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**AN ECONOMIC ANALYSIS OF THE U.S. HONEY INDUSTRY:**

**SURVEY SAMPLE AND MAILING**

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# **AN ECONOMIC ANALYSIS OF THE U.S. HONEY INDUSTRY:**

## **SURVEY SAMPLE AND MAILING**

**Lois Schertz Willett\***

Author is Assistant Professor, Cornell University. The author appreciates helpful comments from Fred Hoff, Bob Smith and National Honey Board members. This research was supported in part by U. S. Department of Agriculture Economic Research Service Cooperative Agreements No. 58-3AEK-9-80005 and No. 58-3AEK-9-80006 and the National Honey Board. The author is solely responsible for the views expressed here and for any remaining errors.

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**AN ECONOMIC ANALYSIS OF THE U.S. HONEY INDUSTRY:**  
**SURVEY SAMPLE AND MAILING**

**INTRODUCTION**

The U.S. honey industry is undergoing a period of rapid change. The industry has concern about the possible effects of the infiltration of Africanized honey bees into the United States and what those bees might mean for honey production and providing pollination services. Varroa mites have heightened the industry's awareness of the potential effects of spreading bee diseases and parasites on the migratory behavior of beekeepers and the package bee and queen bee industry. There is continuing concern about the influence of pesticides on bees as they forage for food and pollinate crops. The effects of changing the federal honey price support program has industry participants anxious about the ability to maintain a positive cash flow in the future. Industry support of the National Honey Board, which has taken a role in promoting the use of honey in domestic and export markets, is strong. Finally, honey producers, packers, importers and brokers want to insure that all consumers receive a high quality product that is void of chemical alteration or pesticide residues.

To assist in identifying these issues and other issues that are of concern to the U.S. honey industry an economic study of the national honey industry was recommended and funded by the National Honey Board and the U.S. Department of Agriculture in 1989. This study, conducted by Cornell University, had two major components. The first emphasis was on a survey of the national honey industry. The purpose of the survey was to collect information to identify the needs and current economic status of the honey industry. The second emphasis of the research was to develop and expand an economic model of the national honey industry to aid in understanding the economic relationships in the industry. This model was to be used for simulation analysis of alternative

scenarios. The results were to be interpreted and implications for the industry were to be identified.

This report is one in a series of reports that summarizes the research on the economic analysis of the industry. In this report, the survey of the honey industry is discussed. In particular, the pretest survey sample and results of the pretest are identified. The sample of the complete mailing is discussed. The instrument used to collect information is described. The mailings are identified. The response rate is evaluated. Furthermore, a discussion of telephone contacts with non-respondents is included.

Other Cornell University reports included in the series that details the economic analysis of the industry include works (1) documenting the data collected from the survey, (2) summarizing the data obtained from the survey, (3) identifying the raw data obtained from the analysis and (4) describing the economic model and scenario analyses. Additional works are to be published through the U.S. Department of Agriculture's publication series and in beekeeping trade journals.

## PRETEST ANALYSIS

In preparation for a complete mailing to over 2,000 honey industry participants, a pretest survey was developed and mailed to 200 honey industry participants. The purpose of the pretest was to identify any problems that may arise with the survey instrument. The instrument used, the sample, mailing techniques, response and telephone contact with non-respondents are discussed.

### Pretest Instrument

The survey instrument (seen in Appendix A) used in the pretest consisted of a cover letter, a questionnaire, a return envelope and an outer envelope. The cover letter, on Cornell University letterhead, invited the addressee to be part of a pioneering research effort that may result in better support and policies for the honey industry. Support for

the survey by organizations associated with the honey industry was indicated in the letter's text as well as by signatures from Dan W. Hall (National Honey Board), Frederic Hoff (U.S. Department of Agriculture), Richard Adee (American Honey Producers Association, Inc.), Reg Willbanks (American Beekeeping Federation), Robert Appel (National Honey Packers & Dealers Association) and Lois Willett (Cornell University). In the letter, the respondents were assured that their responses will remain confidential and will never be associated with their name or company. The respondents were encouraged to participate in the study because it is only by their responses that an accurate evaluation of the importance of the beekeeping and honey industry to the nation and the needs and status of the honey industry can be made known.

The questionnaire itself consisted of a cover sheet, twenty-one pages of questions, two pages with brief directions, a comments page and a page where the respondents were thanked for their cooperation. A picture of a large jar of honey, the title and purpose of the survey were identified on the front cover. Inside the front cover more detailed information about the survey and information required by and provided by the Office of Management and Budget were included.

The survey questions consist of five parts. The first section asks producers about their firm characteristics, products and services, colony losses and advertising and promotional activities. Honey packers are asked to respond to questions dealing with firm characteristics, products and services and marketing activities in the second section. The third section includes similar questions for importers and brokers. Questions in the fourth part of the survey pertain to total gross expenses and the operation's financial situation. Finally, demographic information is collected in the last section.

The cover letter, questionnaire and a white self-addressed return envelope (with \$0.85 postage affixed) are mailed in a white envelope (with \$1.05 postage affixed) to those in the sample.

## Pretest Sample

To assist in identifying problems that may arise with the survey instrument the pretest was mailed to 200 participants in the industry. As seen in Table 1, importers and brokers were not contacted in the pretest. Thirty packers and one hundred seventy producers selected randomly from the mailing list of the National Honey Board, were contacted. Contacts were selected such that the representation of each assessment category in the pretest was similar to the population representation. There were no duplication of names between the 200 contacts in the pretest and the contacts made in the complete mailing of the national survey.

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Table 1  
POPULATION AND PARTICIPANTS IN  
PRETEST OF HONEY INDUSTRY SURVEY BY SIZE CATEGORY

	Population		Pretest Sample	
	(#)	(% of Total)	(#)	(% of Total)
Producer				
Assessments ≤ \$60	3223	52.8 %	90	52.8 %
\$60 < Assessments ≤ \$218.50	1328	21.7 %	36	21.7 %
\$218.50 < Assessments ≤ \$5,000	1526	25.0 %	43	25.0 %
\$5,000 < Assessments ≤ \$10,000	25	0.4 %	1	0.5 %
\$10,000 < Assessments	<u>6</u>	<u>0.1 %</u>	<u>0</u>	<u>0.0 %</u>
TOTAL	6108	100.0 %	170	100.0 %
Packers				
Assessments ≤ \$100	150	38.4 %	12	38.4 %
\$100 < Assessments ≤ \$1,000	174	44.5 %	13	44.5 %
\$1,000 < Assessments	<u>67</u>	<u>17.1 %</u>	<u>5</u>	<u>17.1 %</u>
TOTAL	391	100.0 %	30	100.0 %
Importers and Brokers				
Importers	185	91.1 %	0	0.0 %
Brokers	<u>18</u>	<u>8.9 %</u>	<u>0</u>	<u>0.0 %</u>
TOTAL	203	100.0 %	0	100.0 %
GRAND TOTAL	6702		200	

---

### Pretest Mailing

After extensive review by members of the honey industry, the U.S. Department of Agriculture and the Office of Management and Budget, the pretest was mailed on August 14, 1989 to the 200 in the sample. The initial mailing of the pretest was not followed by a postcard mailing to nonrespondents nor a second wave mailing of a cover letter, survey and return envelope. Hence, one would expect the response rates on the pretest to be low.

### Pretest Response

Six weeks after the initial mailing, forty-seven surveys had been returned, as seen in Table 2. This response represents twenty-three and one half (23.5) percent of the mailing. Four of these surveys were returned because of incorrect addresses. One of the forty-seven surveys was returned blank because the respondent would not release information he felt was confidential. One of the forty-seven surveys was returned blank because the operator was no longer in the honey business. The remaining surveys were fully completed.

Honey packers had a higher response rate to the pretest than producers. In addition, the response rate of large packers, as indicated by the amount of assessments paid to the National Honey Board, is the highest for any category in the pretest sample. It does not appear that the response rate of large producers is significantly lower than the response rate of smaller producers.

A response rate of 23.5 percent was somewhat lower than expected. However, there are a few characteristics of the pretest that must be taken into consideration when evaluating the response rate. First, the pretest was mailed in mid-August. This time of year is quite busy for honey producers and packers. Because of the competing demands on producers' and packers' time it is not unusual to get a lower response rate than anticipated. The mailing to the complete sample of industry participants occurred in early

winter when beekeeping activities were at a minimum. Hence, a larger response rate was anticipated.

Table 2  
SUMMARY OF PRETEST RESPONSE  
(6 Weeks Following Initial Mailing)

	Pretest Mailing (#)	Pretest Response (#)	Response Rate
<b>Producer</b>			
Assessments ≤ \$60	90	18	20 %
\$60 < Assessments ≤ \$218.50	36	8	22 %
\$218.50 < Assessments ≤ \$5,000	43	8	19 %
\$5,000 < Assessments ≤ \$10,000	1	0	0 %
\$10,000 < Assessments	<u>0</u>	<u>0</u>	<u>-- %</u>
<b>TOTAL</b>	<b>170</b>	<b>34</b>	<b>20 %</b>
<b>Packers</b>			
Assessments ≤ \$100	12	4	33 %
\$100 < Assessments ≤ \$1,000	13	3	23 %
\$1,000 < Assessments	<u>5</u>	<u>2</u>	<u>40 %</u>
<b>TOTAL</b>	<b>30</b>	<b>9</b>	<b>30 %</b>
<b>Incorrect Address</b>		4	
<b>GRAND TOTAL</b>	<b>200</b>	<b>47</b>	<b>23.5 %</b>

Second, the response rate to the pretest is low because there was no follow-up to the initial mailing. A postcard was not mailed to nonrespondents two weeks after the initial mailing and a follow-up cover letter and additional survey was not mailed to nonrespondents two weeks following the postcard mailing. Studies have shown that additional contacts increase the response rate (Heberlein and Baumgartner). When the mailing to over 2,000 industry participants occurs in early winter the initial contact will be followed by a postcard mailing and a second cover letter and survey.

Third, there was concern that the length of the survey contributed to the low response rate. The respondents indicated it took them an average of 30 minutes to 45 minutes to complete the questionnaire. Several respondents completed the questionnaire in less than 30 minutes. One respondent worked on the questionnaire for over two hours.

In order to determine why the survey had not been returned and if there was concern about the length of the survey, forty-two names were selected randomly from the list of nonrespondents and were contacted by telephone.

### Pretest Telephone Contact

The responses of the forty-two non-respondents to the pretest survey are summarized in Table 3. Of the forty-two attempts at telephone contacts, fifteen individuals were not contacted because of unlisted phone numbers, unidentifiable names or lack of directory assistance due to the telephone strike occurring during that time. Of the twenty-seven that were contacted, five did not remember receiving the survey while twenty-two did recall receiving the survey but had not responded. As seen in Table 3, the reasons for not responding ranged from an unwillingness to release confidential information to concern that parts of the survey did not apply to their operation. Four of those contacted indicated that they did not have the time to complete the survey because it was a busy time of year for them. Only one of those four expressed concern that the survey was too long. Ten of those contacted said they were working on the survey and would return it when they could. Their prompt response was encouraged.

### Pretest Concerns

There were some concerns identified by the pretest survey. The most prominent of these was the length of the survey. Numerous studies of survey instruments and their responses have examined the length of a survey and the response rate. A number of studies have found either no effect or a modest negative effect (Sletto, Scott, Mason et. al,

Champion and Sear, Berdie). Heberlein and Baumgartner have found no significant correlation exists between the length of the questionnaire and overall responses. Hence, they conclude that long questionnaires averaged just as high a response as very short survey instruments. However, after a number of other factors were controlled they did discover that length of a questionnaire did have a modest negative influence (.05%) on the response rate.

---

Table 3  
SUMMARY OF PRETEST TELEPHONE CONTACTS

	Telephone Contact (#)
<hr/>	
Unable to Contact	
Unlisted Number	3
No Directory Assistance (Phone Strike)	5
Unidentifiable Name	<u>7</u>
TOTAL	15
Contacted	
Don't Remember Receiving Survey	5
Received Survey But Did Not Return	<u>22</u>
Already Discarded (1)	
Not Applicable (5)	
Confidentiality (1)	
Some Parts They Can't Answer (1)	
No Time (4)	
Will Work on It and Return (10)	
TOTAL	27
GRAND TOTAL	42

---

Heberlein and Baumgartner identified the number of contacts and the salience of the questionnaire as the key determinants of the response rate. A salient topic is one which deals with important behavior or current interests. Topics that are not salient are those topics in which the respondent is not concerned or those topics that are not current.

In addition, Heberlein and Baumgartner indicate that high return rates are correlated with lowering the costs involved in completing and returning the questionnaire. The most effective way to overcome the cost barrier is to include a postage paid return envelope and increase the perceived importance of the study and the importance of the individual's response to the overall success of the study. When the respondent is knowledgeable and interested in the topic of the questionnaire, their input to the study may be judged to be more important. In addition, each additional contact with the respondent, by postcard mailings or mailings of second cover letters and a follow-up survey, will convince the individual of the importance of their participation. Heberlein and Baumgartner suggest that since they found no significant effects due to the length of the survey that longer questionnaires may impress the individual with the importance of their response. It is easy for a potential respondent to discard a single page questionnaire, but discarding a lengthy questionnaire is more difficult. The potential respondent might feel the research is serious, since the researcher has taken considerable time to prepare the questionnaire. Hence, length of the survey might convince the respondent that the survey and their response to the survey is important. Heberlein and Baumgartner also indicate that a longer questionnaire may make it easier for the respondent to complete. Long survey instruments are usually less cluttered, have fewer items per page and reinforce the individual's progress as they complete the questionnaire.

With these considerations, the response rate to the pretest is quite reasonable. One could anticipate a higher rate of response on the mailing to the sample of over 2,000 industry participants because that mailing was preceded with announcements by the National Honey Board of the importance of the study, presentations at the American Honey Producer's Association and the American Beekeeping Federation meetings identifying the importance of the honey industry and the importance of the economic study of the industry. In addition, the mailing to over 2,000 industry participants was followed by a postcard mailing to nonrespondents and a subsequent mailing of an

additional cover letter, another survey and a postage-paid return envelope to any remaining nonrespondents.

## NATIONAL SURVEY

Following the pretest survey mailing and analysis of response, a mailing was prepared to send to over 2,000 honey industry participants. The instrument used, the sample, mailing techniques, response and telephone contact with non-respondents are discussed.

### National Survey Instrument

The survey instrument (seen in Appendix B) used in the complete mailing was similar to the pretest mailing. The instrument consisted of a cover letter, a questionnaire, a return envelope and an outer envelope. The cover letter, on Cornell University letterhead, invited the addressee to be part of a pioneering research effort that may result in better support and policies for the honey industry. Support for the survey by organizations associated with the honey industry was indicated in the letter's text as well as by signatures. As in the pretest, the cover letter assured the respondents that their responses will remain confidential and will never be associated with their name or company. The respondents were encouraged to participate in the study because it is only by their responses that an accurate evaluation of the importance of the beekeeping and honey industry to the nation and the needs and status of the honey industry can be made known.

There were minor changes made to the questionnaire itself. As in the pretest, the questionnaire consisted of a cover sheet, twenty-one pages of questions, two pages with brief directions, a comments page and a page where the respondents were thanked for their cooperation. A picture of a large jar of honey, the title and purpose of the survey were identified on the front cover. Inside the front cover more detailed information about

the survey and information required by and provided by the Office of Management and Budget were included.

The survey questions consisted of five parts. The first section asked producers about their firm characteristics, products and services, colony losses and advertising and promotional activities. Honey packers were asked to respond to questions dealing with firm characteristics, products and services and marketing activities in the second section. The third section included similar questions for importers and brokers. Questions in the fourth part of the survey pertained to total gross expenses and the operation's financial situation. Finally, demographic information was collected in the last section.

The cover letter, questionnaire and a white self-addressed return envelope (with \$0.85 postage affixed) were mailed in a white envelope (with \$1.05 postage affixed) to those in the sample.

#### National Survey Sample

The survey was mailed to 2,319 participants in the industry as seen in Table 4. Two thousand of those in the sample were selected randomly from the mailing list of importers and brokers, packers and producers who pay assessments to the National Honey Board. All importers and brokers on the National Honey Board mailing list were contacted. Sixty-four percent of all producer/packers on the National Honey Board's mailing list were contacted. The representation of the packers by assessment category reflected the population representation. One thousand six hundred fifty-five producers were contacted. The majority of these producers had assessments of less than \$60.00. Two of the contacts had assessments of over \$10,000 and fourteen of the contacts had assessments of between \$5,000 and \$10,000. The sample was selected randomly such that each assessment category was represented according to its population proportion. Twenty-seven percent of the total number of producers on the National Honey Board's mailing list were contacted and asked to respond to the questionnaire.

The random list of industry participants supplied by the National Honey Board was supplemented at the request of the National Honey Board. The National Honey Board supplied a list of additional industry participants they wanted to receive a survey. In addition, a directory of honey handlers was used to supplement the random sample. The numbers in each of these categories are identified in Table 4.

