

National Honey Board Meeting Minutes

PRESIDING: Eric Wenger, Chairperson

LOCATION: Virtual Meeting

DATE: October 28th & 29th, 2020

National Honey Board Members Present: Eric Wenger, Michelle Poulk, Lisa Hansel, John Olney, Tom Sargeantson, Greg Olsen, Doug Hauke, Patricia Sundberg, Joseph Sanroma, Maren Martin,

National Honey Board Alternates Present: Jeffrey Dong, Kevin Jensen, Alan Turanski, Jeff Hull

National Honey Board Absent: Tim Burleson, Darren Cox, Mark Jensen, Mathias Leitner, Andrew Sargeantson,

National Honey Board Staff Present: Margaret Lombard, Kelly Werning, Catherine Barry, Jessica Schindler, Jocelyn Martinez, Melissa Boone-Hall, Andrea Brening, Darren Brown

Others Present: Patricia Petrella (USDA/AMS), Katie Cook (USDA/AMS), Jeff Caley (Dutch Gold), Jill Clark (Dutch Gold), Chris Stroh (Dutch Gold), Joan Gunter (Gunter's Honey), Evan Himes (Dutch Gold), Laura Morin (Sterling Rice Group), AmerTadmori (Sterling Rice Group), Laura Muir (Sterling Rice Group), Linda Li (Sterling Rice Group), Jimmy Szczepanek (Porter Novelli), Keith Seiz (Brightly Creative), Don Ladhoff (Fresh Smart Solutions), Andrea Schepke (Evans Hardy + Young), Barbara Lyle, (B Lyle, Inc.), Danielle Downey (Project Apis m)

WEDNESDAY, October 28th, 2020

CALL TO ORDER

The Thursday session of the National Honey Board meeting was convened at 9.07 a.m. by Eric Wenger. Andrea Brening called roll.

ACTION ITEM I TO ACCEPT THE AGENDA

Motion by Lisa Hansel seconded by Joe Sanroma and carried to approve the consent agenda.

ACTION ITEM II TO ACCEPT THE MINUTES

Motion by Patty Sundberg, seconded by Michelle Poulk and carried to approve the minutes.

AMS Update

Patty Petrella with United States Department of Agriculture/Agricultural Marketing Service (USDA/AMS) updated the board that nomination appointments to the board for 2021 are in the works and discussed what positions are being filled.

The nominations for board officers that have been received are Michelle Poulk for Chairperson, Maren Martin & Tom Sargeantson for Vice Chairperson and Lisa Hansel for Secretary/Treasurer. Katie Cook with USDA/AMS reviewed nominees and received acceptance of nomination from all four nominees. She also opened the floor for others who wish to be nominated and then asked for nominees to speak for why they should be nominated if they wish. Cook explained that votes for nominees should be emailed to Katie Cook directly and should be sent by end of day today. Cook will then tally the votes and announce the results at tomorrow mornings meeting.

FINANCIAL

Kelly Werning introduced herself as the Vice President of Finance and she ran through a quick review of financial statements for Sept 2020. She reviewed assets and liabilities and the income statement and revenue. Revenue is up by a little bit as are refunds including organic refunds. Refunds have increased even beyond our budget adjustment. Total revenue of \$5,568,003 at the end of Q3. Marketing has done a great job adjusting programs for programs and spending has been more than expected.

2021 PROPOSED BUDGET

Werning reviewed the 2021 Budget in comparison to 2020. We are anticipating 2.4 million to be in the account at the beginning of 2021 and assessments coming in at about 8 million. Offsetting this is the refund amount, and we anticipate in will be higher and we think that will be about 1 million. Which leaves us at 7 million for net assessment. Werning then discussed program expenditures and mentioned that research is a little less due to the nutrition program

that is limited due to COVID. Total program expenses are at 7.7 million. Office expenditures have increased a little bit. Board meetings have been decreased by 50% due to expected virtual Spring meeting. Net operating reserve is at -0- by the end of the year.

NHB FUNDED RESEARCH PROJECTS

Werning discussed our partnership with Project Apis m (PAM) to manage our research funds on behalf of the board. In order to confirm the status of these funds and research projects a confirmation process is required. Werning hired Anderson & Whitney to conduct this 3rd party review. The Confirmation Process went very well, and we had great responses from all the grantees and the Confirmations came back with no exceptions. The outcome is that PAM is doing a wonderful job with our funds.

