton handed out to Board members copies of the Readiness Plan. Boynton said the contact information, staff and board member names have been updated. Boynton asked the Board members to take several minutes to read through the notification procedures, which they did.

Boynton said most of Readiness Plan was originally created in 1988 with statements added in the 1990's. He said some of the statements needed review and updating, specifically referring to the statements on Antimicrobial Properties, Diabetes, and Nutrition. References to research studies need to be documented. We have research in our file cabinets, but we need to find the appropriate research. We need to invest some time and money to reference research in support of our statements. Boynton also asked the Board members to think about what other statement we may need to add to our Readiness Plan.

### **ACTION VIII –READINESS PLAN STATEMENTS**

Motion by Clint Walker, seconded by George Hanson and carried to allow use of discretionary funds to have someone look into Readiness Plan statements for appropriate support and terminology.

### HONEY DEFINITIONS DOCUMENT

Bruce Boynton said the Honey definitions document created by the old board is used as a resource to help respond to questions from consumers and the media, but it is not a legal document and it has not been approved by the new Board. He read the definition of "raw honey" and asked what "minimum processing" means. How do we go about updating this document, or do we keep it? Clint Walker said that he thought we could use the discretionary funds to update this. Bruce Boynton said that he didn't feel he could update this on his own. George Hansen said there are no legal definitions for raw honey. Jim Phillips said it would be beneficial to say this and have information to back it up. Boynton asked everyone to take the information home and e-mail him with suggestions.

The Thursday session of the Board meeting was adjourned at 3:15 to tour the offices of Barkley, Inc.

### FRIDAY, MARCH 19, 2010

The Friday session of the Board meeting was convened at 9:23 a.m. by Buddy Ashurst.

### BUDGET REVIEW

Nancy Gamber-Olcott mentioned the Board needed to approve or accept the audit report and audited financial statements as of December 31, 2009.

### **ACTION IX – APPROVAL OF AUDIT REPORT**

Motion by Clint Walker, seconded by Charles Kocot and carried to approve the audit report and audited financial statements of December 31, 2009.

Nancy Gamber-Olcott recommended that the Board approve the budget as discussed in Executive Session, keeping \$200,000 in the Reserve and putting the balance into the emerging opportunities budget.

### **ACTION X – BUDGET AMENDMENTS**

Motion by Mark Mammen, seconded by Bob Coyle and carried to approve proposed budget amendments #1 and #2 as presented at the Executive Session, and keep \$200,000 in the Permanent Reserve and add the balance to the budget for Emerging Opportunities.

### **ACTION XI – USE OF ADDITIONAL EMERGING OPPORTUNITY MONIES**

Motion by George Hansen, seconded by Hans Boedeker and carried to approve that the additional money that went to the Emerging Opportunities budget would be for staff proposals and industrial and food service programs.

## RESEARCH

Clint Walker gave an update on the Research Committee's selection of production research projects. Out of six proposals, one was rejected outright. Three of them will be sent back with questions for possible revisions and reconsideration. One proposal was given 50% funding, with \$10,000.00 approved now with the possibility of another \$10,000.00 later in the year after a status report is received. The most expensive proposal for just under \$50,000.00 was approved. Penn State is sponsoring an International Conference on Pollinator Biology, Health and Policy, and asked for a donation from the Honey Board to support it. Walker said honey bees are a big part of this project and the Committee recommends a \$10,000.00 donation to assist them. This and the approved research projects total approximately \$67,000.00, to come out of the \$132,585 in the budget for new production research projects. We might spend more money depending on how three researchers respond to the Committee's questions.

### **ACTION XII – PRODUCTION RESEARCH PROJECTS**

Motion by Clint Walker, seconded by Mark Mammen and carried to approve funding as stated above.

Bruce Boynton mentioned that we list all NHB-funded production research on our website. Walker provided further details on the various proposals.

Bruce Wolk shared ideas for applied research. For honey in baking, we need to see how honey actually works and that the honey has positive benefits. He suggested looking into hair care and conditioners. The amount of sodium in

snacks is a big issue, and expects FDA to come out with something soon. This presents an opportunity for us to explore the use of honey in snacks with less sodium. The American Institute of Baking has a good contact and we will be talking to an independent consultant as well for possible applied research ideas. Candy and confection are something else we are looking into. Snack foods and baking are top priorities.

Boynton continued a review of items in the Research budget. David Ropa is our support consultant for food manufacturers, providing information on how to use honey in a particular product or as an ingredient. Lori McGee is our independent consultant for conducting the Packer Tracking Surveys. The names of the participating companies are kept confidential by Lori. Staff does not know who they are. Dr. Katherine Beals helps explore opportunities for health and nutrition research, reviews research proposals and helps write RFPs for new honey research we would like to take on. Boynton referred to a memo from Dr. Beals in the Board meeting books, and explained that she is not recommending further research on honey and diabetes.

For the current project surveying the research community for possible honey testing, Boynton stated that he has contracted with Jerry Probst to complete the project by June 15, 2010.

