

The **Cornell Cooperative Extension Association of Delaware County**, NY received \$31,959 to develop and coordinate educational conferences, meetings, and hands-on production programs for regional honey producers; facilitate a permanent marketing association; and purchase supplies, advertising, and promotional brochures to promote the organization and its producer members.

[Final Report FY 10](#)



Cornell University
Cooperative Extension
of Delaware County

Resource Center
34570 St. Hwy. 10, Suite 2
P.O. Box 184
Hamden, NY 13782-0184
t. 607.865.6531
f. 607.865.6532
e. delaware@cornell.edu
www.ccedelaware.org

2013 FMPP Final Performance Report

Date: March 27, 2013

Recipient Name: Cornell Cooperative Extension of Delaware County

Title of Project: Catskills Regional Honey Marketing Initiative

Grant Number: 12-25-G-1178

Location: Hamden, New York

Project Summary Many New York honey producers lack the expertise to make honey and hive products that not only bring in greater profits but increase the appeal of their stands at farmers' markets. They also lack expertise in entrepreneurial selling and strategic display at farmers' markets. The goals of this project were to increase the numbers of honey producers selling at farmers markets, to increase the numbers of successful beekeeping operations and to develop a local brand for honey and hive products evolved from Catskills native plants. The project's primary objectives were to teach beekeepers to make specialty honey and hive products in addition to honey, improve their marketing expertise in the region through entrepreneurial training and to motivate them to form a regional marketing association. In 2011 four workshops were held, attracting 83 participants. Approximately 90% were honey producers and approximately 10% were people who wanted to buy honey from local producers and make these products to sell at farmers' markets. Two "beginning beekeeping schools" were held attracting 78 participants. In evaluations approximately 50% indicated they planned to start a small apiary within the next two years and pursue making these value-added products to sell at local markets. Two marketing conferences were held in 2012. Thirty-four attended. These conferences centered on honey marketing, entrepreneurial salesmanship and effective market display. Written feedback indicates that 100% of participants felt the information was valuable and they planned to improve their market displays with visual marketing methods and promote honey as an artisanal agricultural product. A regional marketing group, "The Central New York Honey Marketing Association", was formed and plans have been made to hold "honey tastings" at four special summer evening markets in Delhi, NY. This group also plans to continue pursuing education on both production and marketing.

Building Strong and Vibrant New York Communities

Cornell Cooperative Extension of Delaware County provides equal program and employment opportunities.

Benefits:

- A core group of honey producers formed “The Central New York Honey Marketing Association” with plans to promote honey as a local agricultural product and to increase consumer interest in buying local honey. This group has caught the interest of the Empire State Honey Producers Association.
- Catskills region honey producers are working together to help new producers start-up and to improve the image of honey as a local agricultural product and an artisanal product that can reflect the geography and flora of the Catskills.
- In response to a written survey at the end of the project, 51% of respondents indicated that they have added or plan to add new products to sell at their farmers’ markets and farm stores.
- Program evaluations indicated that the majority of participants at the marketing conferences were planning to change their salesmanship approach at the markets, to upgrade the way they present themselves at the markets and/or to promote their products as specialty or artisanal – not just another sweetener.

Project Approach

GOALS AND OBJECTIVES: The goals of this project were to reach honey producers in a five county region in the Catskills, to provide the training needed to diversify their product lines for greater appeal and increasing sales and participation at local and downstate farmers’ markets, to increase the number of successful beekeeping operations in the region and develop a local brand for honey and hive products from the Catskills. The objectives were to hold four workshops on making honey and hive products and to hold two conferences on honey marketing and salesmanship.

STRATEGY: The strategy was to offer four workshops on making honey and hive products and to reach beekeepers from the target five-county region. We felt that these programs would result in increased knowledge and dynamic networking among the regional beekeepers. Participants would increase the type of products they sell at markets, attract more customers, and increase sales and profits. The second year strategy was to offer two lecture-format programs to develop the honey producers’ success in direct marketing at farmers’ markets. The consultants selected had expertise in entrepreneurial honey marketing and dynamic salesmanship and displays at farmers’ market.

ACTIVITIES:

The two local marketing specialists originally named in the project proposal had to pass on these programs due to unexpected business obligations. The Project Team looked for specialists in 1) honey marketing using entrepreneurial methods; and 2) “smart” marketing at today’s farmers’ markets. We were fortunate in securing two nationally recognized consultants, Marina Marchese, who published a book on the art of holding “honey tastings” and Bruce Baker, who has helped many farmers increase their sales at farmers’ markets through the art of strategic display and visual merchandising.