COMPLIANCE

Werning discussed that compliance due to COVID looked a little different this year. But she and Missy were still able to conduct 10 compliance audits. They reached out to 11 companies and heard back from all but one. Overall assessments collected in 2020 amounted to \$5,431. They did ask for feedback from companies as to whether they preferred in person or virtual reviews and concluding from this we will most likely transition to a mix of both. Tom Sargeantson asked about how the emerging opportunities are used? Lombard mentioned that it is usually geared for last minute opportunities or crisis issues.

Patty Sundberg asked how the organic programs work. Petrella discussed that it is law that organic companies are exempt from assessments. There are processes in place to be certified organic. Werning mentioned that the increase every year is substantial for organic refunds and the time spent to review and process these is significant. She also stated that this is extremely difficult to identify in advance. We have no information on what to expect as organic reimbursement until we receive the refund requests. Which is why we have asked to have an HTS code added to the customs report, so that we can financially plan ahead. Maren asked if there is any way around that organic law to allow NHB to use this money. Petrella said no it is the law and it would have to be changed by congress and a change made to the law. Lombard did mention that it is voluntary to submit organic exemptions.

MARKETING PROGRAMS OVERVIEW

Catherine Barry began by discussing the role of the NHB in the honey industry as a research and promotion board to not only conduct foundational research, but to also drive the consumption of honey.

Barry continued by outlining the goal of conducting foundational research is to: better understand why and how honey is being consumed, explore the health and nutrition benefits of honey, and support bee health by funding critical production research. In addition, the NHB drives consumption of honey by inspiring usage and preference of honey with consumers, foodservice and ingredient channels, as well as educating on the importance of honey and its connection to pollinators and agriculture.

Barry then went on to explain that in order to accomplish these goals the NHB will need to differentiate honey from other sweeteners and leverage honey's positive perceptions, while also showcasing the unprocessed nature of honey compared to other sweeteners.

The NHB has established a strategy that can be defined by two key messaging pillars that resonate with the NHB's target audience – Good For Me and Good For The Planet. Under each strategic pillar, the supporting messages and proof points were shared.

Barry gave a brief description of the NHB target audience – Goodness Seekers. Below are some of the attributes that define the target:

- Female Skewing
- 37% Millennial
- College Educated
- Seeking new foods and experiences
- Balance health, flavor and sustainability

Goodness Seekers are a powerful group of influencers. They often vote with their dollars and support companies/organizations that prioritize causes that are important to them.

Barry then went over the various marketing program focus areas, including consumer PR, foodservice, ingredient, among others. It was also mentioned that the Board would be hearing from all of the agencies throughout the board meeting that help to manage and execute these programs.

Barry stated that the NHB is grateful for the wonderful agency partners, many of which we have worked with for many years and some more than a decade. She also acknowledged that

2020 was a very challenging year, that the NHB is very proud of our teams and how they have worked hard to adapt our programs due to COVID. This included being sensitive to our consumers and industries that have been significantly impacted by the pandemic with many experiencing devastating impacts including economic, social and overall well-being. Barry mentioned that the NHB addressed this by shifting programs to meet our audiences where they were consuming media and content.

RESEARCH PROGRAMS

Market Research is an important part of our programs so that the NHB can stay up-to-date on the latest honey consumption trends to evaluate the programs effectiveness and develop direction for our programs based on this.

Barry touched on the reason for the reduction in the proposed 2021 research budget in the coming year was due to the inability to conduct many Nutrition Research projects due to subject recruitment challenges because of COVID. In addition to the fact that the Volumetric Study was not being conducted every year, but rather every 3-5 years. Hence less budget in 2021 was due to both of these factors and in the meantime, the NHB can still use some of the pre-paid research 2020 funds in 2021.

Wenger asked about Goodness Seeker versus Natural Balancers and the background on the decision of the Board's change from one to the other.

Barry explained that after several consumer research studies were conducted, the NHB determined that there was a needed to realign our target audience to address the change in the strategic messaging platforms. Goodness Seekers are more conscience of consuming ingredients and products that are not only good for them, but also the planet. The newly defined messaging with resonate better with the new audience versus the Natural Balances who were focused more on convenience and less about sustainability.

Hull asked if we have any plans to research the increased honey usage during COVID. Barry said we have anecdotal information but there is no specific research plans just what we are seeing through Nielsen. Lombard added that we might be delving into that and other trends at the Honey Industry Summit.