Boynton referred to a proposal on honey and meat browning in the Board books and an e-mail from Dave Ropa. Boynton said the recommendation is to not fund this project, and unless the Board objects he will let the researcher know the proposal is not accepted.

Catherine Perez asked how the Nielsen research to be conducted with the Minor League Baseball promotions will be paid for. Boynton said it could be covered by the \$2500 contingency in the Research budget or with Emerging Opportunities funds. Boynton also said he would like to cover future years' market research under the marketing budget. George Hansen suggested putting market research funds in the marketing budget and letting the marketing department be responsible for their use.

Zac Browning suggested research on the effects of heat and filtration on honey.

### **ACTION XIII- HONEY RESEARCH**

**Motion by Zac Browning, seconded by George Hansen and carried to do research on the effects of heat and filtration on honey, to be funded from the Emerging Opportunities budget.**

There was discussion on the above motion, including comments about raw honey. George Hansen said we are the Honey Board and we should know the truth about honey. Jim Phillips said it is up to the marketers themselves to use

what information they choose to use. Bruce Wolk suggested looking at the high end potential of real quality honey.

George Hansen suggested developing honey and snack recipes for home use rather than for large commercial development. Spending money on snack recipes for development as a commercial product seems to hold questionable promise.

#### QUESTION ON TAILGATING PROMOTIONS

Buddy Ashurst mentioned that a question about our tailgating promotion came up in the Executive Session. Steven Smith wondered if this was worth the funds spent. Bruce Wolk stated that the previous tailgating promotion was very successful. Our spokesperson worked well but it was an expensive program. In the following year we didn't do it because we had to cut programs due to uncertainty about NHB continuity. Jennifer Cawley said they had looked at the NHB's prior tailgating program. She thinks we can use more online communications and that a spokesperson isn't necessary to make this work. Hans Boedeker asked if we work with individual packers. Bruce Wolk stated that we do not. Boynton said that we tell them where these programs are to give them the opportunity to get involved. Jim Phillips stated that his company will be working with the Minor League baseball team in their area this year.

#### INDUSTRY ROUNDTABLE

Bob Coyle said in the past the Honey Board has sponsored roundtables, and he asked is there a reason why we cannot sponsor them now. Marlene Betts said the Board can sponsor roundtables, but the discussions must be on honey promotion and information. Bob Coyle said past roundtables have been pretty open as to the discussions. He looked at the Honey Board taking the initial role and he isn't seeing that now. Bruce Boynton said that the two roundtables he has attended had specific agendas and topics set beforehand. Coyle said he had been to all roundtables and there was very open discussion. Marlene Betts said AMS is not completely against the Honey Board sponsoring roundtables, but it needs to be for specific discussion only.

Clint Walker said that if the Board had come to AMS with the idea of a discussion of pure honey and if anything else comes up in the discussion the Honey Board is mute on that subject. He suggested the Honey Board could still be the sponsoring organization if the primary focus is on what the Honey Board can do. If the other groups want to go into another room or meet separately, they could do that. Betts said that is correct. Clint Walker said he thinks, as George Hansen and Bob Coyle have stated, that the Honey Board has the ability to sponsor the roundtables.

Brent Barkman noted that the current roundtable was a timing issue. Since it wasn't going to be done in a timely fashion the packers took it upon themselves to schedule it.

Marlene Betts said she will work with Bruce Boynton to work through this issue.

#### OFFICER ELECTIONS

Bruce Boynton read from the Bylaws for the proper election procedures. The orders of positions to be elected are Chairperson, Vice Chairperson and Secretary-Treasurer. Nominations are to be by secret ballot. Andrea Brening and Marlene Betts acted as tellers.

#### CHAIRPERSON

All nominations for Chairperson were for Buddy Ashurst. Ashurst elected Chairperson by general consent.

#### VICE CHAIRPERSON

Clint Walker and George Hansen were nominated for Vice Chairperson. Hansen respectfully declined. Bob Coyle spoke in support of Walker.

#### **ACTION XIV – ELECTION OF VICE CHAIRPERSON**

**Motion by Steven Smith, seconded by Nancy Gamber-Olcott and carried to accept by acclamation the nomination of Clint Walker as Vice Chairperson.**

#### SECRETARY-TREASURER

Nancy Gamber-Olcott, Charles Kocot and George Hansen were nominated for Secretary Treasurer. No majority on first ballot. Charles Kocot removed himself from consideration. Nancy Gamber-Olcott elected on second ballot.

Buddy Ashurst thanked the Barkley, Inc. employees for the visit to their offices yesterday, and reminded Board members that the Barkley team was interested in visiting beekeepers and packer facilities to learn more about the industry.

#### NEXT MEETING

The next meeting will be held in Denver, CO on Thursday October 21 and Friday, October 22, 2010.

#### **ACTION XV - ADJOURN**

**Motion by Clint Walker, seconded by Zac Browning and carried to adjourn.**

The meeting was adjourned at 11:18 a.m.