Table 4  
PARTICIPATION IN NATIONAL SURVEY  
BY SIZE CATEGORY

	Complete Sample	
	(#)	(% of Total)
<b>Producers</b>		
Assessments ≤ \$60	859	37.0 %
\$60 < Assessments ≤ \$218.50	355	15.3 %
\$218.50 < Assessments ≤ \$5,000	425	18.3 %
\$5,000 < Assessments ≤ \$10,000	14	0.6 %
\$10,000 < Assessments	<u>2</u>	<u>0.1 %</u>
<b>TOTAL</b>	1655	71.3%
<b>Packers</b>		
Assessments ≤ \$100	96	4.1 %
\$100 < Assessments ≤ \$1,000	111	4.8 %
\$1,000 < Assessments	<u>43</u>	<u>1.9 %</u>
<b>TOTAL</b>	250	10.8 %
<b>Importers and Brokers</b>		
Importers	171	7.4 %
Brokers	<u>18</u>	<u>0.8%</u>
<b>TOTAL</b>	189	8.2 %
<b>Additional Participants Contacted</b>		
Producers	57	7.4 %
Producer/Packers	18	0.8 %
Packer/Handlers	<u>120</u>	<u>5.2%</u>
<b>TOTAL</b>	195	8.4 %
<b>Handler Supplement</b>	30	1.3 %
<b>GRAND TOTAL</b>	2319	100.0 %

### National Survey Mailing

The survey was mailed to the 2,319 industry participants in the sample in late January, 1990. A postcard (seen in Appendix B) mailing to all participants occurred in mid - February 1990, two to three weeks after the initial mailing of the survey. This second mailing encouraged response from those industry participants contacted in the first wave mailing. The postcard identified the importance of their participation and encouraged them to return the survey. A second cover letter, survey and return envelope (seen in Appendix B) was mailed to any non-respondents in late February 1990, two weeks after the postcard mailing. Once again, participation was encouraged. As requested by the Office of Management and Budget, a postcard mailing (seen in Appendix B) to all remaining non-respondents occurred in mid - March 1990. This mailing encouraged response from those industry participants contacted in the previous mailing.

### National Survey Telephone Contact

Two hundred of the non-respondents were contacted by telephone and asked why they did not respond to the survey. The non-respondents were contacted between May 20, 1990 and June 4, 1990. They were selected randomly from the mailing list to reflect the representation of the population. As seen in Table 5, forty eight percent of the telephone contacts were not completed, either because they had an unlisted phone number, no listing, the surveys were returned prior to the call or they were unreachable for other reasons. Of the 104 people who were contacted, seventeen indicated they did not receive the survey or did not recall seeing the survey. Eighty-four indicated they remember receiving the survey but chose not to return it for a variety of reasons. Of the one hundred and four contacts made, twenty-one surveys were returned.

Table 5  
SUMMARY OF NATIONAL SURVEY TELEPHONE CONTACTS

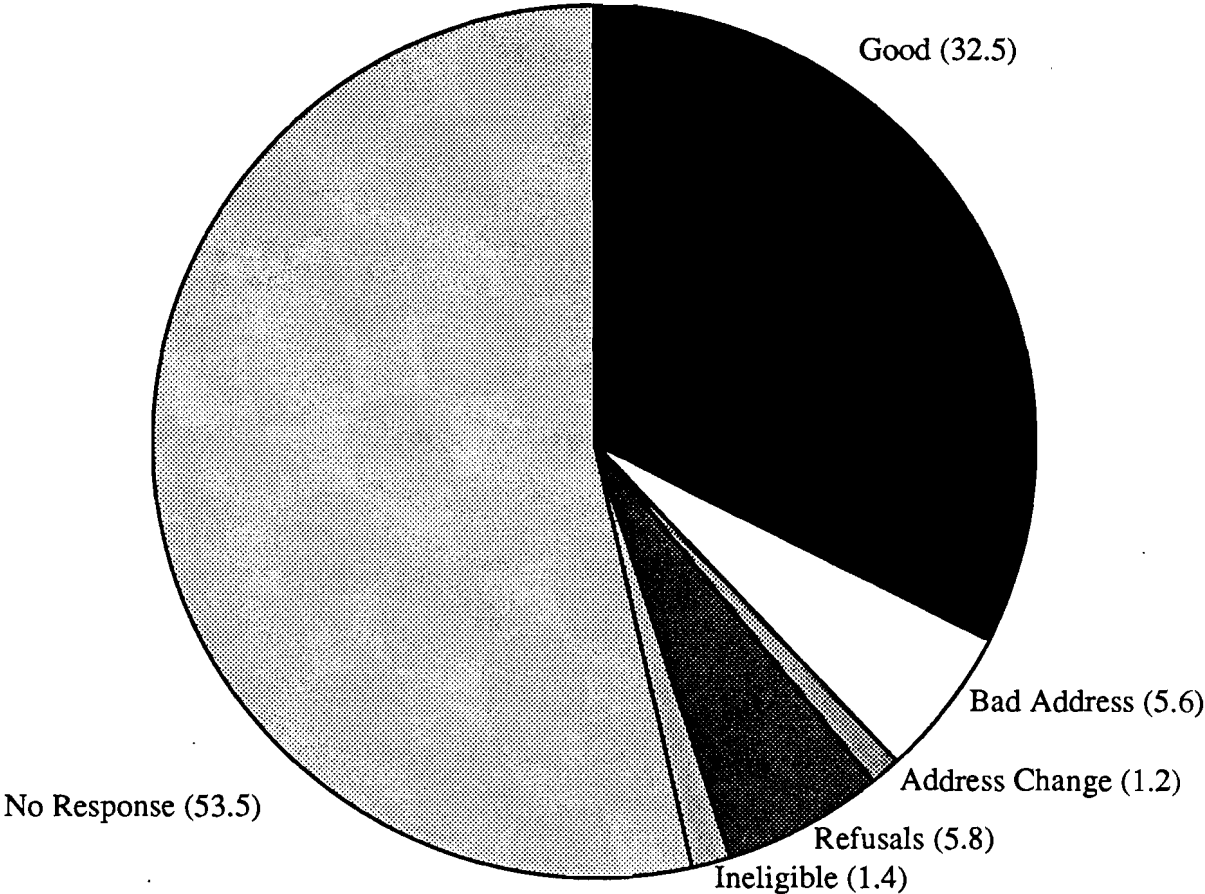
Telephone Contacts Attempted	200
Telephone Contacts Not Completed	96
Unlisted Phone Number or No Listing	61
Surveys Returned Prior to Call	10
Unreachable	25
Answering Machine	2
No Answer	12
Person Unavailable	5
Did Not Know About the Survey	3
Wrong Number on Answering Machine	3
Telephone Contacts Completed	104
Did Not Receive the Survey	3
Did Not Recall Receiving the Survey	14
Refused to Answer	3
Received the Survey	84
Not in Honey Business any Longer	14
Ineligible	5
Survey too Long	16
Won't Release Information	2
Didn't Have Time to Fill it Out	14
No Records	9
Personal Reasons	5
Not Interested	5
Returned	14

### National Survey Response

Fifty-three and a half percent of the surveys were not returned. As seen in Figure 1, about eight percent of the surveys were returned because the respondent was ineligible or the address was incorrect. Nearly six percent of the surveys were returned incomplete because the respondents indicated they were out of business or refused for other reasons. Of the 1079 surveys returned, 754 of them were completed. These returns indicate a response rate of 32.5 percent. By deleting the ineligible and incorrect addresses the effective response rate is 36.7 percent.

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Figure 1  
SURVEY RESPONSE  
(percent)



Source: 1988 U.S. Honey Industry Survey, Cornell University

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Figure 2 identifies the response rate by mailing category. It is apparent that the producers and the producer/packers had the highest response rate. This result could be attributed to the fact that these groups knew the survey was coming since the survey was discussed at their annual meetings in 1990. In addition, the importers and brokers usually deal with several products, not just honey and honey related products. Hence, they might have perceived this questionnaire as a burden.

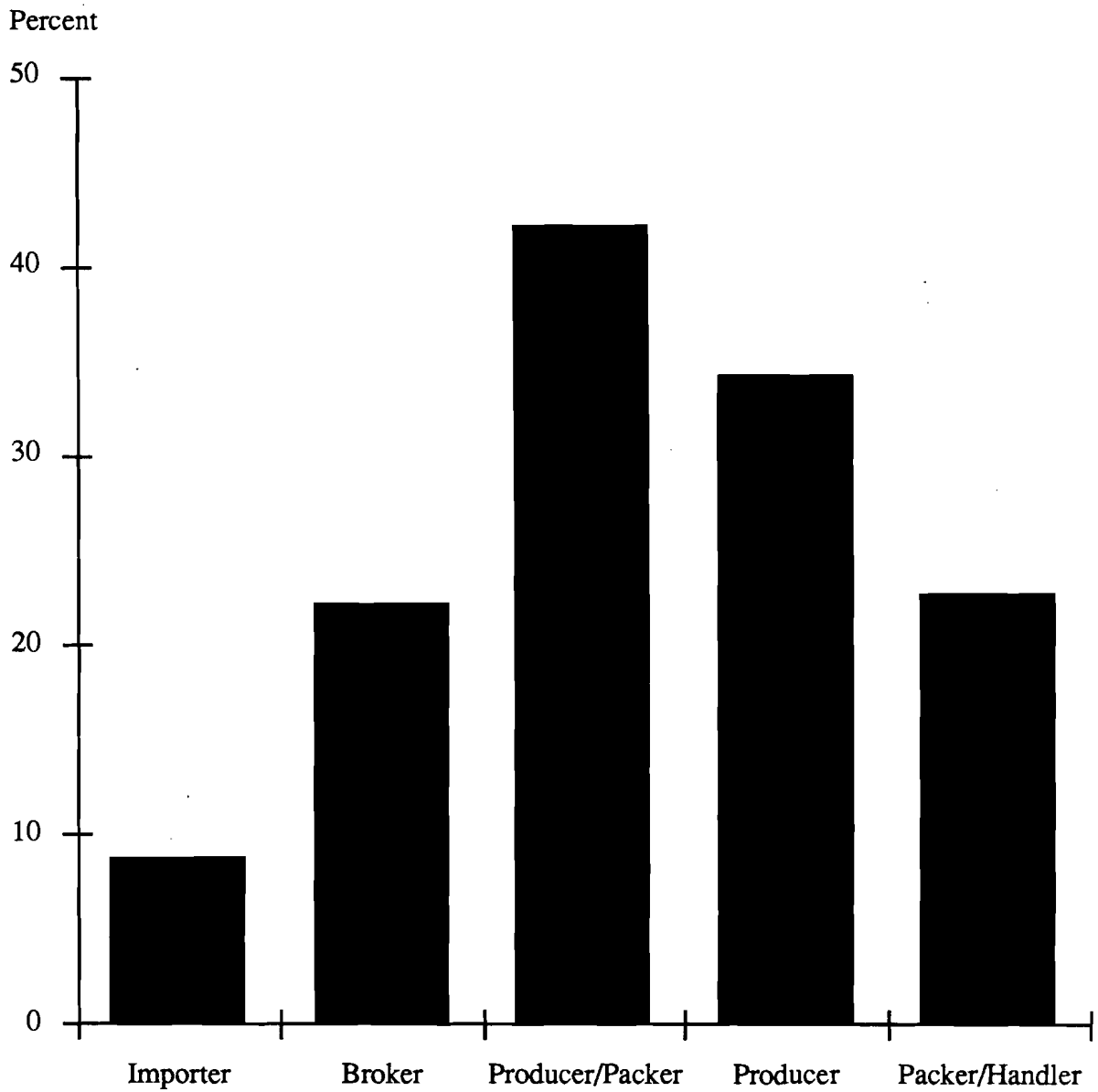
In this survey, respondents were asked to identify their profession. As seen in Figure 3, ninety-five percent of the respondents indicated they were producers. About 18 percent indicated they were packers. Only two percent identified themselves as importers and two percent identified themselves as brokers. The respondents completed different parts of the questionnaire according to their profession.

Of the 688 respondents who identified themselves as producers, 42 percent of them are considered large or full-time producers, as seen in Figure 4. Forty-four percent of the producers are part-time and 14 percent of the producer respondents are hobbyists. Full-time producers are defined as those producers with 300 or more colonies. Part-time producers are defined as those producers with less than 300 colonies but more than 24 colonies. Hobby producers have less than 25 colonies. Producers were categorized according to their average colony number from 1985 through 1988.

Results of the survey indicated that producers who responded produced about twenty percent of the nation's honey crop.

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Figure 2  
SURVEY RESPONSE BY MAILING CATEGORY

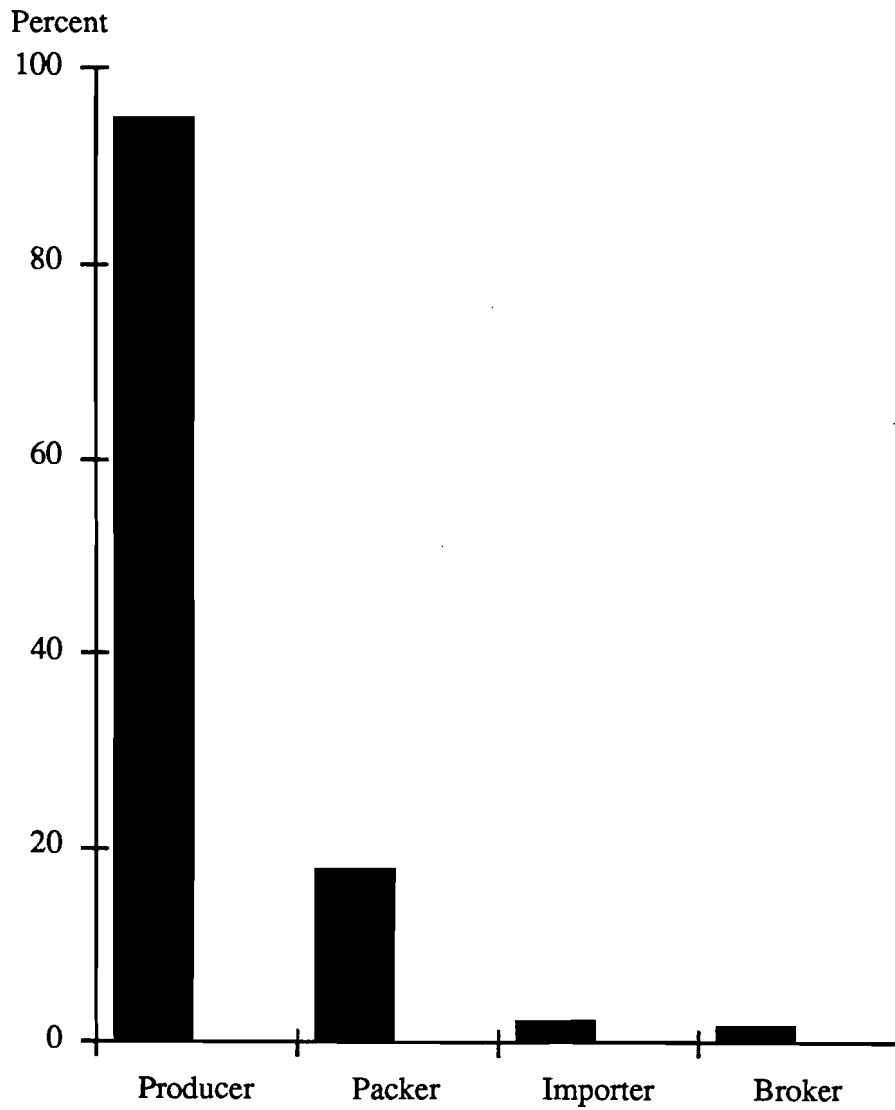


Source: 1988 U.S. Honey Industry Survey, Cornell University

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Figure 3  
SURVEY RESPONSE BY PROFESSION

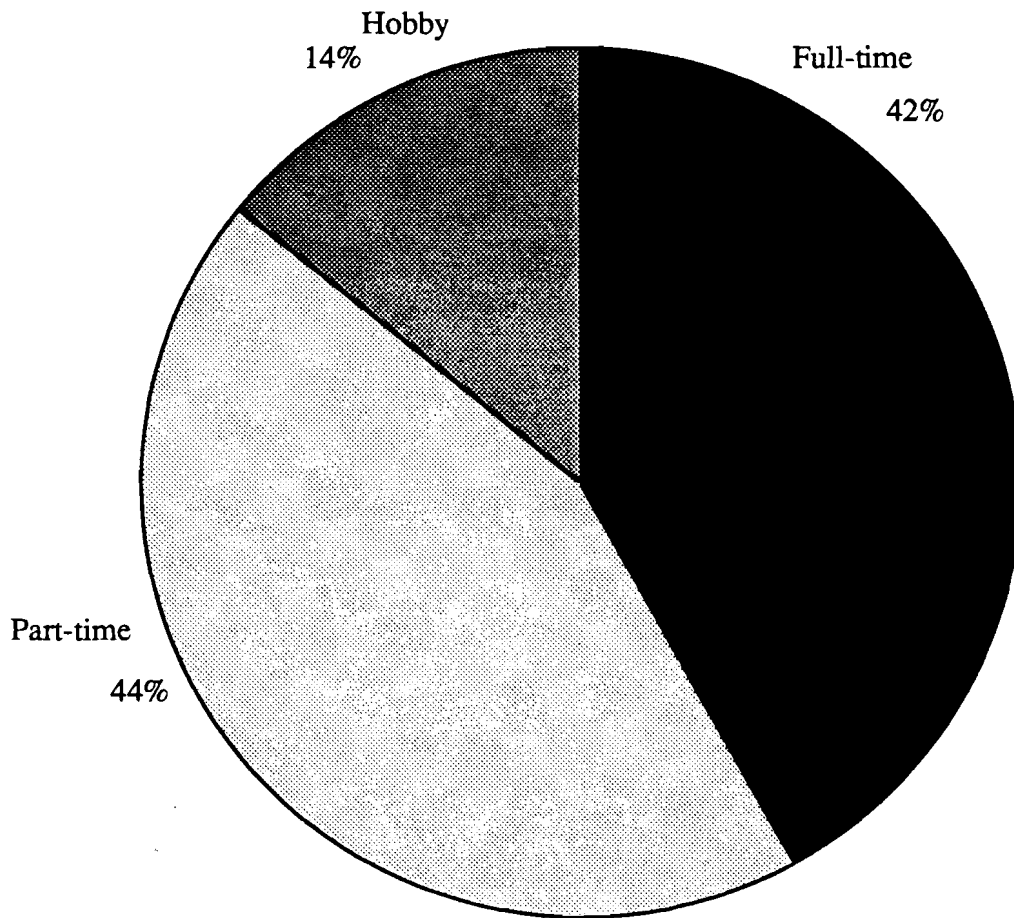


Source: 1988 U.S. Honey Industry Survey, Cornell University

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Figure 4  
SURVEY RESPONSE OF PRODUCERS BY FIRM TYPE



Source: 1988 U.S. Honey Industry Survey, Cornell University

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## SUMMARY

In this report the national survey of the honey industry is discussed. This report is one in a series of reports documenting the economic research on the U.S. honey industry conducted by Cornell University.