Tom Sargeantson asked if there is a way to investigate the difference between actual consumption versus stocking up. Lombard said we have not seen purchases go down during this whole time of COVID indicating it does not appear to be just stocking up.

HONEY VOLUMETRIC STUDY

Laura Morin and Amer Tadmori with Sterling Rice Group started by going over the basic background and objectives. She then went on to discuss market sizing, trends, and program implications. The approach to do all of this follows the following guidelines:

1. Immerse
2. Explore
3. Evaluate
4. Activate

All of this helps to determine the marketplace of honey volume and consumption. Honey market at 603 million pounds distributed across the retail and manufacturing. Foodservice represents about one-fourth of volume. Honey volume is up 29 million pounds since 2015.

Tadmori reviewed the retail honey status and overall summary of trends with manufacturing and foodservice and retail.

- Honey volume has grown since 2015 and is outpacing foodservice industry
- Demand for honey in bulk is driving growth
- Future demand for portion control

Overall recommendations indicate that deli meat and salad dressings show as being good opportunities for honey usage growth.

Morin came back to go over foundation review:

- Vilification of Sugar and The New Sweet Tooth
- Ecological and Social Welfare Consciousness
- Sustainable Package
- Supply Chain Traceability
- Online Ordering & Delivery

The implications on our programs means continuing to activate the “Good for Me” and “Good for the Planet” strategy via education like Honey Saves Hives. Then also protect the reputation of imported honey by leveraging the Celebrating Beekeeping initiative while showcasing the unprocessed nature of honey compared to other sweeteners. Then lastly adapt to consumers new ways of shopping, dining, and the path to purchase by educating the industry on packaging and QSR’s.

Martin asked about the imported honey and third-party verification process and working with customs on this and the process of celebrating beekeeping videos. Morin said that we are hoping to highlight international beekeeping with videos next year. Unfortunately, we were not able to do that this year due to COVID. Lombard said that the industry is working on third party verification such as True Source Honey. This has a lot of value but more complicated to implement.

HONEY SAVES HIVES CAMPAIGN

Keith Seiz presented on how the Honey Saves Hives campaign and the details of that as a celebration of honey. With a focus on Good for Me and Good for the Planet. He reviewed the process on achieving this by the following steps:

1. Develop the initial idea and fine tune and an inter-agency team covering consumers, food service, retail and food manufacturing.
2. Find partners across all industries
3. Develop campaign brand, creative and messaging
4. Execute the campaign across all industries and segments

Finding Partners:

1. Food or beverage brand that used honey and was available nationwide
2. Believed in the Good for Me Good for Bees message
3. Committed to making donations to support honey bee health
4. Opportunity to increase honey usage

Within doing this how to approach and promote the Honey Saves Hives campaign especially during COVID. We found great partnerships with Kashi, Justin's and Fronen

Lessons learned during this process were that the bigger the company the longer the lead time needed. Every company believed in the platform and the cause but could not commit during COVID. Then also that many companies use a lot of honey, but do not really understand the importance of honey bees.

Jimmy Szczepanek with Porter Novelli then talked about how they brought this program to life by first working with PAM as the face of the program. Then executed a program across all

channels that reached out to the Goodness Seekers and where they look for information. Also utilizing partnerships that we already have in place to work with them on promoting this with Dietitians using social media and bloggers.

IN-HOUSE

Jessica Schindler began by explain that we wanted to build upon partnerships that we currently have to further educate consumers on the importance of honey bees and our food supply. We continued to bring awareness to nutrition professionals about the benefits of honey and share latest findings and reach the Goodness Seeker.

We worked with Disney for the Epcot Flower & Garden Festival which sadly due to COVID was shut down after 11 days. However, Disney has agreed to transfer all funds paid in 2020 to a 2021 Flower & Garden Honey Bee-stro marketplace.

Food & Nutrition Conference & Expo was conducted virtually and was attended virtually by 13,750 registered dietitians, nutritionists, nutrition science researchers and policy makers, healthcare providers and industry leaders. This seemed to be a successful event.

We were also involved with the Today's Dietician Spring Symposium. We also have had lots of placements featuring honey in magazines such as:

- Rachel Ray
- Better Homes & Gardens
- Shape
- Health

As always recipe development and photography continue to be an important part of all of programs. Focusing on photos and recipes that focus on our Good for Me messaging and that are pollinator-friendly ingredients. All of which showcase the importance of honey bees and their importance to the global food chain.