The four “value-added” workshops held in 2011 were demonstration and participation

formats with key handouts to help participants after the program. The presentations covered supplies needed, safety precautions, step-by-step how-to, and packaging and labeling demonstrations. Each workshop was promoted throughout the five county target region in the Catskills as well in Country Folks which covers all of New York and NE states. Each workshop included a written agenda and evaluation that were filled out and handed in on the day of the workshop.

Workshop I: Twenty-eight honey producers learned how to make comb honey and creamed honey – two high-end products. They learned how to collect and package pollen as well. Handouts included: Comb Honey Basics (Taylor); Creamed Honey Instructions (Dadant Beekeeping Supplies); Pollen (Value-Added Products from Beekeeping); Creamed Honey Theory (Nicolas Calderone, Cornell).

Workshop II: 25 participants made dipped candles, molded candles and rolled wax candles. Handouts included Wick, Wax and Talk (Wilhelm); Candle Making from 'Super Formulas' (White) and the power point presentation of the instructors.

Workshop III: 18 participants made various specialty soaps, including cut block soaps, melt and mold soaps and liquid soap. Handouts included: Instructor's power point presentation; Melt & Mold Soap Crafting (Westerman); Soap Making from 'Super Formulas' (White).

Workshop IV: Participants made a variety of honey-based beauty products, including lip balm, skin cream, and face masks formulas. Handouts included: Super Formulas: How to Make More than 360 Useful Products that Contain Honey and Beeswax (White) and the instructor's power point presentation.

ADDED ACTIVITIES:

Interest by new beekeepers was so high that the Project Team decided to hold two "Beginning Beekeeping" programs at Cooperative Extension. 78 people attended these two beginner schools and many of these participated in the value-added and marketing programs as well.

A core group of beekeepers met twice to form a regional marketing association that they named: "The Central New York Honey Marketing Association". Minutes of these meetings were taken and sent to all participants in the other workshops and conferences. Plans for four "honey tastings" at Delhi, NY's "Fair in the Square Friday evening farmers' market held in July were developed. Some promotional items were purchased for these events, including 'Local Honey' banners and specialty table cloths.

Goals and Outcomes Achieved

Goal: Reach people in a five county region: This project attracted a total of 161 participants from all five counties in the Catskills region close to Hamden, NY: Delaware, Otsego, Schoharie, Chenango and Sullivan. Other counties represented include: Wayne, Orange, Tioga, Oneida, Broome,

Goal: Increase the diversity of honey producers' product line for market appeal and greater profits: Eighty-three honey producers learned how to make a wide variety of honey and hive products that could add significantly to their profits and success at farmers' markets. Participant quote: "I would say the single largest change I've made is to increase my product line after taking the classes on candle making, comb honey, and the like. That's helped me implement some of the ideas from the marketing conference."

Goal: Increase honey producers participation in downstate and local farmers' markets: To date, no participants indicated an increase in the numbers of markets they plan to join, but the results of the two marketing conferences confirm that they hope to achieve greater success at those they do already attend through better display, salesmanship, and entrepreneurial marketing. These same participants formed the nucleus of a new marketing association they named "The Central New York Honey Marketing Association". Members are hoping to network as a group to have a more powerful presence at local and downstate markets. Many are also linking up with the Empire State Honey Producers Association that is trying to unite New York beekeepers into a more cohesive group on the state level.

In addition, the two beginner beekeeping programs attracted 78 people. Of these at least 50% indicated plans to start up and use local regional markets – not quite ready for downstate markets.

Goal: to develop skills in direct marketing: Through program evaluations and follow-up surveys participants in the marketing conferences indicated (in their own words) plan to:

- Utilize visual selling
- Modify selling techniques
- Move from wood/rustic display to painted, cleaner displays
- Get rid of "chairs" at the stand
- Hang vegetables
- Accept credit cards via smart-phone device
- Make more signs
- Use "action" language and be aware of "body" language
- Paint my wood!
- Be more aware of active selling
- Keep on top of current trends in specialty products
- Look at getting back to farmers' markets vending
- Stop "stalking" the customer
- Add height to my display to maximize space vertically and visually
- Re-design our logo and raise prices!
- Conduct honey tastings and promoting artisanal honey – will extract more often to take advantage of varieties of honey
- Get "Kosher" certified
- Do honey tastings for local groups
- Add more brands, like Pride of NY
- Update webpage

Beneficiaries.