The purpose of the survey was to collect information to identify the needs and current economic status of the honey industry. The pretest survey sample and results of the pretest were identified. The sample of the complete mailing to 2,319 producers, packers, importers and brokers and additional industry participants was discussed. The instrument used to collect information included a cover letter, a questionnaire, a return envelope and an outer envelope. The mailing used to collect information was identified. The survey was mailed in January 1990. In mid-February 1990 a postcard was mailed to all respondents thanking them for their response. In late February 1990 a follow-up survey was mailed to non-respondents. A final post-card was mailed to non-respondents in mid-March 1990. Telephone contacts were attempted with 200 non-respondents to determine the reason for their non-response.

The response rate was evaluated. The effective response to the survey was 37.5 percent. Producer/packers had a higher response than other industry participants. Forty-two percent of the producer respondents were full-time operators. Forty-four percent of the producer respondents were part-time operators. The remaining fourteen percent were hobbyists.

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## **APPENDICES**

APPENDIX A

PRETEST

## Appendix A: Pretest - Cover Letter



**Cornell University**

New York State College of  
Agriculture and Life Sciences

Warren Hall  
Ithaca, NY 14853-7801

Department of  
Agricultural Economics

FAX (607) 2559984

August 14, 1989

Name  
Address  
City, State, ZIP

Dear

We would like to invite you to be a part of a pioneering research effort that may result in better support and policies for the honey industry. Cornell University, with the support of the United States Department of Agriculture, the National Honey Board, the American Beekeeping Federation and the American Honey Producers Association, is conducting the first nationwide study of beekeepers, processors, importers and brokers to provide members of the United States Congress with information that will help them understand the needs and status of the honey industry.

The enclosed questionnaire is being sent to a select group of producers, packers, importers and brokers. It asks for information on the amount of honey you produce, pack and import and where you market your honey. To determine the industry's economic picture, it also asks for information on your operation's expenditures. If our study results are to reflect accurately what is happening in the industry, we need to hear from you.

We know this is a busy time of year for you but we would appreciate you completing the questionnaire as soon as possible. Let us assure you that your responses will remain confidential and will never be associated with your name or company. Again, your participation in the survey is critical to the success of the study and will contribute to an accurate evaluation of the importance of the beekeeping and honey industry to the nation.

Please send your completed questionnaire in the postage-paid envelope we've enclosed for your convenience. Thank you for your cooperation and assistance.

Sincerely,

Lois Schertz Willett  
Assistant Professor of  
Agricultural Economics  
Cornell University

Dan W. Hall  
Manager  
National Honey Board

Frederic Hoff  
Chief  
Specialty Agriculture Branch  
U.S. Department of Agriculture

Richard L. Adee  
President  
American Honey Producers  
Association, Inc.

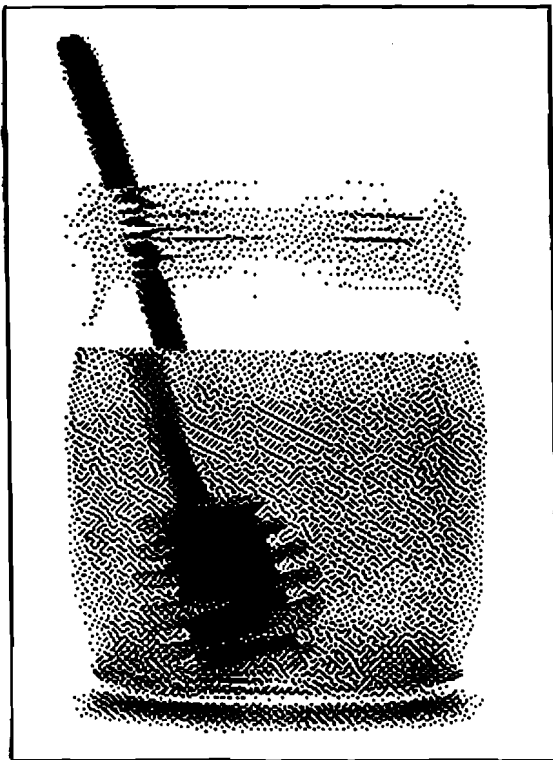
Robert Appel  
President  
National Honey Packers &  
Dealers Association

Reg Willbanks  
President  
American Beekeeping Federation

---

# HONEY INDUSTRY SURVEY

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The purpose of this survey is to collect information to identify the needs and current economic status of the honey industry.

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Conducted by  
The Department of Agricultural Economics  
New York State College of Agriculture and Life Sciences  
Cornell University, Ithaca, New York 14853-7801

## Appendix A: Pretest - Survey (continued)

Form Approved  
O.M.B. No. 0536-0035  
Expiration Date 9/30/89

### HONEY PRODUCERS, PACKERS, IMPORTERS AND BROKERS SURVEY

#### INTRODUCTION:

The Cornell Institute for Social and Economic Research (CISER) is collecting information relative to honey production, pollination and the structure of your beekeeping operation. This study of the beekeeping industry is mandated by Congress in the 1987 Appropriations Bill. The information will be used by analysts at the National Honey Board, Cornell University and the United States Department of Agriculture.

Your response is confidential and will be used only for statistical purposes and economic analysis. Although your participation is voluntary, your cooperation is essential to help us determine the economic health of the beekeeping industry. We encourage you to make the information as accurate as possible. The survey is also supported by the American Beekeeping Federation, the American Honey Producers Association and the National Honey Packers & Dealers Association.

Public reporting burden for this collection of information is estimated to average one hour (60 minutes) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed and completing and reviewing the collected information. Send comments regarding this burden estimate or any other aspect of collection of information, including suggestions for reducing this burden to:

Department of Agriculture, Clearance Officer  
O.I.R.M Room 404-W  
Washington D.C. 20250

and to the: Office of Management and Budget  
Paperwork Reduction Project (O.M.B. No. 0536-0035)  
Washington D.C. 20502

*Cover photo courtesy of National Honey Board*

Appendix A: Pretest - Survey (continued)

How would you classify yourself in the honey industry? (Please circle ALL that apply.)

- a. PRODUCER
- b. PACKER
- c. IMPORTER
- d. BROKER

→ If not a producer ALSO, Skip to Section B, page 13

SECTION A. PRODUCERS

I. FIRM CHARACTERISTICS

- 1) Is beekeeping your: (Please circle ONE response.)
  - a. Full time profession
  - b. Part time profession
  - c. Hobby
- 2) What state do you consider the primary headquarters for your beekeeping operation?  
\_\_\_\_\_
- 3) Is your actual residence in the same state as your primary beekeeping headquarters?
  - a. No → If no: In what state is your actual residence? \_\_\_\_\_
  - b. Yes
- 4) Which of the following years did you not have a beekeeping operation? (Circle ALL that apply.)
  - a. 1981            d. 1984            g. 1987
  - b. 1982            e. 1985            h. 1988
  - c. 1983            f. 1986
- 5) We would like to know your operation's peak production history during each of the last four years and the number of working colonies you had during that time. (Please fill in the information for the years when you had a beekeeping operation in the spaces provided. Write "0" if none.)

	1985	1986	1987	1988
a. Number of colonies on October 1	_____	_____	_____	_____
b. # of working colonies at peak production	_____	_____	_____	_____
c. Month(s) of the year your operation experienced peak production	_____	_____	_____	_____

II. PRODUCTS AND SERVICES

Receipts and Production:

- 1) What were your total gross receipts from products sold, services provided and/or program participation from 1985 to 1988?

Please write: NA - if you DID NOT produce or provide specific products or services or participate in programs for that year.  
 0 - if you DID NOT receive any money for specific products, services or programs your operation had for that year.

Products, Services, and Programs	TOTAL GROSS RECEIPTS FOR CALENDAR YEAR			
	1985	1986	1987	1988
Honey (not forfeited to CCC)	\$ _____	\$ _____	\$ _____	\$ _____
Pollination Services	\$ _____	\$ _____	\$ _____	\$ _____
Beeswax	\$ _____	\$ _____	\$ _____	\$ _____
Package Bees	\$ _____	\$ _____	\$ _____	\$ _____
Queens and Nucs	\$ _____	\$ _____	\$ _____	\$ _____
Royal Jelly, Propolis, Pollen	\$ _____	\$ _____	\$ _____	\$ _____
Other	\$ _____	\$ _____	\$ _____	\$ _____
Gov't. payments (net receipts)				
CCC forfeitures	\$ _____	\$ _____	\$ _____	\$ _____
Marketing loan benefit*	\$ _____	\$ _____	\$ _____	\$ _____

\* Difference between loan rate and repayment rate.

- 2) How much of the following did your beekeeping operation produce or provide from 1985 to 1988?

Products/Services	CALENDAR YEAR			
	1985	1986	1987	1988
Honey	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Beeswax	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Royal jelly, Propolis and Pollen	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Package Bees	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Nucs	_____ #	_____ #	_____ #	_____ #
Queens Sold Separately	_____ #	_____ #	_____ #	_____ #
Pollination Services				
# of Colonies	_____ #	_____ #	_____ #	_____ #
# of Rentals	_____ #	_____ #	_____ #	_____ #

Appendix A: Pretest - Survey (continued)

- 3) Of the products and services provided by your beekeeping operation referred to in Question 2, which three do you consider most important to your operation? (Please write down the items in the spaces provided in the order of their importance to your operation.)

\_\_\_\_\_ Most Important  
 \_\_\_\_\_ Second Most Important  
 \_\_\_\_\_ Third Most Important

- 4) Did your beekeeping operation suffer a reduction in production for any of the following reasons from 1985 to 1988? (CHECK where appropriate.)

Reason	CALENDAR YEAR			
	1985	1986	1987	1988
Drought	_____	_____	_____	_____
Disease	_____	_____	_____	_____
Mites	_____	_____	_____	_____
Other (Specify)	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**Honey Marketing:**

- 5) During the period of 1985 to 1988 what percent of the honey you marketed was white, extra light amber, light amber or amber?

Honey Marketed	PERCENT OF TOTAL HONEY MARKETED FOR CALENDAR YEAR			
	1985	1986	1987	1988
White	_____ %	_____ %	_____ %	_____ %
Extra Light Amber	_____ %	_____ %	_____ %	_____ %
Light Amber	_____ %	_____ %	_____ %	_____ %
Amber	_____ %	_____ %	_____ %	_____ %

- 6) During the period of 1985 to 1988, which of the following markets did you use to dispose of your honey crop and what was the amount of honey sold in each market? (Each honey crop year's total should agree with the honey production you reported in Question 2.)

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SOLD FOR CALENDAR YEAR			
	1985	1986	1987	1988
Roadside Market	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Retail Stores	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Institutions	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Broker or Dealer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Packers/Bottlers Independent	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Cooperative	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Direct Export	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Industrial User or Food Manufacturer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Forfeited to CCC	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Other Outlet (Specify)	_____ lbs	_____ lbs	_____ lbs	_____ lbs
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Not Sold or In Storage	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>TOTAL</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs

**Government Honey Price Support Program:**

- 7) Since the 1981 crop year, have you participated in the government honey price support program?
- a. No → Skip to Question 9, page 6.
- b. Yes

- 8) Please fill in the information for honey your operation placed under loan with the government honey price support program from 1981 to 1988.

Please write: NA - if you DID NOT participate in the program that year.  
 0 - if you participated in the program but DID NOT FORFEIT ANY HONEY to the CCC or receive net receipts.

Honey Crop Year	Quantity Placed Under Loan	Quantity Forfeited to CCC	Net Receipts from Gov't Payments	
			Loan Forfeitures	Marketing Loan Benefit*
1981	_____ lbs	_____ lbs	\$ _____	
1982	_____ lbs	_____ lbs	\$ _____	
1983	_____ lbs	_____ lbs	\$ _____	
1984	_____ lbs	_____ lbs	\$ _____	
1985	_____ lbs	_____ lbs	\$ _____	
1986	_____ lbs	_____ lbs	\$ _____	\$ _____
1987	_____ lbs	_____ lbs	\$ _____	\$ _____
1988	_____ lbs	_____ lbs	\$ _____	\$ _____

\* Difference between loan rate and repayment rate.

- 9) For the years that you did not participate in the government honey price support program and had a beekeeping operation:

Which of the following best describes why you did not participate? (Circle ALL that apply.)

- a. I received a higher price through local markets.
- b. I did not produce enough honey to use the program.
- c. I was not familiar with how the program worked.
- d. It took too much time to complete the paper work.
- e. Cooperative placed honey under loan for me.
- f. Other (Specify)

\_\_\_\_\_

\_\_\_\_\_

Appendix A: Pretest - Survey (continued)

10) In your opinion, how would your operation be affected if the federal honey support program were eliminated? (Please circle ALL that apply.)

- a. **COULD NOT CONTINUE** being a beekeeper.
- b. Would **MAINTAIN** the size of my operation.
- c. Would **DECREASE** the size of my operation.
- d. Would **EXPAND** the size of my operation.
- e. Would **DIVERSIFY** into other areas of beekeeping.

If e.: Would diversify into: \_\_\_\_\_

f. Other changes (Please specify.) \_\_\_\_\_

**Bee Colony Transport:**

11) a. Did you transport any of your bee colonies to other states in 1985, 1986, 1987 or 1988? (Circle ONE letter for each year.)

1985	1986	1987	1988
a. Yes	a. Yes	a. Yes	a. Yes

— b. No, did not transport bee colonies to other states in 1985, 1986, 1987 or 1988 → Skip to Question 11c, below.

b. If you transported any of your bee colonies to other states, what was the main purpose? (Please check where appropriate)

Main Purpose for Transporting Bees	1985	1986	1987	1988
a. Provide paid pollination services	_____	_____	_____	_____
b. Seek floral source for honey prod'n	_____	_____	_____	_____
c. Wintering	_____	_____	_____	_____
d. Other (Specify) _____	_____	_____	_____	_____

c. What is your best estimate of the total mileage for transporting your bee colonies in each year for any reason? Total mileage includes all transporting activities to and from home location within state as well as between states.

a. 1985	_____ miles
b. 1986	_____ miles
c. 1987	_____ miles
d. 1988	_____ miles

Appendix A: Pretest - Survey (continued)

**Pollination Services:**

12) Did your operation transport bee colonies to one or more locations during 1985, 1986, 1987 or 1988 to provide paid pollination services?

- a. No → Skip to Section III, page 10.
- b. Yes

13) Please answer the following questions based on your most recent experience.

a. For which year are you providing information on pollination services?

19\_\_\_\_\_

b. How many of your colonies were used to start the pollination season?

\_\_\_\_\_ # of COLONIES

c. How many of your colonies were being used at the end of the pollination season?

\_\_\_\_\_ # of COLONIES

d. How many times were your colonies relocated during the year to provide paid or unpaid pollination services?

\_\_\_\_\_ # of TIMES RELOCATED

e. How many total miles were your colonies transported during a year to provide pollination services? (Please approximate if unsure. Total miles includes all transporting activities to and from home location within state as well as between states.)

\_\_\_\_\_ TOTAL MILES

Appendix A: Pretest - Survey (continued)

f. In the table below, please indicate the state(s) where your colonies provide paid pollination services, the main crops pollinated, colonies used, and applicable pollination fees received. Begin with the first crops pollinated in the year and proceed throughout the year. If more than one crop is pollinated in a state, report additional crops in the second column.