SOCIAL MEDIA UPDATE

Jocelyn Martinez discussed the top performing themes that support the honeybee and pollinator related content. Again, focusing on our Goodness Seeker and making the most of events that promote our cause:

1. National Honey Month

2. Earth Day
3. World Bee Day
4. National Pollinator Week
5. National Honey Bee Day
6. National Honey Month
7. World Food Day

She touched on the impact of COVID-19 and Black Lives Matter and how we addressed the challenges related to these difficult issues.

SUSTAINABILITY UPDATE

Laura Morin reviewed the Good For Me and Good for the Planet program and the impact that it has on the planet. These videos aim to showcase the positive impact that beekeeping has, its tangible value on not just the consumer but also the planet. The objectives of celebrating beekeeping are to do the following:

1. Demonstrate Honey is Good for the Planet
2. Showcase the Tangible Value
3. Differentiate Honey
4. Build Goodwill

We created one video last year featuring several beekeepers. This year we are highlighting the Next Generation of Beekeepers featuring three different groups Appalachian Beekeeping Collective, Mother's Finest Family Farms and The Bee Girl Organization. All three of these are very committed to promoting their communities, the environment, and the honey industry.

We are disseminating these videos using YouTube. We have found that these videos have been received very positively and a large majority watched the entire videos. Great performance with minimal financial expense.

The goal of these videos is to educate the Goodness Seekers that eating honey saves bees.

The meeting was adjourned at 12:08

THURSDAY, OCTOBER 29TH, 2020

Meeting was called to order at 9:03 and roll call was done

Katie Cook began by announcing herself and stating she has been with the NHB for about 1 ½ years and then she also introduced that Alex Caryl with the USDA is joining us today instead of Patty Petrella.

Cook went on to state that Michelle Poulk is our new Chair and Lisa Hansel the Secretary/Treasurer, both of whom were uncontested. Nominations for the Vice Chair Person position were Maren Martin and Tom Sargeantson and there was a tie so there will need to be a run off. She opened the floor to people to speak to both candidates. Martin and Sargeantson both spoke for their candidacy. Cook then asked that all board members send their vote via email to her before the break today and then the results will be announced after the break.

HONEY ATTITUDE AND USAGE STUDY

Laura Morin and Linda Li with Sterling Rice Group began by reviewing the objectives and methodology and then the key learnings from the study.

Morin did mention that there were changes for 2020 due to COVID and the change from the target audience from Natural Balancer to Wellness Seeker. She touched on what adjustments were made due to COVID and the shift and impact on the different channels.

Morin reviewed who the Goodness Seeker is and noted what a powerful influencer she is.

The key findings of the Attitudes, Awareness and Usage study were in the following areas:

1. Sweetener Awareness
2. Spreads Awareness
3. Perceptions
4. Positive vs Negative Story Recall
5. Usage Frequency
6. General Population Sweetener Usage
7. General Population Spreads Usage
8. Typical Usage
9. Sweetener Preference
10. Delivery Gap Honey vs Sugar & Maple Syrup
11. Motivating Statements
12. Eat Less Barriers
13. Pre-Shopping

14. Retail Outlet

Program Implications that we want to focus on:

1. Goodness Seekers are an ideal target for future growth
2. Protect Honey as THE preferred alternative to white sugar
3. Equally prioritize good for me and good for the planet
4. Protect honey sold at traditional grocery stores

RETAIL PROGRAMS

Don Ladhoff with Fresh Smart Solutions went through the findings on the retail industry and the impact of COVID.

HONEY PURCHASE DECISION TREE RETAIL PROGRAM UPDATE

After digging deeper into the Honey Usage Study, we came up with a Honey Purchase Decision Tree he reviewed this and how this tree works and the findings. This is based on Gen pop not Goodness Seekers. Chris Stroh asked about Q1 for 2021 plans. Ladhoff stated nothing is set in stone until we know budgets and see how COVID goes.

INGREDIENT MARKETING

Keith Seiz with Brightly Creative discussed how there is a shift in the focus due to current situations. They have found that they have been able to reach segments that previously had shown little interest and now they are expressing interest. Based in part that consumers are paying more attention to what the ingredients are in the products that they purchase.

The alcohol industry has been impacted. Especially on craft brewers who slowed down substantially or shut down completely.

The messaging had to change due to COVID, so they really focused on the Good for Me and Good for the Planet. Which has really resonated with the consumers and with food and beverage manufacturers. Also, our initial reaction to COVID gave us an incredible amount of exposure and we've been able to maintain momentum by making ourselves available through zoom calls etc.