- Honey producers from throughout the region now have the knowledge and resources needed to diversify their product lines
- Honey producers and other direct marketers from throughout the region now have increased skills in farmers' market display that attract today's consumers who are social, mobile and interested in safe, local food
- Honey producers from throughout the region now have the expertise to hold "honey tastings" and other entrepreneurial events that will appeal to upscale market buyers interested in artisan and local foods
- People in the region interested in starting up a beekeeping operation now have the resources and contacts to needed as well as a network of experienced beekeepers to assist
- Beekeepers in the region now have a new networking association that will work to promote honey as an artisan and local farm product
- Consumers at downstate and regional farmers' markets will have increased access to a wider variety of honey and hive products made by local "farmers"
- Consumers at downstate and regional farmers' markets will have an increased knowledge of the varietal sources of honey and an increased appreciation of honey as an artisanal farm product – most notably, Catskills Honey

Lessons Learned.

The strategy to have hands-on workshops went very well. People can read and watch demonstrations, but until they do the job themselves it is not as meaningful. Plus, "things" come up as you actually "do" it and the instructor is right there to troubleshoot you through it. Participants that take home their creations and the reinforcing "how to" resources are much more apt to proceed on their own.

What didn't work well was the follow-up emails, phone calls and surveys for feedback on program impact. Even with stamped addressed return envelopes, returns were low. Those returned were very positive but one always wonders about those not received. Next time we might try to build-in some financial incentives for actual feedback or devise a feedback mechanism through new technology.

The May conference was coincided with the first "sunny" day of a very wet spring and many farmer/beekeepers had to get crops in the ground, thereby missing the program. There is no foreseeing bad weather, other than to not schedule a program during possible planting time – strategic error!

It turned out to be a good "problem" when the original marketing specialists had to bow out and we had to do a thorough search for substitute consultants. Those we found were not only highly qualified but very effective and motivating speakers. Lesson learned by this? If you know what you want to accomplish you can always find the means to accomplish it, so setting firm goals was essential to our success.

The positive results were of course the establishment of the ongoing marketing group through which we will continue the goals and objective of this program. We didn't want

to have a two year program and call it good. We wanted to start something that had a future, with more beekeepers getting higher prices for their products and being successful at farmers' markets. We never before had calls for programs and information on beekeeping and honey production, but we are now receiving *many* calls at Cornell Cooperative Extension for more beekeeping programs. We feel we now have the basis to obtain further funding for future programming in this area.

If we had it to do over again, we would integrate a system of follow-up that would not be obtrusive but would encourage participants to share their successes and obstacles in the short term. Long term feedback is much easier as they have more time to implement changes.

Additional Information:

Partners in this endeavor included the National Honey Bureau which provided a lot of free and/or inexpensive promotional materials for program participants; the Empire State Honey Producers Association which provided promotion, information, and program materials free of charge; local beekeeping clubs who reached out to members, encouraging participation; the beekeeper instructors who were very generous in their time and expertise to help people either get started in beekeeping or get more diversified in product offerings.

Information regarding budgetary differences that occurred late in the grant: **Personnel** budget was \$17,450 . We spent \$16,181. The balance of \$1,269 was spent on direct marketing supplies for beekeepers and included wonderful fabric tablecloths that were cut and sewn from realistic bee/honeycomb fabric. **Contractual** was explained earlier in the report in that we hired different experts than was originally planned for and the change left \$1,142 in that category, spent on supplies that included a portion of the heavy duty banners that have been distributed prior to the farmer market season. **Travel** had a \$784 balance; \$305 was left for visiting the farms. The remaining funds were in case I had to travel to DC again which wasn't requested. The beekeepers had different needs and a number of visits were done. The beekeepers requested the banners and assistance with generic honey promotion, so materials were ordered from the National Honey Board with the remaining balance in travel. **Supplies** category was the area that absorbed the leftover funds to assist the honey producers. The supplies budget was \$5000 and we spent \$8195 with the overages in Personnel, Contractual and Supplies. This furthered the effort to increase quality, visibility and branding of the honey marketers at farmer markets and was the main focus of this grant.

Contact person:

Mariane Kiraly
607-865-6531
mk129@cornell.edu

USDA - HONEY (104)