State(s) Where Service is Provided (state)	Major Crops Pollinated (crop)	Total Colonies Used (number)	Colonies Used Per Acre (number)	Average Fee Rec'd per Colony (dollars)	Time When Service Begins (month, day)	Length of Time Crop is Pollinated (days)
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

14) Please identify where your colonies that are used to provide paid pollination services are over-wintered.

Location (State)	Number of Colonies
_____	_____
_____	_____
_____	_____
_____	_____

Appendix A: Pretest - Survey (continued)

III. 1988 PESTICIDE AND WINTER LOSSES

- 1) Did your beekeeping operation incur losses from pesticides during 1988?
  - a. No → Skip to Question 6, below.
  - b. Yes
  
- 2) What percent of your colonies were affected by pesticides in 1988?  
\_\_\_\_\_ % COLONIES AFFECTED
  
- 3) What percent of your affected colonies suffered 50% or more loss of honey bees from pesticides?  
\_\_\_\_\_ % COLONIES WITH 50% LOSS
  
- 4) Where did most of your losses occur? (Circle ONE answer.)
  - a. Colony
  - b. Field
  - c. Both
  
- 5) Are you normally reimbursed for your honey bee losses from pesticides?
  - a. No
  - b. Yes
  
- 6) Does your beekeeping operation normally incur winter losses?
  - a. No → Skip to Section IV, page 11.
  - b. Yes
  
- 7) What percent of your colonies are affected by winter loss each year?  
\_\_\_\_\_ % COLONIES AFFECTED
  
- 8) What percent of your affected colonies suffered 50% or more winter loss of honey bees?  
\_\_\_\_\_ % COLONIES WITH 50% LOSS

Appendix A: Pretest - Survey (continued)

9) What method do you use to replace winter losses? (Circle ALL that apply.)

- a. Package bees
- b. Divisions with purchased queens
- c. Divisions with queens raised by the beekeeper
  - 1. Natural queen cell
  - 2. Grafted queen cell

IV. LABOR USE

1) What is the average number of hours per week each of the following have spent on your entire operation in 1988? (Please fill in the blanks provided.)

Please write: NA - if you DID NOT USE a specific labor source during a given time.

	<u>Jan-Mar</u> <small>(hours/week)</small>	<u>Apr-Jun</u> <small>(hours/week)</small>	<u>Jul-Sep</u> <small>(hours/week)</small>	<u>Oct-Dec</u> <small>(hours/week)</small>
Yourself	_____	_____	_____	_____
Other Family Members	_____	_____	_____	_____
Hired Labor				
Full Time	_____	_____	_____	_____
Part Time	_____	_____	_____	_____

2) What is the average wage rate paid by your operation for each of the following?

- a. Full time hired labor? \_\_\_\_\_ dollars/hour.
- b. Part time hired labor? \_\_\_\_\_ dollars/hour.

Appendix A: Pretest - Survey (continued)

V. ADVERTISING AND PROMOTIONAL ACTIVITIES

- 1) Where did you advertise your products and services in 1988? Exclude contributions for advertising and promotion done by marketing cooperatives and the National Honey Board. (Please put a CHECK on the appropriate spaces.)

	<u>Honey</u>	<u>Honey with other Products</u>	<u>Beeswax</u>	<u>Pollination Services</u>	<u>Package Bees and Queens</u>
Local Newspapers	_____	_____	_____	_____	_____
Circulars	_____	_____	_____	_____	_____
Beekeeping Journals	_____	_____	_____	_____	_____
Magazines	_____	_____	_____	_____	_____
Community Bulletin Boards	_____	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____	_____
Road Signs	_____	_____	_____	_____	_____
Other (Please List)					
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
Didn't Advertise	_____	_____	_____	_____	_____

- 2) Which of the following beekeeping promotional activities did you participate in during 1988? (Circle ALL that apply.)

- a. Distributing recipes using honey
- b. Giving demonstrations/Setting up Displays  
(e.g. county fairs, flea markets, grocery stores, bazaars etc.)
- c. Distributing honey information
- d. Distributing free samples
- e. Publishing newspaper articles
- f. Maintaining observation hive
- g. Contributing to the National Honey Board
- h. Other (Please Specify)

- i. \_\_\_\_\_  
Did not participate during 1988

SECTION B	
if you are:	
* a PRODUCER only	➔ Skip to Section D, Page 21
* a PACKER	➔ Continue with Section B, Page 14
* All Others	➔ Skip to Section C, Page 17

Appendix A: Pretest - Survey (continued)

SECTION B. PACKERS

I. FIRM CHARACTERISTICS

- 1) Are you a: (Please circle ONE response.)
- a. Full time Packer
  - b. Part time Packer;  
Other time spent on beekeeping activities
  - c. Part time Packer;  
Other time spent on non-beekeeping activities
- 2) In what state do you have your packing facilities?
- \_\_\_\_\_

II. PRODUCTS AND SERVICES

- 1) Did your operation do any subcontracted packing services for other businesses in 1988?
- a. No → Skip to Question 3, page 15.
  - b. Yes
- 2) **FOR SUBCONTRACTED HONEY ONLY:**  
Please fill in the following information about honey you packed for other businesses from 1985 to 1988.

Please write: NA - if you DID NOT accept any subcontracts that year.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Services
1985	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1986	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1987	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1988	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____

**Appendix A: Pretest - Survey (continued)**

**3) For All Packing Services Excluding Subcontracted Services:**

Please fill in the following information about honey you packed from 1985 to 1988.

<u>Calendar Year</u>	<u>Honey Source</u>	<u>Volume Packed</u>	<u>Total Cost of Purchased Honey</u>	<u>Revenue Received From Packed Honey</u>
1985	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1986	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1987	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1988	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____

**4) How much honey did your operation sell through the following market outlets from 1985 to 1988?**

Please write NA - if you DID NOT use that specific outlet in a given year.

<b>Markets Used</b>	<b>POUNDS SOLD FOR CALENDAR YEAR</b>			
	<b>1985</b>	<b>1986</b>	<b>1987</b>	<b>1988</b>
Roadside Market	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Retail Stores	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Institutions	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Broker or Dealer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Direct Export	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Industrial User or Food Manufacturer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Other Outlet (Specify)	_____ lbs	_____ lbs	_____ lbs	_____ lbs
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Not Sold or In Storage	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>TOTAL</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs

Appendix A: Pretest - Survey (continued)

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

- 1) Where did you advertise your products and services in 1988? (Please put a CHECK on the appropriate spaces.)

	Honey	Honey with other Products	Packing Services	Other Products or Services
Local Newspapers	_____	_____	_____	_____
Circulars	_____	_____	_____	_____
Beekeeping Journals	_____	_____	_____	_____
Magazines	_____	_____	_____	_____
Community Bulletin Boards	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____
Road Signs	_____	_____	_____	_____
Other (Please List)	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
Didn't Advertise	_____	_____	_____	_____

**SECTION C**

If you are:

- NOT an Importer or Broker ► Skip to Section D, Page 21
- an Importer or Broker ►► Please continue with Section C, Page 18

SECTION C. IMPORTERS AND BROKERS

I. FIRM CHARACTERISTICS

- 1) Which of the following best describes your operation? (Please circle ONE response.)
- a. Full time Importer
  - b. Full time Broker
  - c. Full time Importer and Broker
  - d. Part time Importer
  - e. Part time Broker
  - f. Part time Importer and Broker

- 2) In what state do you have your primary headquarters?
- \_\_\_\_\_

II. PRODUCTS AND SERVICES

- 1) What products do you negotiate? (Circle ALL that apply.)
- a. Honey
  - b. Other Nutritive Sweeteners (e.g. corn syrup, sugar, etc.)
  - c. Other Agricultural Products
  - d. Non-Agricultural Products

- 2) During the period of 1985 to 1988, please indicate the quantity of honey negotiated by your operation, its source, the cost, and the revenue received.

Calendar Year	Honey Source	Volume	Total Cost	Total Revenue
1985	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1986	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1987	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1988	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____

Appendix A: Pretest - Survey (continued)

3) How much of your negotiated honey did your operation sell through the following market outlets from 1985 to 1988?

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SOLD FOR CALENDAR YEAR			
	1985	1986	1987	1988
Roadside Market	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Retail Stores	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Institutions	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>Packers/Bottlers</b>				
Independent	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Cooperative	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Direct Export	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Industrial User or Food Manufacturer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Other Outlet (Specify)				
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Not Sold or In Storage	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>TOTAL</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs

Appendix A: Pretest - Survey (continued)

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

1) Where did you advertise your products and services in 1988? (Please put a CHECK on the appropriate spaces.)

	Honey	Honey with other Nutritive Sweeteners	Brokerage and Importer Services	Other Products or Services
Local Newspapers	_____	_____	_____	_____
Circulars	_____	_____	_____	_____
Beekeeping Journals	_____	_____	_____	_____
Magazines	_____	_____	_____	_____
Community Bulletin Boards	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____
Road Signs	_____	_____	_____	_____
Other (Please List)	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
Didn't Advertise	_____	_____	_____	_____

Please continue with Section D, Page 21.

Appendix A: Pretest - Survey (continued)

SECTION D. FINANCES

**Total Gross Expenses:** - Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

- 1) Please estimate the cost of the following items to your **entire operation** in 1988.  
(Please fill in the blanks for ALL that apply.)

Please write: NA - for items that DO NOT apply to your operation.  
0 - if you DID NOT incur any expenses for that item in 1988.

<u>COST</u>	<u>ITEM</u>
	<b>Labor</b>
\$ _____	Hired labor
\$ _____	Hired labor benefits (e.g. housing allowance, insurance, etc.)
\$ _____	Salaries of corporate officers, management, office labor, etc.
	<b>Bees</b>
\$ _____	Bee food
\$ _____	Queens and Nucs
\$ _____	Package Bees
	<b>Supplies</b>
\$ _____	(e.g. smokers, veils, drugs, supers, packaging materials)
	<b>Equipment</b>
\$ _____	Repair and Maintenance
\$ _____	Gas and oil
	<b>Buildings</b>
\$ _____	Repair and Maintenance
\$ _____	Mortgage (including interest paid)
	<b>Overhead Expenses</b>
\$ _____	Utilities
\$ _____	Business Insurance
\$ _____	Taxes
\$ _____	Location Rent
\$ _____	Interest on Operating Capital
\$ _____	Office Expenses (excluding salaries)
	<b>Marketing Activities</b>
\$ _____	Advertising
\$ _____	Publication Subscriptions
\$ _____	Promotion (excluding NHB Assessments)
\$ _____	Marketing Fees (e.g. brokerage fees)
\$ _____	Other (Specify.) _____

Appendix A: Pretest - Survey (continued)

**Financial Situation:** -Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

2) In 1988, what was your operation's approximate gross income? (Gross income is the total income before subtracting expenses. Circle the LETTER which applies to your operation.)

- |                         |                           |
|-------------------------|---------------------------|
| a. \$2,499 or less      | g. \$50,000 to \$99,999   |
| b. \$2,500 to \$4,999   | h. \$100,000 to \$149,999 |
| c. \$5,000 to \$9,999   | i. \$150,000 to \$199,999 |
| d. \$10,000 to \$19,999 | j. \$200,000 to \$499,999 |
| e. \$20,000 to \$39,999 | k. \$500,000 to \$999,999 |
| f. \$40,000 to \$49,999 | l. \$1,000,000 or more    |

3) In 1988, what was your operation's net income? (Net income is gross income minus expenses. Circle the LETTER which applies.)

- |                          |                         |
|--------------------------|-------------------------|
| a. Costs exceeded income | e. \$5,000 to \$9,999   |
| b. Broke even            | f. \$10,000 to \$19,999 |
| c. \$1 to \$2,499        | g. \$20,000 to \$49,999 |
| d. \$2,500 to \$4,999    | h. \$50,000 to \$99,999 |
|                          | i. \$100,000 or more    |

4) What would you estimate to be the total value of all the assets of your operation at the end of 1988? (Assets include land, buildings, machinery, hives, honey, beeswax and other property. Circle the LETTER which applies.)

- |                         |                               |
|-------------------------|-------------------------------|
| a. \$2,499 or less      | h. \$100,000 to \$149,999     |
| b. \$2,500 to \$4,999   | i. \$150,000 to \$199,999     |
| c. \$5,000 to \$9,999   | j. \$200,000 to \$499,999     |
| d. \$10,000 to \$19,999 | k. \$500,000 to \$999,999     |
| e. \$20,000 to \$39,999 | l. \$1,000,000 to \$1,499,999 |
| f. \$40,000 to \$49,999 | m. \$1,500,000 to \$1,999,999 |
| g. \$50,000 to \$99,999 | n. \$2,000,000 or more        |

5) What was the approximate total amount of debt on the assets of your operation at the end of 1988? (Circle the LETTER which applies.)

- |                         |                               |
|-------------------------|-------------------------------|
| a. No debt              | i. \$100,000 to \$149,999     |
| b. \$2,499 or less      | j. \$150,000 to \$199,999     |
| c. \$2,500 to \$4,999   | k. \$200,000 to \$499,999     |
| d. \$5,000 to \$9,999   | l. \$500,000 to \$999,999     |
| e. \$10,000 to \$19,999 | m. \$1,000,000 to \$1,499,999 |
| f. \$20,000 to \$39,999 | n. \$1,500,000 to \$1,999,999 |
| g. \$40,000 to \$49,999 | o. \$2,000,000 or more        |
| h. \$50,000 to \$99,999 |                               |

Appendix A: Pretest - Survey (continued)

SECTION E. PERSONAL INFORMATION

- 1) Which of the following best describes the location of your primary residence?  
(Please circle the LETTER where you live most of the year.)
- a. Farm
  - b. Rural but not farm
  - c. Community under 2,500
  - d. Community 2,500 or more but less than 25,000
  - e. Community 25,000 or more but less than 50,000
  - f. Community 50,000 or more but less than 100,000
  - g. Community 100,000 or more
- 2) How many people, including yourself, live at your present address? (Please fill in the blanks. Put "0" where applicable.)
- a. Under 6 years old \_\_\_\_\_
  - b. 6 to 12 years old \_\_\_\_\_
  - c. 13 to 18 years old \_\_\_\_\_
  - d. 19 or older \_\_\_\_\_
- 3) What is your current marital status? (Please circle ONE response.)
- a. Married
  - b. Single
  - c. Widowed/Divorced/Separated
- 4) How many years of school did you complete? (Please circle ONE response.)
- a. 1 to 8 years (Elementary school only)
  - b. 9 to 11 years (Attended some high school)
  - c. 12 years (Graduated high school)
  - d. 13 to 15 years (Attended college)
  - e. 16 or more years (Graduated college)
- 5) What do you consider your major occupation? (Circle the LETTER which best describes your occupation.)
- a. Clerical
  - b. Professional (teacher, lawyer, etc)
  - c. Managerial
  - d. Technician
  - e. Labor (construction, factory, etc.)
  - f. Own my own business (excluding farming)
  - g. Sales
  - h. Beekeeper and/or bee producer
  - i. Farmer (crop, livestock, aquaculture, poultry etc.)
  - j. Retired
  - k. Other \_\_\_\_\_

Appendix A: Pretest - Survey (continued)

6) Is this occupation the major source of your household's income?

- a. No
- b. Yes

7) How long have you been a producer, packer, importer, or broker in the beekeeping industry?

\_\_\_\_\_ years

8) Which income category best describes the annual gross income for all wage earners in your immediate family living with you last year? (Please circle ONE response.)

- |                         |                             |
|-------------------------|-----------------------------|
| a. Less than \$9,999    | f. \$100,000 to \$149,999   |
| b. \$10,000 to \$19,999 | g. \$150,000 to \$199,999   |
| c. \$20,000 to \$39,999 | h. \$200,000 to \$499,999   |
| d. \$40,000 to \$69,999 | i. \$500,000 to \$1,000,000 |
| e. \$70,000 to \$99,999 | j. Over \$1,000,000         |

9) How old were you on your last birthday?

\_\_\_\_\_ years old

10) Are you:

- a. Female
- b. Male

11) How long did it take you to complete this questionnaire?

\_\_\_\_\_ minutes

**SECTION F. YOUR COMMENTS**

Is there anything else that you would like to tell us about your operation? If you do, please use the space below for that purpose.

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Do you have any comments about this survey in general, as well as any of its specific sections or questions? We would appreciate your comments to help us learn more about issues important in identifying the needs and current economic status of the honey industry.

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Appendix A: Pretest - Survey (continued)

If you have any questions regarding this study or this questionnaire, please contact:

Lois Schertz Willett  
Assistant Professor of Agricultural Economics  
Department of Agricultural Economics  
40 Warren Hall  
Cornell University  
Ithaca, NY 14853  
(607) 255-4489

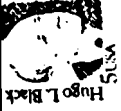
THANK YOU FOR YOUR COOPERATION. PLEASE MAIL THIS  
QUESTIONNAIRE TO US IN THE ENCLOSED POSTAGE PAID ENVELOPE.