Key Highlights:

1. Messaging and Advertising

2. Fact or Factory Campaign
3. Direct Outreach (Cliff Bar, Ventura Foods, Honey Stinger, Justin's, Fronen, Kashi, IBIE/RBA Members, Baking & Snack
4. R & D Honey Summit
5. Queen's Choice Awards
6. Public Relations

BEER, SPIRITS & MEAD

They have been doing lots of webinars at all hours to reach out to this group. Offering online brewing & Distilling Courses.

Honey competitions have still been happening and the industry was onboard to continue to do this and they were a great success. It was a lot of work to make sure they were safe but were very successful.

Honey Summits and Sessions pivoted to a virtual model and also found great success.

What we've learned:

1. Being nimble, available and willing is the Ingredient Marketing programs biggest asset in 2020 and will continue to be so in 2021
2. The NHB's reputation made March, April and May productive for the ingredient marketing program while most of the world stopped.
3. New Messaging platform has resonated with audience.
4. Emerging categories are fully in play now.
5. Never underestimate people's desire to digest great content

What's Next:

1. Food and beverage industry sales will continue to boom as lockdown and restrictions persist. Opportunities abound.
2. Open up new categories such as meats, sauces/condiments, confectionery and prepared entrees
3. Double down on "processing" message
4. The ingredient marketing program has built huge momentum amid a pandemic. It's going to take new ideas, concepts and outreach to keep the ball rolling.

Evan Hines asked about concerns in the ingredient industry being concerned about the cost of honey and availability. That does not seem to be the main concern now due to the success of getting the message out that it doesn't harm the bees.

R & D will be on Dec 9th & 10th (?) Seiz then explained that this event focuses on working with product developers to learn how to work with honey. Help from the honey industry to provide food and beverage manufacturer contacts that they work with to encourage them to sign up for this. Ideal candidates are large scale food manufacturers, product developers.

Honey Industry Summit is also coming up virtually on November 10th & 12th. This will be a great event and anyone can attend and we welcome attendees.

BOARD OFFICERS

Cook announced that Maren Martin is the new Vice Chair Person along with Michelle Poulk as Chairperson and Lisa Hansel as Secretary/Treasurer.

FOODSERVICE MARKETING

Andrea Schepke with Evans Hardy + Young spoke to the board with highlights to date.

Better for You and Better for the Planet couldn't be better for 2020. With the heightened attention to health and sustainability.

This has not been an average year for Trade Media Relations and we have had to make a strategic shift from "How to Use Honey" to Why to Use Honey".

They have adjusted their messaging to be relevant and understanding to the circumstances and hardships within the restaurant industry.

Content creation has shifted gears to create some wonderful recipes and photographs that focus on Better for You and Better for the Planet. This includes Pollinator friendly cocktails and recipes. New honey bee and pollinator focus messaging, recipes and content.

They had to find other ways to connect and they did so with online sessions and virtual conferences really utilizing the opportunity to make the most of our funds.

Enthusiasm is continuing as we look ahead to 2021 in the Food Service Industry.

Barry asked that Schepke share the definition and perception of honey and vegan. Basically, we have approached the concept of the importance of bees organically with a plant forward diet and pollination. And the importance of bees on our agriculture.

NUTRITION RESEARCH UPDATE

Barbara Lyle gave an update on how they are adapting. NHB was funding the following three studies and they were shut down due to COVID:

- Digestive health benefits of yogurt with honey
- Effects of daily yogurt with honey on inflammation and healthy gut bacteria
- Prebiotic and pathogen resistance effects of honey

So, we had to work with the research institutes to come up with contingency plans to protect the resources. Lyle then went through a quick review of those studies and what their status is.

Lyle discussed the purpose of a Composition Analysis and the organization in Toronto that will be doing that for us in 2021. They are currently 90% shut down. This research will provide the following:

- Standardized nutrient composition analysis
- Specialized analysis of uniquely metabolized sugars
- Quantified levels of specific bioactive components
- Health promoting potential of specific bioactive components

In order to adapt to current situations, they have gone back to look at past research projects and have also put out RFP's for Honey food pairings to help Americans consume a Mediterranean diet pattern.

NUTRITION RESEREACH UPDATE

Laura Morin presented an update on the Nutrition Professionals Outreach Program. Again, focusing on the Good for Me and Good for the Planet message. This program offers an opportunity to develop a stronger relationship with Registered Dietitians to activate new strategies.

