



WHAT:

Honey Producers Working Group 2.1

WHERE:

University of Delaware
Department of Entomology & Wildlife Ecology
ROOM Townsend Hall Rm 132
Newark, DE 19716

WHEN:

Meeting Tuesday November 5th from 5:30-7:30

WHY:

The Honey Producers Working Group is a fundamental part of a grant from the Northeast Center for Risk Management Education received by Dr. Debbie Delaney and Dr. Kent Messer at the University of Delaware. The aim of the grant is to help beekeepers decide on how best to manage their marketing efforts and to set their honey prices to improve their economic viability. To make this effort a success, we have started identify the issues related to marketing and labeling that are most important to regional beekeepers. In addition to providing critical feedback for this new effort, members of the HPWG will gain an improved understanding of what drives regional demand for honey given different labeling on production methods, packaging, and niche marketing. The benefits and risks associated with changes to honey marketing and labeling will also be discussed.

The meeting on November 5th, 2013, **we will demonstrate economic research methods that will help us to determine what drives consumer demand. We will disseminate our research findings to-date providing you with estimates on consumer's 'willingness to pay' for honey, specifically testing different packaging and educational information. We will also guide you through how to develop a marketing plan for your honey, based off the information gleaned from consumer targeted research.**

REGISTRATION:

Please email Dr. Deborah Delaney at dadelane@udel.edu and let her know if you will attend the Honey Producers Working Group 2nd meeting. Feel free to also send her any questions you may have.
Thank you for your continuous support of honey bee extension work. We hope to see you soon !

Best,

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