Appendix A: Pretest - Return Envelope



**HONEY INDUSTRY SURVEY**  
Cornell University  
Department of Agricultural Economics  
40 Warren Hall  
Ithaca, NY 14853-7801

Appendix A: Pretest - Outer Envelope



**From: HONEY INDUSTRY SURVEY**  
Cornell University  
Department of Agricultural Economics  
40 Warren Hall  
Ithaca, NY 14853-7801

**To:**

**APPENDIX B**  
**NATIONAL SURVEY**

## Appendix B: National Survey - First Mailing - Cover Letter



**Cornell University**

New York State College of  
Agriculture and Life Sciences

Warren Hall  
Ithaca, NY 14853-7801

Department of  
Agricultural Economics

FAX (607) 2559984  
January 24, 1990

Name  
Company  
Address  
City, State, Zip

Dear Name,

We would like to invite you to be part of a pioneering research effort that may result in better support and policies for the honey industry. Cornell University is conducting the first nationwide study of beekeepers, processors, importers and brokers. The study is supported by the Economic Research Service of the U.S. Department of Agriculture, the National Honey Board, the American Beekeeping Federation, the American Honey Producers Association and the National Honey Packers & Dealers Association.

The enclosed questionnaire is being sent to a select group of producers, packers, importers and brokers. It asks for information on the amount of honey you produce, pack and import and where you market your honey. To determine the industry's economic picture, it also asks for information on your operation's expenditures. Information from the study will be provided by the Economic Research Service of the U.S. Department of Agriculture to the U.S. Congress to assist them in establishing a pricing policy that reflects the needs and status of the honey industry. Also, the information will aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

If our study results are to reflect accurately what is happening in the industry, we need to hear from you. We know this is a busy time of year for you but we would appreciate you completing the questionnaire as soon as possible. Let us assure you that your responses will remain confidential and will never be associated with your name or company.

Again, your participation is critical to the success of the study and will contribute to an accurate evaluation of the importance of the beekeeping and honey industry to the nation. Please send your completed questionnaire in the postage-paid envelope we've enclosed for your convenience. Thank you for your cooperation and assistance.

Sincerely,

Lois Schertz Willett  
Assistant Professor of  
Agricultural Economics  
Cornell University

Dan W. Hall  
Manager  
National Honey Board

Frederic Hoff  
Chief, Specialty Agriculture Branch  
Economic Research Service  
U.S. Department of Agriculture

Richard L. Adee  
President  
American Honey Producers  
Association, Inc.

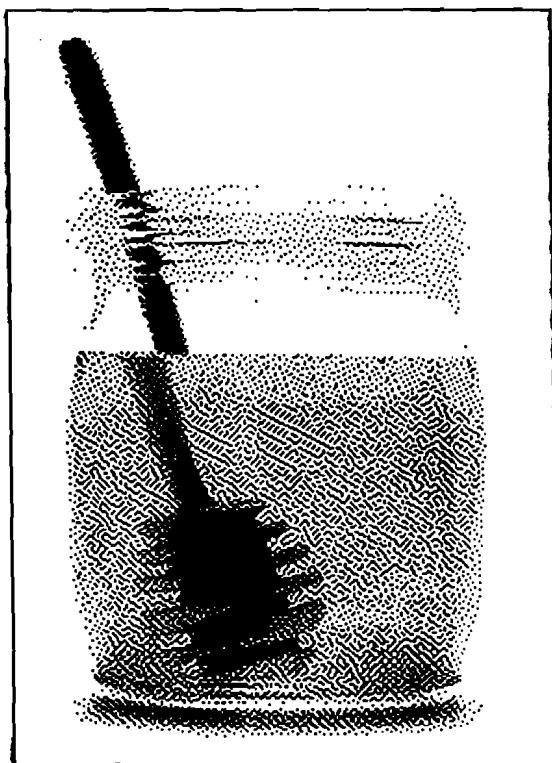
Robert Appel  
President  
National Honey Packers &  
Dealers Association

Reg Willbanks  
President  
American Beekeeping Federation

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# HONEY INDUSTRY SURVEY

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The purpose of this survey is to collect information to identify the needs and current economic status of the honey industry. Information from this study will be provided by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress to assist them in establishing a pricing policy that reflects the needs of the industry. This information will aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

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Conducted by  
The Department of Agricultural Economics  
New York State College of Agriculture and Life Sciences  
Cornell University, Ithaca, New York 14853-7801

Appendix B: National Survey - First Mailing - Survey (continued)

Form Approved  
O.M.B. No. 0536-0035  
Expiration Date 6/30/91

HONEY PRODUCERS, PACKERS, IMPORTERS AND BROKERS SURVEY

INTRODUCTION:

The Cornell Institute for Social and Economic Research (CISER) is collecting information relative to honey production, pollination and the structure of your beekeeping operation. This study of the beekeeping industry is mandated by Congress in the 1987 Appropriations Bill. The information will be used by analysts at Cornell University, the National Honey Board, and the United States Department of Agriculture.

Your response is confidential and will be used only for statistical purposes and economic analysis. Although your participation is voluntary, your cooperation is essential to help us determine the economic health of the beekeeping industry. We encourage you to make the information as accurate as possible. The survey is also supported by the American Beekeeping Federation, the American Honey Producers Association and the National Honey Packers & Dealers Association.

Public reporting burden for this collection of information is estimated to average one hour (60 minutes) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed and completing and reviewing the collected information. Send comments regarding this burden estimate or any other aspect of collection of information, including suggestions for reducing this burden to:

Department of Agriculture, Clearance Officer  
O.I.R.M Room 404-W  
Washington D.C. 20250

and to the: Office of Management and Budget  
Paperwork Reduction Project (O.M.B. No. 0536-0035)  
Washington D.C. 20502

*Cover photo courtesy of National Honey Board*

**ANSWER THIS QUESTION FIRST**

How would you classify yourself in the honey industry? (Please circle ALL that apply.)

a. PRODUCER

b. PACKER

c. IMPORTER

d. BROKER

→ If not a producer ALSO, Skip to Section B, page 13

**SECTION A. PRODUCERS**

**I. FIRM CHARACTERISTICS**

- 1) Is beekeeping your: (Please circle ONE response.)
  - a. Full time profession
  - b. Part time profession
  - c. Hobby
  
- 2) What state do you consider the primary headquarters for your beekeeping operation?  
\_\_\_\_\_
  
- 3) Is your actual residence in the same state as your primary beekeeping headquarters?
  - a. No → If no: In what state is your actual residence? \_\_\_\_\_
  - b. Yes
  
- 4) Which of the following years did you NOT have a beekeeping operation? (Circle ALL that apply.)
 

a. 1981	d. 1984	g. 1987	
b. 1982	e. 1985	h. 1988	
c. 1983	f. 1986		
  
- 5) We would like to know your operation's peak production history during each of the last four years and the number of working colonies you had during that time. (Please fill in the information for the years when you had a beekeeping operation in the spaces provided. Write "0" if none.)

	1985	1986	1987	1988
a. Number of colonies on October 1	_____	_____	_____	_____
b. # of working colonies at peak production	_____	_____	_____	_____
c. Month(s) of the year your operation experienced peak production	_____	_____	_____	_____

Appendix B: National Survey - First Mailing - Survey (continued)

II. PRODUCTS AND SERVICES

Receipts and Production:

- 1) What were your total gross receipts from products sold, services provided and/or program participation from 1985 to 1988?

Please write: NA - if you DID NOT produce or provide specific products or services or participate in programs for that year.

0 - if you DID NOT receive any money for specific products, services or programs your operation had for that year.

Products, Services, and Programs	TOTAL GROSS RECEIPTS FOR CALENDAR YEAR			
	1985	1986	1987	1988
Honey (not forfeited to CCC)	\$ _____	\$ _____	\$ _____	\$ _____
Pollination Services	\$ _____	\$ _____	\$ _____	\$ _____
Beeswax	\$ _____	\$ _____	\$ _____	\$ _____
Package Bees	\$ _____	\$ _____	\$ _____	\$ _____
Queens and Nuc	\$ _____	\$ _____	\$ _____	\$ _____
Royal Jelly, Propolis, Pollen	\$ _____	\$ _____	\$ _____	\$ _____
Other	\$ _____	\$ _____	\$ _____	\$ _____
Gov't. payments (net receipts)				
CCC forfeitures	\$ _____	\$ _____	\$ _____	\$ _____
Marketing loan benefit*	\$ _____	\$ _____	\$ _____	\$ _____

\* Difference between loan rate and repayment rate.

- 2) How much of the following did your beekeeping operation produce or provide from 1985 to 1988?

Products/Services	CALENDAR YEAR			
	1985	1986	1987	1988
Honey	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Beeswax	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Royal jelly, Propolis and Pollen	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Package Bees	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Nucs	_____ #	_____ #	_____ #	_____ #
Queens Sold Separately	_____ #	_____ #	_____ #	_____ #
Pollination Services				
# of Colonies	_____ #	_____ #	_____ #	_____ #
# of Rentals	_____ #	_____ #	_____ #	_____ #

Appendix B: National Survey - First Mailing - Survey (continued)

- 3) Of the products and services provided by your beekeeping operation referred to in Question 2, which three do you consider most important to your operation? (Please write down the items in the spaces provided in the order of their importance to your operation.)

\_\_\_\_\_ Most Important  
 \_\_\_\_\_ Second Most Important  
 \_\_\_\_\_ Third Most Important

- 4) Did your beekeeping operation suffer a reduction in production for any of the following reasons from 1985 to 1988? (CHECK where appropriate.)

Reason	CALENDAR YEAR			
	1985	1986	1987	1988
Drought	_____	_____	_____	_____
Disease	_____	_____	_____	_____
Mites	_____	_____	_____	_____
Other (Specify)	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**Honey Marketing:**

- 5) During the period of 1985 to 1988 what percent of the honey you marketed was white, extra light amber, light amber or amber?

Honey Marketed	PERCENT OF TOTAL HONEY MARKETED FOR CALENDAR YEAR			
	1985	1986	1987	1988
White	_____ %	_____ %	_____ %	_____ %
Extra Light Amber	_____ %	_____ %	_____ %	_____ %
Light Amber	_____ %	_____ %	_____ %	_____ %
Amber	_____ %	_____ %	_____ %	_____ %

Appendix B: National Survey - First Mailing - Survey (continued)

- 6) During the period of 1985 to 1988, which of the following markets did you use to dispose of your honey crop and what was the amount of honey sold in each market? (Each honey crop year's total should agree with the honey production you reported in Question 2.)

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SOLD FOR CALENDAR YEAR			
	1985	1986	1987	1988
Roadside Market	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Retail Stores	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Institutions	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Broker or Dealer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Packers/Bottlers				
Independent	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Cooperative	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Direct Export	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Industrial User or Food Manufacturer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Forfeited to CCC	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Other Outlet (Specify)	_____ lbs	_____ lbs	_____ lbs	_____ lbs
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Not Sold or In Storage	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>TOTAL</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs

**Government Honey Price Support Program:**

- 7) Since the 1981 crop year, have you participated in the government honey price support program?
- a. No → Skip to Question 9, page 6.
- b. Yes

Appendix B: National Survey - First Mailing - Survey (continued)

8) Please fill in the information for honey your operation placed under loan with the government honey price support program from 1981 to 1988.

Please write: NA - if you DID NOT participate in the program that year.  
 0 - if you participated in the program but DID NOT FORFEIT ANY HONEY to the CCC or receive net receipts.

Honey Crop Year	Quantity Placed Under Loan	Quantity Forfeited to CCC	Net Receipts from Gov't Payments	
			Loan Forfeitures	Marketing Loan Benefit*
1981	_____ lbs	_____ lbs	\$ _____	
1982	_____ lbs	_____ lbs	\$ _____	
1983	_____ lbs	_____ lbs	\$ _____	
1984	_____ lbs	_____ lbs	\$ _____	
1985	_____ lbs	_____ lbs	\$ _____	
1986	_____ lbs	_____ lbs	\$ _____	\$ _____
1987	_____ lbs	_____ lbs	\$ _____	\$ _____
1988	_____ lbs	_____ lbs	\$ _____	\$ _____

\* Difference between loan rate and repayment rate.

9) For the years that you did not participate in the government honey price support program and had a beekeeping operation:

Which of the following best describes why you did not participate? (Circle ALL that apply.)

- a. I received a higher price through local markets.
- b. I did not produce enough honey to use the program.
- c. I was not familiar with how the program worked.
- d. It took too much time to complete the paper work.
- e. Cooperative placed honey under loan for me.
- f. Other (Specify)

\_\_\_\_\_  
 \_\_\_\_\_

Appendix B: National Survey - First Mailing - Survey (continued)

10) In your opinion, how would your operation be affected if the federal honey support program were eliminated? (Please circle ALL that apply.)

- a. **COULD NOT CONTINUE** being a beekeeper.
- b. Would **MAINTAIN** the size of my operation.
- c. Would **DECREASE** the size of my operation.
- d. Would **EXPAND** the size of my operation.
- e. Would **DIVERSIFY** into other areas of beekeeping.

If e.: Would diversify into: \_\_\_\_\_

f. Other changes (Please specify.) \_\_\_\_\_

**Bee Colony Transport:**

11) a. Did you transport any of your bee colonies to other states in 1985, 1986, 1987 or 1988? (Circle ONE letter for each year.)

1985	1986	1987	1988
a. Yes	a. Yes	a. Yes	a. Yes

— b. No, I did not transport bee colonies to other states in 1985, 1986, 1987 or 1988 → Skip to Question 11c, below.

b. If you transported any of your bee colonies to other states, what was the main purpose? (Please check where appropriate)

**Main Purpose for Transporting Bees**    1985    1986    1987    1988

a. Provide paid pollination services	_____	_____	_____	_____
b. Seek floral source for honey prod'n	_____	_____	_____	_____
c. Wintering	_____	_____	_____	_____
d. Other (Specify) _____	_____	_____	_____	_____

c. What is your best estimate of the total mileage for transporting your bee colonies in each year for any reason? Total mileage includes all transporting activities to and from home location within state as well as between states for all vehicles.

a. 1985	_____ miles
b. 1986	_____ miles
c. 1987	_____ miles
d. 1988	_____ miles

**Pollination Services:**

12) Did your operation transport bee colonies to one or more locations during 1985, 1986, 1987 or 1988 to provide paid pollination services?

- a. No      ➡ Skip to Section III, page 10.
- b. Yes

13) Please answer the following questions based on your most recent experience.

a. For which year are you providing information on pollination services?

19\_\_\_\_\_

b. How many of your colonies were used at the start of the pollination season?

\_\_\_\_\_ # of COLONIES

c. How many of your colonies were being used at the end of the pollination season?

\_\_\_\_\_ # of COLONIES

d. How many times were your colonies relocated during the year to provide paid or unpaid pollination services?

\_\_\_\_\_ # of TIMES RELOCATED

e. How many total miles were your colonies transported during a year to provide pollination services? (Please approximate if unsure. Total miles includes all transporting activities to and from home location within state as well as between states.)

\_\_\_\_\_ TOTAL MILES

Appendix B: National Survey - First Mailing - Survey (continued)

f. In the table below, please indicate the state(s) where your colonies provide paid pollination services, the main crops pollinated, colonies used, and applicable pollination fees received. Begin with the first crops pollinated in the year and proceed throughout the year. If more than one crop is pollinated in a state, report additional crops in the second column.

State(s) Where Service is Provided (state)	Major Crops Pollinated (crop)	Total Colonies Used (number)	Colonies Used Per Acre (number)	Average Fee Rec'd per Colony (dollars)	Time When Service Begins (month, day)	Length of Time Crop is Pollinated (days)
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

14) Please identify where your colonies that are used to provide paid pollination services are over-wintered.

Location (State)	Number of Colonies
_____	_____
_____	_____
_____	_____
_____	_____

III. 1988 PESTICIDE AND WINTER LOSSES

- 1) Did your beekeeping operation incur losses from pesticides during 1988?
  - a. No → Skip to Question 6, below.
  - b. Yes
  
- 2) What percent of your colonies were affected by pesticides in 1988?  
\_\_\_\_\_ % COLONIES AFFECTED
  
- 3) What percent of your affected colonies suffered 50% or more loss of honey bees from pesticides?  
\_\_\_\_\_ % COLONIES WITH 50% LOSS
  
- 4) Where did most of your losses occur? (Circle ONE answer.)
  - a. Colony
  - b. Field
  - c. Both
  
- 5) Are you normally reimbursed for your honey bee losses from pesticides?
  - a. No
  - b. Yes
  
- 6) Does your beekeeping operation normally incur winter losses?
  - a. No → Skip to Section IV, page 11.
  - b. Yes
  
- 7) What percent of your colonies are affected by winter loss each year?  
\_\_\_\_\_ % COLONIES AFFECTED
  
- 8) What percent of your affected colonies suffered 50% or more winter loss of honey bees?  
\_\_\_\_\_ % COLONIES WITH 50% LOSS

Appendix B: National Survey - First Mailing - Survey (continued)

9) What method do you use to replace winter losses? (Circle ALL that apply.)

- a. Package bees
- b. Divisions with purchased queens
- c. Divisions with queens raised by the beekeeper using a natural queen cell
- d. Divisions with queens raised by the beekeeper using a grafted queen cell

IV. LABOR USE

1) What is the average number of hours per week each of the following have spent on your entire operation in 1988? (Please fill in the blanks provided.)

Please write: NA - if you DID NOT USE a specific labor source during a given time.