Objectives to educate health care professionals to encourage clients to be aware of the benefits of honey and recommend it to their clients. Using the following messaging:

- Sustainability
- Natural and Unprocessed
- Nutritional Composition and Sweetness Impact

A huge push for RD's is sustainability and they have asked that it should be a key factor as we move forward.

PRODUCTION RESEARCH UPDATE & BEE HEALTH COLLECTIVE

Danielle Downey with Project Apis m (PAm) said that research projects have thankfully been able to figure out how to keep making progress thru COVID.

Downey discussed briefly why PAm is successful is because of the staff and board members that represent influential and knowledgeable people in the industry.

She then reviewed for the board the proposals received since 2017 and then the 38 proposals received for 2021 which is double where they started.

We are seeing an increase in the number of research proposals being submitted. This is good news in that we are receiving proposals from researchers that we need. We have worked to coordinate what our research projects and how to prioritize them. We also continue to work with all these researchers to make sure that the results can be sourced in one location.

Downey did a review of 2019 projects and the outcome of those.

BEE HEALTH COLLECTIVE

This is a site to gather all our research in one place. They have set goals to try and drive more traffic to this site and keep growing the use of this resource.

The question was asked if the Bee Health Collective is site linked to NHB, AHPA and ABF. Downey said that that is part of their work to try and get links from those groups.

Hansel asked if the 38 new proposals are new or being resubmitted because they got denied. Downey does require them to tell us if they have submitted before and they do monitor these to make sure most of them are new.

Funding for PAm comes from our order which requires we give 5% to research. We estimate what that amount will be, and we do not always true it up as some years we do pay more than the 5%. But based on our relationship with PAm we work closely on the finances.

Hauke asked about fund raising through and to the NHB. Margaret referred to Cook as we are not allowed to take donations, but we can highlight that we do donate and to who and direct them to that site. But we cannot say please donate to Project Apis M.

Hansel asked if we are able to donate more than the 5% per our order and Lombard said yes, we are permitted to. The board could vote on it and make a motion. Hansel stated that she would like to see more discussions. Poulk suggested that Lombard and Downey discuss and then get back to the board. These funds could come from carryovers and do an amendment at the Spring Board meeting.

INDUSTRY UPDATE

Lombard touched on industry updates in the US and the industry as a whole. Volumetric study in 2015 showed strong numbers. 2019 study shows overall growth although retail has gone down and 5% increase overall. All the other area's grew except retail

Growth of Organic Honey and we expect to do 1 million in refunds. Organic is exempt from assessments. Refunds are a time-consuming process and in order to help with this we have created a portal to assist with this process. We request your patience in processing these claims until we get funds from customs.

HONEY IN THE NEWS

There are a lot of new stories which we track all the time.

The negative store is adulterated honey in the grocery stores. There are multiple steps that we take to combat negative stories:

- Celebrating Beekeeping video campaign (highlighting the positives of beekeeping)
- Request SOI from the FDA

- Created Honey Testing Methods FAQ's
- Point to industry watchdogs like, True Source Honey and Honey Integrity Task Force (HITF)
- Random lab testing of retail honey to find agreement in the honey testing methods
- Open to other ideas from the industry

U.S. PHARMACOPEIA HONEY STANDARD

The goal being to create a honey Standard and a draft version of the document is now available. Comments are due by October 30th.

NEW NUTRITION FACTS PANELS

Compliance to the FDA's new Nutrition Facts Panels is due by Jan 2021 with a grace period by Jan 2022.

NEW BOARD MEMBER NOMINATION PROCESS

Our hope is to get new members and cast a wider net. In an effort to do this we have created a new online application form on Honey.com

Jeffery Dong commented on protecting the image of honey via the new FDA new certification Foreign Supply Verification program along with True Source and HITF.

Joe Sanroma asked about the issue of MeilBio honey produced in a lab as a new threat and what are we doing for this? The message is that consumers are not looking for another food product. We will continue to promote Good for You and Good for the Planet and the benefits of honey and bees.

ACTION ITEM III TO APPROVE THE 2021 BUDGET

Motion by Doug Hauke, seconded by Joseph Sanroma to approve the 2021 Budget and carried to approve.

Margaret reviewed upcoming meetings dates but stated locations are dependent on COVID.

ACTION ITEM IV

Motion by Doug Hauke, seconded by Lisa Hansel to adjourn.