September 30, 2010 - March 31, 2013

MONTH	Janet Aldrich	Mariane Kirely	MILEAGE	TRAVEL		SUPPLIES	Room Rent	PRINTING	CONSULTANT	Advertising	INDIRECT **	TOTAL FOR MONTH	TOTAL SPENT TO DATE	TOTAL \$ LEFT
Budget	\$2,057.65	\$1,324.60	\$201.29	\$583.21		\$2,296.13	\$300.00	\$547.95	\$1,142.39	-\$453.42	-\$273.44	\$7,726.36		\$7,726.36
Budget/Month	\$171.47	\$110.38	\$16.77	\$48.60		\$191.34	\$25.00	\$45.66	\$95.20	-\$37.79	-\$22.79	\$643.86		
Jan-13	\$762.08	\$248.70	\$0.00	\$0.00		\$2.62	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,013.40	\$1,013.40	\$6,712.96
Feb	\$1,454.88	\$273.57	\$0.00	\$0.00		\$148.95	\$600.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,475.40	\$3,488.80	\$4,237.56
March	\$796.72	\$577.34	\$0.00	\$0.00		\$2,527.00	\$0.00	\$609.50	\$0.00	\$0.00	-\$273.00	\$4,237.56	\$7,726.36	\$0.00
TOTAL	\$3,013.68	\$1,099.61	\$0.00	\$0.00	\$0.00	\$2,676.57	\$600.00	\$609.50	\$0.00	\$0.00	-\$273.00	\$7,726.36		
April												\$0.00	\$7,726.36	\$0.00
May												\$0.00	\$7,726.36	\$0.00
June												\$0.00	\$7,726.36	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
July												\$0.00	\$7,726.36	\$0.00
August												\$0.00	\$7,726.36	\$0.00
September												\$0.00	\$7,726.36	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
Oct												\$0.00	\$7,726.36	\$0.00
Nov												\$0.00	\$7,726.36	\$0.00
Dec												\$0.00	\$7,726.36	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
TOTAL	\$3,013.68	\$1,099.61	\$0.00	\$0.00	\$0.00	\$2,676.57	\$600.00	\$609.50	\$0.00	\$0.00	-\$273.00	\$7,726.36	\$7,726.36	
Total \$ Left	-\$956.03	\$224.99	\$201.29	\$583.21	\$0.00	-\$380.44	-\$300.00	-\$61.55	\$1,142.39	-\$453.42	-\$0.44	\$0.00		\$0.00

2010 - Farmers Market Promotion Program

Printed on

4/15/2013

Project ID Number: NY-110-2010-G-1178

Organization Name: Cornell Cooperative Extension Association of Delaware County

Project Name: Catskills Regional Honey Marketing Initiative

Project Contact Name: Mariane Kiraly

Project Contact Phone Number: (607) 865-6531

Budget Item	Approved Budget	First Request	Second Request	Third Request	Fourth Request	Fifth Request	Sixth Request	Seventh Request	Eighth Request	Ninth Request	Tenth & Final Request	Outstand. Balance
Personnel												
Mariane Kiraly - Extension Educator	\$3,406	\$636	\$0	\$34	\$184	\$138	\$209	\$459	\$224	\$199	\$1,099	\$224
Janet Aldrich - Extension Educator	\$14,044	\$1,110	\$882	\$898	\$497	\$224	\$840	\$2,824	\$978	\$1,732	\$3,014	\$1,045
Contractual												
Linda LaRosa Mosner - Marketing Specialist	\$800	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$800
Cheryl Fabrizi - Fab Idean	\$800	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$800
Four Cornell Univ Staff Training & Others	\$2,800	\$0	\$160	\$0	\$550	\$0	\$300	\$1,110	\$1,138	\$0	\$0	-\$458
Travel												
Mariane Kiraly - FMPP Trng 2 trips to Wash, DC												
Airfare to Washington, DC	\$1,011	\$654	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$357
Lodging for four overnights	\$409	\$409	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Meals and incidentals	\$284	\$154	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8	\$0	\$122
Janet Aldrich Mileage farm visits	\$500	\$0	\$105	\$0	\$309	\$0	-\$261	\$0	\$0	\$42	\$0	\$305
Equipment												
Supplies												
Beekeeping Resource Guide/Value Added	\$2,000	\$0	\$739	\$0	\$518	\$0	\$0	\$0	\$328	\$0	\$2,677	-\$2,262
Room and Equipment rental for classes	\$900	\$0	\$0	\$0	\$0	\$600	\$0	\$0	\$0	\$0	\$600	-\$300
Advertising in local papers	\$1,200	\$3	\$675	\$0	\$0	\$0	\$0	\$367	\$608	\$0	\$0	-\$453
Printing program, brochures, newsletters	\$900	\$15	\$6	\$186	\$55	\$2	\$33	\$28	\$76	\$70	\$609	-\$180
Other												
Indirect Cost	\$2,905	\$246	\$650	\$613	\$354	\$284	\$255	\$253	\$261	\$262	-\$273	\$0
Total	\$31,959	\$3,227	\$3,217	\$1,731	\$2,467	\$1,248	\$1,376	\$5,041	\$3,613	\$2,313	\$7,726	\$0