	<u>Jan-Mar</u> <small>(hours/week)</small>	<u>Apr-Jun</u> <small>(hours/week)</small>	<u>Jul-Sep</u> <small>(hours/week)</small>	<u>Oct-Dec</u> <small>(hours/week)</small>
Yourself	_____	_____	_____	_____
Other Family Members	_____	_____	_____	_____
Hired Labor				
Full Time	_____	_____	_____	_____
Part Time	_____	_____	_____	_____

2) What is the average wage rate paid by your operation for each of the following?

- a. Full time hired labor? \_\_\_\_\_ dollars/hour.
- b. Part time hired labor? \_\_\_\_\_ dollars/hour.

V. ADVERTISING AND PROMOTIONAL ACTIVITIES

1) Where did you advertise your products and services in 1988? Exclude contributions for advertising and promotion done by marketing cooperatives and the National Honey Board. (Please put a CHECK on the appropriate spaces.)

	Honey	Honey with other Products	Beeswax	Pollination Services	Package Bees and Queens
Local Newspapers	_____	_____	_____	_____	_____
Circulars	_____	_____	_____	_____	_____
Beekkeeping Journals	_____	_____	_____	_____	_____
Magazines	_____	_____	_____	_____	_____
Community Bulletin Boards	_____	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____	_____
Road Signs	_____	_____	_____	_____	_____
Word of Mouth	_____	_____	_____	_____	_____
Other (Please List)	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____
Didn't Advertise	_____	_____	_____	_____	_____

2) Which of the following beekkeeping promotional activities did you participate in during 1988? (Circle ALL that apply.)

- a. Distributing recipes using honey
- b. Giving demonstrations/Setting up Displays (e.g. county fairs, flea markets, grocery stores, bazaars etc.)
- c. Distributing honey information
- d. Distributing free samples
- e. Publishing newspaper articles
- f. Maintaining observation hive
- g. Contributing to the National Honey Board
- h. Other (Please Specify)

\_\_\_\_\_

- i. Did not participate during 1988

**SECTION B**

If you are:

- \* a PRODUCER only   ➔   Skip to Section D, Page 21
- \* a PACKER           ➔   Continue with Section B, Page 14
- \* All Others          ➔   Skip to Section C, Page 17

SECTION B. PACKERS

I. FIRM CHARACTERISTICS

- 1) Are you a: (Please circle ONE response.)
- a. Full time Packer
  - b. Part time Packer;  
Other time spent on beekeeping activities
  - c. Part time Packer;  
Other time spent on non-beekeeping activities
- 2) In what state do you have your packing facilities?
- \_\_\_\_\_

II. PRODUCTS AND SERVICES

- 1) Did your operation do any subcontracted packing services for other businesses in 1988?
- a. No → Skip to question 3, page 15.
  - b. Yes
- 2) **FOR SUBCONTRACTED HONEY ONLY:**  
Please fill in the following information about honey you packed for other businesses from 1985 to 1988.

Please write: NA - if you DID NOT accept any subcontracts that year.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Services
1985	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1986	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1987	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1988	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____

Appendix B: National Survey - First Mailing - Survey (continued)

- 3) **For All Packing Services Excluding Subcontracted Services:**  
Please fill in the following information about honey you packed from 1985 to 1988.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Packed Honey
1985	Own Honey	_____ lbs		\$ _____
	Purchased Domestic	_____ lbs	\$ _____	\$ _____
	Purchased Foreign	_____ lbs	\$ _____	\$ _____
1986	Own Honey	_____ lbs		\$ _____
	Purchased Domestic	_____ lbs	\$ _____	\$ _____
	Purchased Foreign	_____ lbs	\$ _____	\$ _____
1987	Own Honey	_____ lbs		\$ _____
	Purchased Domestic	_____ lbs	\$ _____	\$ _____
	Purchased Foreign	_____ lbs	\$ _____	\$ _____
1988	Own Honey	_____ lbs		\$ _____
	Purchased Domestic	_____ lbs	\$ _____	\$ _____
	Purchased Foreign	_____ lbs	\$ _____	\$ _____

- 4) How much honey did your operation sell through the following market outlets from 1985 to 1988?

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SOLD FOR CALENDAR YEAR			
	1985	1986	1987	1988
Roadside Market	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Retail Stores	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Institutions	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Broker or Dealer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Direct Export	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Industrial User or Food Manufacturer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Other Outlet (Specify)	_____ lbs	_____ lbs	_____ lbs	_____ lbs
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Not Sold or In Storage	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>TOTAL</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs

Appendix B: National Survey - First Mailing - Survey (continued)

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

1) Where did you advertise your products and services in 1988? (Please put a CHECK on the appropriate spaces.)

	Honey	Honey with other Products	Packing Services	Other Products or Services
Local Newspapers	_____	_____	_____	_____
Circulars	_____	_____	_____	_____
Beekeeping Journals	_____	_____	_____	_____
Magazines	_____	_____	_____	_____
Community Bulletin Boards	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____
Road Signs	_____	_____	_____	_____
Word of Mouth	_____	_____	_____	_____
Other (Please List)	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
Didn't Advertise	_____	_____	_____	_____

**SECTION C**

If you are:

- NOT an Importer or Broker → Skip to Section D, Page 21
- an Importer or Broker → Please continue with Section C, Page 18

SECTION C. IMPORTERS AND BROKERS

I. FIRM CHARACTERISTICS

- 1) Which of the following best describes your operation? (Please circle ONE response.)
- a. Full time Importer
  - b. Full time Broker
  - c. Full time Importer and Broker
  - d. Part time Importer
  - e. Part time Broker
  - f. Part time Importer and Broker

- 2) In what state do you have your primary headquarters?
- \_\_\_\_\_

II. PRODUCTS AND SERVICES

- 1) What products do you negotiate? (Circle ALL that apply.)
- a. Honey
  - b. Other Nutritive Sweeteners (e.g. corn syrup, sugar, etc.)
  - c. Other Agricultural Products
  - d. Non-Agricultural Products

- 2) During the period of 1985 to 1988, please indicate the quantity of honey negotiated by your operation, its source, the cost, and the revenue received.

Calendar Year	Honey Source	Volume	Total Cost	Total Revenue
1985	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1986	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1987	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1988	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____

Appendix B: National Survey - First Mailing - Survey (continued)

3) How much of your **negotiated honey** did your operation sell through the following market outlets from 1985 to 1988?

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SOLD FOR CALENDAR YEAR			
	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>
Roadside Market	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Retail Stores	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Institutions	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>Packers/Bottlers</b>				
Independent	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Cooperative	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Direct Export	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Industrial User or Food Manufacturer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Other Outlet (Specify)				
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Not Sold or In Storage	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>TOTAL</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

1) Where did you advertise your products and services in 1988? (Please put a CHECK on the appropriate spaces.)

	<u>Honey</u>	<u>Honey with other Nutritive Sweeteners</u>	<u>Brokerage and Importer Services</u>	<u>Other Products or Services</u>
Local Newspapers	_____	_____	_____	_____
Circulars	_____	_____	_____	_____
Beekeeping Journals	_____	_____	_____	_____
Magazines	_____	_____	_____	_____
Community Bulletin Boards	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____
Road Signs	_____	_____	_____	_____
Word of Mouth	_____	_____	_____	_____
Other (Please List)	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
Didn't Advertise	_____	_____	_____	_____

Please continue with Section D, Page 21.

Appendix B: National Survey - First Mailing - Survey (continued)

SECTION D. FINANCES

Total Gross Expenses: - Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

- 1) Please estimate the cost of the following items to your entire operation in 1988. (Please fill in the blanks for ALL that apply.)

Please write: NA - for items that DO NOT apply to your operation.  
0 - if you DID NOT incur any expenses for that item in 1988.

<u>COST</u>	<u>ITEM</u>
	<b>Labor</b>
\$ _____	Hired labor
\$ _____	Hired labor benefits (e.g. housing allowance, insurance, etc.)
\$ _____	Salaries of corporate officers, management, office labor, etc.
	<b>Bees</b>
\$ _____	Bee food
\$ _____	Queens and Nucs
\$ _____	Package Bees
	<b>Supplies</b>
\$ _____	General (e.g. smokers, veils, drugs, supers)
\$ _____	Containers and Packaging Materials
	<b>Equipment</b>
\$ _____	Repair and Maintenance
\$ _____	Gas and oil
	<b>Buildings</b>
\$ _____	Repair and Maintenance
\$ _____	Mortgage (including interest paid)
	<b>Overhead Expenses</b>
\$ _____	Utilities
\$ _____	Business Insurance
\$ _____	Taxes
\$ _____	Location Rent
\$ _____	Interest on Operating Capital
\$ _____	Office Expenses (excluding salaries)
	<b>Marketing Activities</b>
\$ _____	Advertising
\$ _____	Publication Subscriptions
\$ _____	Promotion (excluding NHB Assessments)
\$ _____	Marketing Fees (e.g. brokerage fees)
\$ _____	Other (Specify.) _____

Appendix B: National Survey - First Mailing - Survey (continued)

**Financial Situation:** -Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

2) In 1988, what was your operation's approximate gross income? (Gross income is the total income before subtracting expenses. Circle the LETTER which applies to your operation.)

- |                         |                           |
|-------------------------|---------------------------|
| a. \$2,499 or less      | g. \$50,000 to \$99,999   |
| b. \$2,500 to \$4,999   | h. \$100,000 to \$149,999 |
| c. \$5,000 to \$9,999   | i. \$150,000 to \$199,999 |
| d. \$10,000 to \$19,999 | j. \$200,000 to \$499,999 |
| e. \$20,000 to \$39,999 | k. \$500,000 to \$999,999 |
| f. \$40,000 to \$49,999 | l. \$1,000,000 or more    |

3) In 1988, what was your operation's net income? (Net income is gross income minus expenses. Circle the LETTER which applies.)

- |                          |                         |
|--------------------------|-------------------------|
| a. Costs exceeded income | e. \$5,000 to \$9,999   |
| b. Broke even            | f. \$10,000 to \$19,999 |
| c. \$1 to \$2,499        | g. \$20,000 to \$49,999 |
| d. \$2,500 to \$4,999    | h. \$50,000 to \$99,999 |
|                          | i. \$100,000 or more    |

4) What would you estimate to be the total value of all the assets of your operation at the end of 1988? (Assets include land, buildings, machinery, hives, honey, beeswax and other property. Circle the LETTER which applies.)

- |                         |                               |
|-------------------------|-------------------------------|
| a. \$2,499 or less      | h. \$100,000 to \$149,999     |
| b. \$2,500 to \$4,999   | i. \$150,000 to \$199,999     |
| c. \$5,000 to \$9,999   | j. \$200,000 to \$499,999     |
| d. \$10,000 to \$19,999 | k. \$500,000 to \$999,999     |
| e. \$20,000 to \$39,999 | l. \$1,000,000 to \$1,499,999 |
| f. \$40,000 to \$49,999 | m. \$1,500,000 to \$1,999,999 |
| g. \$50,000 to \$99,999 | n. \$2,000,000 or more        |

5) What was the approximate total amount of debt on the assets of your operation at the end of 1988? (Circle the LETTER which applies.)

- |                         |                               |
|-------------------------|-------------------------------|
| a. No debt              | i. \$100,000 to \$149,999     |
| b. \$2,499 or less      | j. \$150,000 to \$199,999     |
| c. \$2,500 to \$4,999   | k. \$200,000 to \$499,999     |
| d. \$5,000 to \$9,999   | l. \$500,000 to \$999,999     |
| e. \$10,000 to \$19,999 | m. \$1,000,000 to \$1,499,999 |
| f. \$20,000 to \$39,999 | n. \$1,500,000 to \$1,999,999 |
| g. \$40,000 to \$49,999 | o. \$2,000,000 or more        |
| h. \$50,000 to \$99,999 |                               |

Appendix B: National Survey - First Mailing - Survey (continued)

SECTION E. PERSONAL INFORMATION

- 1) Which of the following best describes the location of your primary residence?  
(Please circle the LETTER where you live most of the year.)
- a. Farm
  - b. Rural but not farm
  - c. Community under 2,500
  - d. Community 2,500 or more but less than 25,000
  - e. Community 25,000 or more but less than 50,000
  - f. Community 50,000 or more but less than 100,000
  - g. Community 100,000 or more
- 2) How many people, including yourself, live at your present address? (Please fill in the blanks. Put "0" where applicable.)
- a. Under 6 years old \_\_\_\_\_
  - b. 6 to 12 years old \_\_\_\_\_
  - c. 13 to 18 years old \_\_\_\_\_
  - d. 19 or older \_\_\_\_\_
- 3) What is your current marital status? (Please circle ONE response.)
- a. Married
  - b. Single
  - c. Widowed/Divorced/Separated
- 4) How many years of school did you complete? (Please circle ONE response.)
- a. 1 to 8 years (Elementary school only)
  - b. 9 to 11 years (Attended some high school)
  - c. 12 years (Graduated high school)
  - d. 13 to 15 years (Attended college)
  - e. 16 or more years (Graduated college)
- 5) What do you consider your major occupation? (Circle the LETTER which best describes your occupation.)
- a. Clerical
  - b. Professional (teacher, lawyer, etc)
  - c. Managerial
  - d. Technician
  - e. Labor (construction, factory, etc.)
  - f. Own my own business (excluding farming)
  - g. Sales
  - h. Beekeeper and/or bee producer
  - i. Farmer (crop, livestock, aquaculture, poultry etc.)
  - j. Retired
  - k. Other \_\_\_\_\_

Appendix B: National Survey - First Mailing - Survey (continued)

6) Is this occupation the major source of your household's income?

- a. No
- b. Yes

7) How long have you been a producer, packer, importer, or broker in the beekeeping industry?

\_\_\_\_\_ years

8) Which income category best describes the annual gross income for all wage earners in your immediate family living with you last year? (Please circle ONE response.)

- |                         |                             |
|-------------------------|-----------------------------|
| a. Less than \$9,999    | f. \$100,000 to \$149,999   |
| b. \$10,000 to \$19,999 | g. \$150,000 to \$199,999   |
| c. \$20,000 to \$39,999 | h. \$200,000 to \$499,999   |
| d. \$40,000 to \$69,999 | i. \$500,000 to \$1,000,000 |
| e. \$70,000 to \$99,999 | j. Over \$1,000,000         |

9) How old were you on your last birthday?

\_\_\_\_\_ years old

10) Are you:

- a. Female
- b. Male

11) How long did it take you to complete this questionnaire?

\_\_\_\_\_ minutes

**SECTION F. YOUR COMMENTS**

Is there anything else that you would like to tell us about your operation? If you do, please use the space below for that purpose.

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Do you have any comments about this survey in general, as well as any of its specific sections or questions? We would appreciate your comments to help us learn more about issues important in identifying the needs and current economic status of the honey industry.

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Appendix B: National Survey - First Mailing - Survey (continued)

If you have any questions regarding this study or this questionnaire, please contact:

Lois Schertz Willett  
Assistant Professor of Agricultural Economics  
Department of Agricultural Economics  
40 Warren Hall  
Cornell University  
Ithaca, NY 14853  
(607) 255-4489

THANK YOU FOR YOUR COOPERATION. PLEASE MAIL THIS  
QUESTIONNAIRE TO US IN THE ENCLOSED POSTAGE PAID ENVELOPE.

Appendix B: National Survey - First Mailing - Return Envelope



**HONEY INDUSTRY SURVEY**  
Cornell University  
Department of Agricultural Economics  
40 Warren Hall  
Ithaca, NY 14853-7801

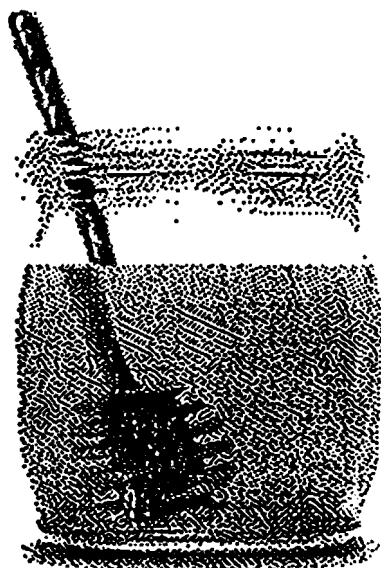


**From: HONEY INDUSTRY SURVEY**  
Cornell University  
Department of Agricultural Economics  
40 Warren Hall  
Ithaca, NY 14853-7801

**To:**

Appendix B: National Survey - Second Mailing - Postcard

Honey Industry Survey  
Cornell University  
40 Warren Hall  
Ithaca, N.Y. 14853-7801



February, 1990

Two weeks ago I mailed you a Honey Industry Survey. If you have already completed the questionnaire, please accept my sincere thanks. If not, please complete the questionnaire as soon as possible.

This is the first study of the honey industry that will be used to formulate and provide program support for all aspects of the honey industry. The study results will be submitted by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress who have required that such a study be conducted. The information will also aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

We need your response if you want to be a part of this landmark research effort. If you need a replacement questionnaire, please call me collect at 607-255-4489 and I will mail you another. Thanks for your help.

Sincerely,

*Lois Schertz Willett*  
Lois Schertz Willett  
Assistant Professor

Appendix B: National Survey - Third Mailing - Cover Letter



**Cornell University**

New York State College of  
Agriculture and Life Sciences

Warren Hall  
Ithaca, NY 14853-7801

Department of  
Agricultural Economics

FAX (607) 2559984  
February 24, 1990

Name  
Company  
Address  
City, State, Zip

Dear Name,

About a month ago we wrote to you asking your help in a study of the nation's honey industry. We realize that the last few months may have been an extremely busy time for you. We hope that now is a better time for you to assist us.

You may still be wondering why it is so important that we hear from you. First, the policies and program support for the industry are decided by your legislators. To date, these policies have been designed without the benefit of comprehensive information that this type of study can provide. If you want your decision makers to have a better understanding of what you and the industry need, we need to have your cooperation. Information from the study will be provided by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress to assist them in establishing a pricing policy that reflects the needs and status of the honey industry. The information from this study will also aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

We are aware that the enclosed questionnaire may take a bit of your time. We are also aware that some of the information we're asking requires you to go back to files you have not had to bother with for a number of years. However, if your representatives in Congress are to be knowledgeable about what is important to you and the industry, we need you to provide us with this information.

Please don't pass up this opportunity to be heard. The U.S. Congress may not mandate another industry-wide study of this kind for a long time. Your responses will remain confidential and will never be associated with your name or company. Please complete the questionnaire as soon as possible and send it to us in the enclosed postage-paid envelope.

Sincerely,

Lois Schertz Willett  
Assistant Professor of  
Agricultural Economics  
Cornell University

Dan W. Hall  
Manager  
National Honey Board

Frederic Hoff  
Chief, Specialty Agriculture Branch  
Economic Research Service  
U.S. Department of Agriculture

Richard L. Adee  
President  
American Honey Producers  
Association, Inc.

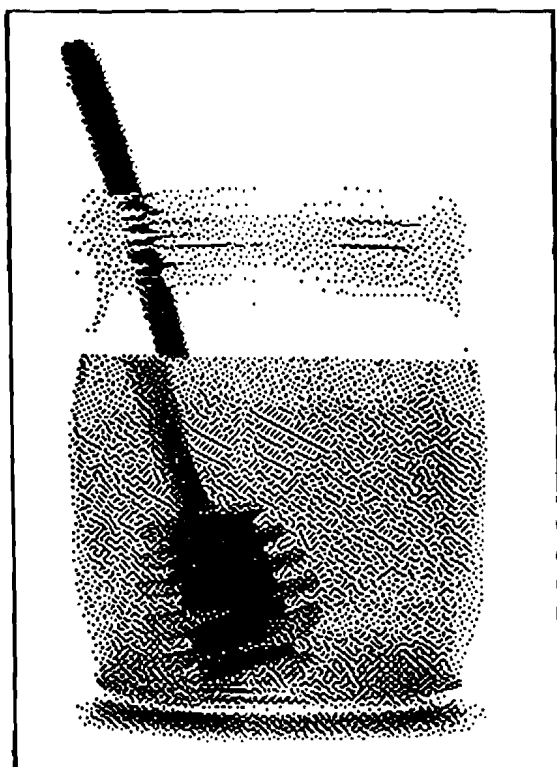
Robert Appel  
President  
National Honey Packers &  
Dealers Association

Reg Willbanks  
President  
American Beekeeping Federation

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# HONEY INDUSTRY SURVEY

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The purpose of this survey is to collect information to identify the needs and current economic status of the honey industry. Information from this study will be provided by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress to assist them in establishing a pricing policy that reflects the needs of the industry. This information will aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

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Conducted by  
The Department of Agricultural Economics  
New York State College of Agriculture and Life Sciences  
Cornell University, Ithaca, New York 14853-7801

Appendix B: National Survey- Third Mailing - Survey (continued)

Form Approved  
O.M.B. No. 0536-0035  
Expiration Date 6/30/91

HONEY PRODUCERS, PACKERS, IMPORTERS AND BROKERS SURVEY

INTRODUCTION:

The Cornell Institute for Social and Economic Research (CISER) is collecting information relative to honey production, pollination and the structure of your beekeeping operation. This study of the beekeeping industry is mandated by Congress in the 1987 Appropriations Bill. The information will be used by analysts at Cornell University, the National Honey Board, and the United States Department of Agriculture.

Your response is confidential and will be used only for statistical purposes and economic analysis. Although your participation is voluntary, your cooperation is essential to help us determine the economic health of the beekeeping industry. We encourage you to make the information as accurate as possible. The survey is also supported by the American Beekeeping Federation, the American Honey Producers Association and the National Honey Packers & Dealers Association.

Public reporting burden for this collection of information is estimated to average one hour (60 minutes) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed and completing and reviewing the collected information. Send comments regarding this burden estimate or any other aspect of collection of information, including suggestions for reducing this burden to:

Department of Agriculture, Clearance Officer  
O.I.R.M Room 404-W  
Washington D.C. 20250

and to the: Office of Management and Budget  
Paperwork Reduction Project (O.M.B. No. 0536-0035)  
Washington D.C. 20502

*Cover photo courtesy of National Honey Board*

**ANSWER THIS QUESTION FIRST**

How would you classify yourself in the honey industry? (Please circle ALL that apply.)

- a. PRODUCER
- b. PACKER
- c. IMPORTER
- d. BROKER

➔ If not a producer ALSO, Skip to Section B, page 13

**SECTION A. PRODUCERS**

**I. FIRM CHARACTERISTICS**

1) Is beekeeping your: (Please circle ONE response.)

- a. Full time profession
- b. Part time profession
- c. Hobby

2) What state do you consider the primary headquarters for your beekeeping operation?  
\_\_\_\_\_

3) Is your actual residence in the same state as your primary beekeeping headquarters?

- a. No ➔ If no: In what state is your actual residence? \_\_\_\_\_
- b. Yes

4) Which of the following years did you NOT have a beekeeping operation? (Circle ALL that apply.)

- a. 1981                      d. 1984                      g. 1987
- b. 1982                      e. 1985                      h. 1988
- c. 1983                      f. 1986

5) We would like to know your operation's peak production history during each of the last four years and the number of working colonies you had during that time. (Please fill in the information for the years when you had a beekeeping operation in the spaces provided. Write "0" if none.)

	1985	1986	1987	1988
a. Number of colonies on October 1	_____	_____	_____	_____
b. # of working colonies at peak production	_____	_____	_____	_____
c. Month(s) of the year your operation experienced peak production	_____	_____	_____	_____

II. PRODUCTS AND SERVICES

Receipts and Production:

- 1) What were your total gross receipts from products sold, services provided and/or program participation from 1985 to 1988?

Please write: NA - if you DID NOT produce or provide specific products or services or participate in programs for that year.  
 0 - if you DID NOT receive any money for specific products, services or programs your operation had for that year.

Products, Services, and Programs	TOTAL GROSS RECEIPTS FOR CALENDAR YEAR			
	1985	1986	1987	1988
Honey (not forfeited to CCC)	\$ _____	\$ _____	\$ _____	\$ _____
Pollination Services	\$ _____	\$ _____	\$ _____	\$ _____
Beeswax	\$ _____	\$ _____	\$ _____	\$ _____
Package Bees	\$ _____	\$ _____	\$ _____	\$ _____
Queens and Nuc	\$ _____	\$ _____	\$ _____	\$ _____
Royal Jelly, Propolis, Pollen	\$ _____	\$ _____	\$ _____	\$ _____
Other	\$ _____	\$ _____	\$ _____	\$ _____
Gov't. payments (net receipts)				
CCC forfeitures	\$ _____	\$ _____	\$ _____	\$ _____
Marketing loan benefit*	\$ _____	\$ _____	\$ _____	\$ _____

\* Difference between loan rate and repayment rate.

- 2) How much of the following did your beekeeping operation produce or provide from 1985 to 1988?

Products/Services	CALENDAR YEAR			
	1985	1986	1987	1988
Honey	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Beeswax	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Royal jelly, Propolis and Pollen	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Package Bees	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Nucs	_____ #	_____ #	_____ #	_____ #
Queens Sold Separately	_____ #	_____ #	_____ #	_____ #
Pollination Services				
# of Colonies	_____ #	_____ #	_____ #	_____ #
# of Rentals	_____ #	_____ #	_____ #	_____ #

Appendix B: National Survey- Third Mailing - Survey (continued)

- 3) Of the products and services provided by your beekeeping operation referred to in Question 2, which three do you consider most important to your operation? (Please write down the items in the spaces provided in the order of their importance to your operation.)

\_\_\_\_\_ Most Important

\_\_\_\_\_ Second Most Important

\_\_\_\_\_ Third Most Important

- 4) Did your beekeeping operation suffer a reduction in production for any of the following reasons from 1985 to 1988? (CHECK where appropriate.)

Reason	CALENDAR YEAR			
	1985	1986	1987	1988
Drought	_____	_____	_____	_____
Disease	_____	_____	_____	_____
Mites	_____	_____	_____	_____
Other (Specify)	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**Honey Marketing:**

- 5) During the period of 1985 to 1988 what percent of the honey you marketed was white, extra light amber, light amber or amber?

Honey Marketed	PERCENT OF TOTAL HONEY MARKETED FOR CALENDAR YEAR			
	1985	1986	1987	1988
White	_____ %	_____ %	_____ %	_____ %
Extra Light Amber	_____ %	_____ %	_____ %	_____ %
Light Amber	_____ %	_____ %	_____ %	_____ %
Amber	_____ %	_____ %	_____ %	_____ %

Appendix B: National Survey- Third Mailing - Survey (continued)

- 6) During the period of 1985 to 1988, which of the following markets did you use to dispose of your honey crop and what was the amount of honey sold in each market? (Each honey crop year's total should agree with the honey production you reported in Question 2.)

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SOLD FOR CALENDAR YEAR			
	1985	1986	1987	1988
Roadside Market	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Retail Stores	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Institutions	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Broker or Dealer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Packers/Bottlers Independent	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Cooperative	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Direct Export	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Industrial User or Food Manufacturer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Forfeited to CCC	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Other Outlet (Specify)	_____ lbs	_____ lbs	_____ lbs	_____ lbs
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Not Sold or In Storage	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>TOTAL</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs

**Government Honey Price Support Program:**

- 7) Since the 1981 crop year, have you participated in the government honey price support program?
- a. No → Skip to Question 9, page 6.
- b. Yes

Appendix B: National Survey- Third Mailing - Survey (continued)

- 8) Please fill in the information for honey your operation placed under loan with the government honey price support program from 1981 to 1988.

Please write: NA - if you DID NOT participate in the program that year.  
 0 - if you participated in the program but DID NOT FORFEIT ANY HONEY to the CCC or receive net receipts.

Honey Crop Year	Quantity Placed Under Loan	Quantity Forfeited to CCC	Net Receipts from Gov't Payments	
			Loan Forfeitures	Marketing Loan Benefit*
1981	_____ lbs	_____ lbs	\$ _____	
1982	_____ lbs	_____ lbs	\$ _____	
1983	_____ lbs	_____ lbs	\$ _____	
1984	_____ lbs	_____ lbs	\$ _____	
1985	_____ lbs	_____ lbs	\$ _____	
1986	_____ lbs	_____ lbs	\$ _____	\$ _____
1987	_____ lbs	_____ lbs	\$ _____	\$ _____
1988	_____ lbs	_____ lbs	\$ _____	\$ _____

\* Difference between loan rate and repayment rate.

- 9) For the years that you did not participate in the government honey price support program and had a beekeeping operation:

Which of the following best describes why you did not participate? (Circle ALL that apply.)

- a. I received a higher price through local markets.
- b. I did not produce enough honey to use the program.
- c. I was not familiar with how the program worked.
- d. It took too much time to complete the paper work.
- e. Cooperative placed honey under loan for me.
- f. Other (Specify)

\_\_\_\_\_  
 \_\_\_\_\_

10) In your opinion, how would your operation be affected if the federal honey support program were eliminated? (Please circle ALL that apply.)

- a. **COULD NOT CONTINUE** being a beekeeper.
- b. Would **MAINTAIN** the size of my operation.
- c. Would **DECREASE** the size of my operation.
- d. Would **EXPAND** the size of my operation.
- e. Would **DIVERSIFY** into other areas of beekeeping.

If e.: Would diversify into: \_\_\_\_\_

f. Other changes (Please specify.) \_\_\_\_\_

**Bee Colony Transport:**

11) a. Did you transport any of your bee colonies to other states in 1985, 1986, 1987 or 1988? (Circle ONE letter for each year.)

1985	1986	1987	1988
a. Yes	a. Yes	a. Yes	a. Yes

\_\_\_\_\_ b. No, I did not transport bee colonies to other states in 1985, 1986, 1987 or 1988 → Skip to Question 11c, below.

b. If you transported any of your bee colonies to other states, what was the main purpose? (Please check where appropriate)

**Main Purpose for Transporting Bees**    1985    1986    1987    1988

a. Provide paid pollination services	_____	_____	_____	_____
b. Seek floral source for honey prod'n	_____	_____	_____	_____
c. Wintering	_____	_____	_____	_____
d. Other (Specify) _____	_____	_____	_____	_____

c. What is your best estimate of the total mileage for transporting your bee colonies in each year for any reason? Total mileage includes all transporting activities to and from home location **within** state as well as **between** states for all vehicles.

a. 1985	_____	miles
b. 1986	_____	miles
c. 1987	_____	miles
d. 1988	_____	miles

**Pollination Services:**

12) Did your operation transport bee colonies to one or more locations during 1985, 1986, 1987 or 1988 to provide paid pollination services?

- a. No      ➡ Skip to Section III, page 10.
- b. Yes

13) Please answer the following questions based on your most recent experience.

a. For which year are you providing information on pollination services?

19\_\_\_\_\_

b. How many of your colonies were used at the start of the pollination season?

\_\_\_\_\_ # of COLONIES

c. How many of your colonies were being used at the end of the pollination season?

\_\_\_\_\_ # of COLONIES

d. How many times were your colonies relocated during the year to provide paid or unpaid pollination services?

\_\_\_\_\_ # of TIMES RELOCATED

e. How many total miles were your colonies transported during a year to provide pollination services? (Please approximate if unsure. Total miles includes all transporting activities to and from home location within state as well as between states.)

\_\_\_\_\_ TOTAL MILES

Appendix B: National Survey- Third Mailing - Survey (continued)

f. In the table below, please indicate the state(s) where your colonies provide paid pollination services, the main crops pollinated, colonies used, and applicable pollination fees received. Begin with the first crops pollinated in the year and proceed throughout the year. If more than one crop is pollinated in a state, report additional crops in the second column.

State(s) Where Service is Provided (state)	Major Crops Pollinated (crop)	Total Colonies Used (number)	Colonies Used Per Acre (number)	Average Fee Rec'd per Colony (dollars)	Time When Service Begins (month, day)	Length of Time Crop is Pollinated (days)
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

14) Please identify where your colonies that are used to provide paid pollination services are over-wintered.

Location (State)	Number of Colonies
_____	_____
_____	_____
_____	_____
_____	_____

Appendix B: National Survey- Third Mailing - Survey (continued)

III. 1988 PESTICIDE AND WINTER LOSSES

1) Did your beekeeping operation incur losses from pesticides during 1988?

- a. No → Skip to Question 6, below.
- b. Yes

2) What percent of your colonies were affected by pesticides in 1988?

\_\_\_\_\_ % COLONIES AFFECTED

3) What percent of your affected colonies suffered 50% or more loss of honey bees from pesticides?

\_\_\_\_\_ % COLONIES WITH 50% LOSS

4) Where did most of your losses occur? (Circle ONE answer.)

- a. Colony
- b. Field
- c. Both

5) Are you normally reimbursed for your honey bee losses from pesticides?

- a. No
- b. Yes

6) Does your beekeeping operation normally incur winter losses?

- a. No → Skip to Section IV, page 11.
- b. Yes

7) What percent of your colonies are affected by winter loss each year?

\_\_\_\_\_ % COLONIES AFFECTED

8) What percent of your affected colonies suffered 50% or more winter loss of honey bees?

\_\_\_\_\_ % COLONIES WITH 50% LOSS

- 9) What method do you use to replace winter losses? (Circle ALL that apply.)
- a. Package bees
  - b. Divisions with purchased queens
  - c. Divisions with queens raised by the beekeeper using a natural queen cell
  - d. Divisions with queens raised by the beekeeper using a grafted queen cell

IV. LABOR USE

- 1) What is the average number of hours per week each of the following have spent on your entire operation in 1988? (Please fill in the blanks provided.)

Please write: NA - if you DID NOT USE a specific labor source during a given time.

	<u>Jan-Mar</u> <small>(hours/week)</small>	<u>Apr-Jun</u> <small>(hours/week)</small>	<u>Jul-Sep</u> <small>(hours/week)</small>	<u>Oct-Dec</u> <small>(hours/week)</small>
Yourself	_____	_____	_____	_____
Other Family Members	_____	_____	_____	_____
Hired Labor				
Full Time	_____	_____	_____	_____
Part Time	_____	_____	_____	_____

- 2) What is the average wage rate paid by your operation for each of the following?
- a. Full time hired labor? \_\_\_\_\_ dollars/hour.
  - b. Part time hired labor? \_\_\_\_\_ dollars/hour.

Appendix B: National Survey- Third Mailing - Survey (continued)

V. ADVERTISING AND PROMOTIONAL ACTIVITIES

1) Where did you advertise your products and services in 1988? Exclude contributions for advertising and promotion done by marketing cooperatives and the National Honey Board. (Please put a CHECK on the appropriate spaces.)

	<u>Honey</u>	<u>Honey with other Products</u>	<u>Beeswax</u>	<u>Pollination Services</u>	<u>Package Bees and Queens</u>
Local Newspapers	_____	_____	_____	_____	_____
Circulars	_____	_____	_____	_____	_____
Beekeeping Journals	_____	_____	_____	_____	_____
Magazines	_____	_____	_____	_____	_____
Community Bulletin Boards	_____	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____	_____
Road Signs	_____	_____	_____	_____	_____
Word of Mouth	_____	_____	_____	_____	_____
Other (Please List)	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____
Didn't Advertise	_____	_____	_____	_____	_____

2) Which of the following beekeeping promotional activities did you participate in during 1988? (Circle ALL that apply.)

- a. Distributing recipes using honey
- b. Giving demonstrations/Setting up Displays  
(e.g. county fairs, flea markets, grocery stores, bazaars etc.)
- c. Distributing honey information
- d. Distributing free samples
- e. Publishing newspaper articles
- f. Maintaining observation hive
- g. Contributing to the National Honey Board
- h. Other (Please Specify)  
\_\_\_\_\_

i. \_\_\_\_\_  
Did not participate during 1988

**SECTION B**

If you are:

- \* a PRODUCER only   ➡   Skip to Section D, Page 21
- \* a PACKER           ➡   Continue with Section B, Page 14
- \* All Others          ➡   Skip to Section C, Page 17

SECTION B. PACKERS

I. FIRM CHARACTERISTICS

- 1) Are you a: (Please circle ONE response.)
- a. Full time Packer
  - b. Part time Packer;  
Other time spent on beekeeping activities
  - c. Part time Packer;  
Other time spent on non-beekeeping activities
- 2) In what state do you have your packing facilities?
- \_\_\_\_\_

II. PRODUCTS AND SERVICES

- 1) Did your operation do any subcontracted packing services for other businesses in 1988?
- a. No → Skip to question 3, page 15.
  - b. Yes
- 2) **FOR SUBCONTRACTED HONEY ONLY:**  
Please fill in the following information about honey you packed for other businesses from 1985 to 1988.

Please write: NA - if you DID NOT accept any subcontracts that year.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Services
1985	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1986	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1987	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1988	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____

Appendix B: National Survey- Third Mailing - Survey (continued)

- 3) **For All Packing Services Excluding Subcontracted Services:**  
Please fill in the following information about honey you packed from 1985 to 1988.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Packed Honey
1985	Own Honey	_____ lbs		\$ _____
	Purchased Domestic	_____ lbs	\$ _____	\$ _____
	Purchased Foreign	_____ lbs	\$ _____	\$ _____
1986	Own Honey	_____ lbs		\$ _____
	Purchased Domestic	_____ lbs	\$ _____	\$ _____
	Purchased Foreign	_____ lbs	\$ _____	\$ _____
1987	Own Honey	_____ lbs		\$ _____
	Purchased Domestic	_____ lbs	\$ _____	\$ _____
	Purchased Foreign	_____ lbs	\$ _____	\$ _____
1988	Own Honey	_____ lbs		\$ _____
	Purchased Domestic	_____ lbs	\$ _____	\$ _____
	Purchased Foreign	_____ lbs	\$ _____	\$ _____

- 4) How much honey did your operation sell through the following market outlets from 1985 to 1988?

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SOLD FOR CALENDAR YEAR			
	1985	1986	1987	1988
Roadside Market	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Retail Stores	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Institutions	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Broker or Dealer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Direct Export	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Industrial User or Food Manufacturer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Other Outlet (Specify)	_____ lbs	_____ lbs	_____ lbs	_____ lbs
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Not Sold or In Storage	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>TOTAL</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs

Appendix B: National Survey- Third Mailing - Survey (continued)

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

1) Where did you advertise your products and services in 1988? (Please put a CHECK on the appropriate spaces.)

	Honey	Honey with other Products	Packing Services	Other Products or Services
Local Newspapers	_____	_____	_____	_____
Circulars	_____	_____	_____	_____
Beekkeeping Journals	_____	_____	_____	_____
Magazines	_____	_____	_____	_____
Community Bulletin Boards	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____
Road Signs	_____	_____	_____	_____
Word of Mouth	_____	_____	_____	_____
Other (Please List)				
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
Didn't Advertise	_____	_____	_____	_____

**SECTION C**

If you are:

- \* NOT an Importer or Broker → Skip to Section D, Page 21
- \* an Importer or Broker → Please continue with Section C, Page 18

**SECTION C. IMPORTERS AND BROKERS**

**I. FIRM CHARACTERISTICS**

1) Which of the following best describes your operation? (Please circle ONE response.)

- a. Full time Importer
- b. Full time Broker
- c. Full time Importer and Broker
- d. Part time Importer
- e. Part time Broker
- f. Part time Importer and Broker

2) In what state do you have your primary headquarters?

\_\_\_\_\_

**II. PRODUCTS AND SERVICES**

1) What products do you negotiate? (Circle ALL that apply.)

- a. Honey
- b. Other Nutritive Sweeteners (e.g. corn syrup, sugar, etc.)
- c. Other Agricultural Products
- d. Non-Agricultural Products

2) During the period of 1985 to 1988, please indicate the quantity of honey negotiated by your operation, its source, the cost, and the revenue received.

Calendar Year	Honey Source	Volume	Total Cost	Total Revenue
1985	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1986	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1987	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____
1988	Domestic	_____ lbs	\$ _____	\$ _____
	Foreign	_____ lbs	\$ _____	\$ _____

Appendix B: National Survey- Third Mailing - Survey (continued)

3) How much of your **negotiated** honey did your operation sell through the following market outlets from 1985 to 1988?

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SOLD FOR CALENDAR YEAR			
	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>
Roadside Market	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Retail Stores	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Institutions	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>Packers/Bottlers</b>				
<b>Independent</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>Cooperative</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Direct Export	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Industrial User or Food Manufacturer	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Other Outlet (Specify)				
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
_____	_____ lbs	_____ lbs	_____ lbs	_____ lbs
Not Sold or In Storage	_____ lbs	_____ lbs	_____ lbs	_____ lbs
<b>TOTAL</b>	_____ lbs	_____ lbs	_____ lbs	_____ lbs

Appendix B: National Survey- Third Mailing - Survey (continued)

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

- 1) Where did you advertise your products and services in 1988? (Please put a CHECK on the appropriate spaces.)

	Honey	Honey with other Nutritive Sweeteners	Brokerage and Importer Services	Other Products or Services
Local Newspapers	_____	_____	_____	_____
Circulars	_____	_____	_____	_____
Beekeeping Journals	_____	_____	_____	_____
Magazines	_____	_____	_____	_____
Community Bulletin Boards	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____
Road Signs	_____	_____	_____	_____
Word of Mouth	_____	_____	_____	_____
Other (Please List)	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
Didn't Advertise	_____	_____	_____	_____

Please continue with Section D, Page 21.

SECTION D. FINANCES

**Total Gross Expenses:** - Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

- 1) Please estimate the cost of the following items to your entire operation in 1988. (Please fill in the blanks for ALL that apply.)

Please write: NA - for items that DO NOT apply to your operation.  
0 - if you DID NOT incur any expenses for that item in 1988.

<u>COST</u>	<u>ITEM</u>
	<b>Labor</b>
\$ _____	Hired labor
\$ _____	Hired labor benefits (e.g. housing allowance, insurance, etc.)
\$ _____	Salaries of corporate officers, management, office labor, etc.
	<b>Bees</b>
\$ _____	Bee food
\$ _____	Queens and Nucs
\$ _____	Package Bees
	<b>Supplies</b>
\$ _____	General (e.g. smokers, veils, drugs, supers)
\$ _____	Containers and Packaging Materials
	<b>Equipment</b>
\$ _____	Repair and Maintenance
\$ _____	Gas and oil
	<b>Buildings</b>
\$ _____	Repair and Maintenance
\$ _____	Mortgage ( including interest paid)
	<b>Overhead Expenses</b>
\$ _____	Utilities
\$ _____	Business Insurance
\$ _____	Taxes
\$ _____	Location Rent
\$ _____	Interest on Operating Capital
\$ _____	Office Expenses (excluding salaries)
	<b>Marketing Activities</b>
\$ _____	Advertising
\$ _____	Publication Subscriptions
\$ _____	Promotion (excluding NHB Assessments)
\$ _____	Marketing Fees (e.g. brokerage fees)
\$ _____	Other (Specify.) _____

Appendix B: National Survey- Third Mailing - Survey (continued)

**Financial Situation:** -Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

2) In 1988, what was your operation's approximate gross income? (Gross income is the total income before subtracting expenses. Circle the LETTER which applies to your operation.)

- |    |                      |    |                        |
|----|----------------------|----|------------------------|
| a. | \$2,499 or less      | g. | \$50,000 to \$99,999   |
| b. | \$2,500 to \$4,999   | h. | \$100,000 to \$149,999 |
| c. | \$5,000 to \$9,999   | i. | \$150,000 to \$199,999 |
| d. | \$10,000 to \$19,999 | j. | \$200,000 to \$499,999 |
| e. | \$20,000 to \$39,999 | k. | \$500,000 to \$999,999 |
| f. | \$40,000 to \$49,999 | l. | \$1,000,000 or more    |

3) In 1988, what was your operation's net income? (Net income is gross income minus expenses. Circle the LETTER which applies.)

- |    |                       |    |                      |
|----|-----------------------|----|----------------------|
| a. | Costs exceeded income | e. | \$5,000 to \$9,999   |
| b. | Broke even            | f. | \$10,000 to \$19,999 |
| c. | \$1 to \$2,499        | g. | \$20,000 to \$49,999 |
| d. | \$2,500 to \$4,999    | h. | \$50,000 to \$99,999 |
|    |                       | i. | \$100,000 or more    |

4) What would you estimate to be the total value of all the assets of your operation at the end of 1988? (Assets include land, buildings, machinery, hives, honey, beeswax and other property. Circle the LETTER which applies.)

- |    |                      |    |                            |
|----|----------------------|----|----------------------------|
| a. | \$2,499 or less      | h. | \$100,000 to \$149,999     |
| b. | \$2,500 to \$4,999   | i. | \$150,000 to \$199,999     |
| c. | \$5,000 to \$9,999   | j. | \$200,000 to \$499,999     |
| d. | \$10,000 to \$19,999 | k. | \$500,000 to \$999,999     |
| e. | \$20,000 to \$39,999 | l. | \$1,000,000 to \$1,499,999 |
| f. | \$40,000 to \$49,999 | m. | \$1,500,000 to \$1,999,999 |
| g. | \$50,000 to \$99,999 | n. | \$2,000,000 or more        |

5) What was the approximate total amount of debt on the assets of your operation at the end of 1988? (Circle the LETTER which applies.)

- |    |                      |    |                            |
|----|----------------------|----|----------------------------|
| a. | No debt              | i. | \$100,000 to \$149,999     |
| b. | \$2,499 or less      | j. | \$150,000 to \$199,999     |
| c. | \$2,500 to \$4,999   | k. | \$200,000 to \$499,999     |
| d. | \$5,000 to \$9,999   | l. | \$500,000 to \$999,999     |
| e. | \$10,000 to \$19,999 | m. | \$1,000,000 to \$1,499,999 |
| f. | \$20,000 to \$39,999 | n. | \$1,500,000 to \$1,999,999 |
| g. | \$40,000 to \$49,999 | o. | \$2,000,000 or more        |
| h. | \$50,000 to \$99,999 |    |                            |

Appendix B: National Survey- Third Mailing - Survey (continued)

SECTION E. PERSONAL INFORMATION

- 1) Which of the following best describes the location of your primary residence? (Please circle the LETTER where you live most of the year.)
- a. Farm
  - b. Rural but not farm
  - c. Community under 2,500
  - d. Community 2,500 or more but less than 25,000
  - e. Community 25,000 or more but less than 50,000
  - f. Community 50,000 or more but less than 100,000
  - g. Community 100,000 or more
- 2) How many people, including yourself, live at your present address? (Please fill in the blanks. Put "0" where applicable.)
- a. Under 6 years old \_\_\_\_\_
  - b. 6 to 12 years old \_\_\_\_\_
  - c. 13 to 18 years old \_\_\_\_\_
  - d. 19 or older \_\_\_\_\_
- 3) What is your current marital status? (Please circle ONE response.)
- a. Married
  - b. Single
  - c. Widowed/Divorced/Separated
- 4) How many years of school did you complete? (Please circle ONE response.)
- a. 1 to 8 years (Elementary school only)
  - b. 9 to 11 years (Attended some high school)
  - c. 12 years (Graduated high school)
  - d. 13 to 15 years (Attended college)
  - e. 16 or more years (Graduated college)
- 5) What do you consider your major occupation? (Circle the LETTER which best describes your occupation.)
- a. Clerical
  - b. Professional (teacher, lawyer, etc)
  - c. Managerial
  - d. Technician
  - e. Labor (construction, factory, etc.)
  - f. Own my own business (excluding farming)
  - g. Sales
  - h. Beekeeper and/or bee producer
  - i. Farmer (crop, livestock, aquaculture, poultry etc.)
  - j. Retired
  - k. Other \_\_\_\_\_

Appendix B: National Survey- Third Mailing - Survey (continued)

6) Is this occupation the major source of your household's income?

- a. No
- b. Yes

7) How long have you been a producer, packer, importer, or broker in the beekeeping industry?

\_\_\_\_\_ years

8) Which income category best describes the annual gross income for all wage earners in your immediate family living with you last year? (Please circle ONE response.)

- |                         |                             |
|-------------------------|-----------------------------|
| a. Less than \$9,999    | f. \$100,000 to \$149,999   |
| b. \$10,000 to \$19,999 | g. \$150,000 to \$199,999   |
| c. \$20,000 to \$39,999 | h. \$200,000 to \$499,999   |
| d. \$40,000 to \$69,999 | i. \$500,000 to \$1,000,000 |
| e. \$70,000 to \$99,999 | j. Over \$1,000,000         |

9) How old were you on your last birthday?

\_\_\_\_\_ years old

10) Are you:

- a. Female
- b. Male

11) How long did it take you to complete this questionnaire?

\_\_\_\_\_ minutes

**SECTION F. YOUR COMMENTS**

Is there anything else that you would like to tell us about your operation? If you do, please use the space below for that purpose.

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Do you have any comments about this survey in general, as well as any of its specific sections or questions? We would appreciate your comments to help us learn more about issues important in identifying the needs and current economic status of the honey industry.

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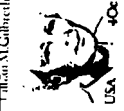
Appendix B: National Survey- Third Mailing - Survey (continued)

If you have any questions regarding this study or this questionnaire, please contact:

Lois Schertz Willett  
Assistant Professor of Agricultural Economics  
Department of Agricultural Economics  
40 Warren Hall  
Cornell University  
Ithaca, NY 14853  
(607) 255-4489

THANK YOU FOR YOUR COOPERATION. PLEASE MAIL THIS  
QUESTIONNAIRE TO US IN THE ENCLOSED POSTAGE PAID ENVELOPE.

Appendix B: National Survey- Third Mailing - Return Envelope



**HONEY INDUSTRY SURVEY**  
Cornell University  
Department of Agricultural Economics  
40 Warren Hall  
Ithaca, NY 14853-7801

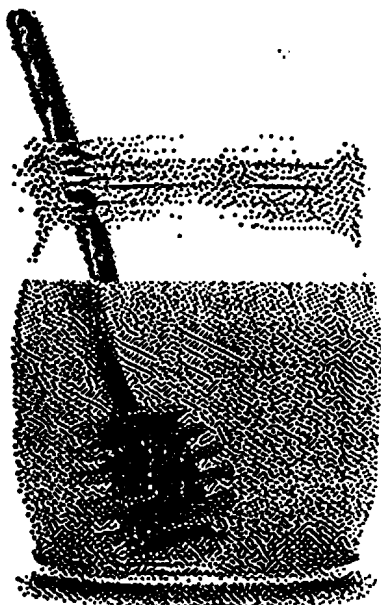
Appendix B: National Survey- Third Mailing - Outer Envelope



From: HONEY INDUSTRY SURVEY  
Cornell University  
Department of Agricultural Economics  
40 Warren Hall  
Ithaca, NY 14853-7801

To:

**Honey Industry Survey  
Cornell University  
40 Warren Hall  
Ithaca, N.Y. 14853-7801**



March, 1990

**I still need to hear from you. We need your help in a study of the nation's honey industry.**

**I realize that the last few weeks may have been a busy time for you but your response is important to this study of the honey industry. If you have already completed the questionnaire, please accept my sincere thanks. If not, please complete the questionnaire as soon as possible.**

**This is the first study to be implemented on the honey industry that will be used to formulate and provide program support for all aspects of the honey industry. The study results will be submitted by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress who have required that such a study be conducted. The information will also aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.**

**We need your response. If you need a replacement questionnaire, please call me collect at 607-255-4489 and I will mail you another. Thanks for your help.**

Sincerely,

*Lois Schertz Willett*  
Lois Schertz Willett  
Assistant Professor

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