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## Creating Buzz

### Selling Honey at Farmers' Markets



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### Selling Honey at Farmers' Markets

- Increased Interest in local honey
- Marketing at farmers' markets
- Regulations for selling honey at farmers' markets

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- Ohio honey production for 2014 totaled 915 thousand pounds, up 20 percent from 2013. This estimate included honey from producers with 5 or more colonies.
- Nationally, Ohio ranked twenty-fourth in honey production in 2014. Ohio was ranked twenty-sixth in 2013.
- Yields from Ohio's 15,000 honey producing colonies averaged 61 pounds in 2014, compared with 45 pounds the previous year.

Source: Ohio Ag Net, Digital Date, March 26, 2015 Digital Edition

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### Increased Interest:

- Telling Your Story
- Providing Education
- Sampling
- Making it easy for customers to do business with you

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### Telling Your Story


#### Top reasons consumers shop

#1 Freshness  
Taste  
Access to local foods

#2 Supporting local farmers

The Ohio Survey of Food, Agriculture and Environmental Issues administered by Sharp et al (2002)

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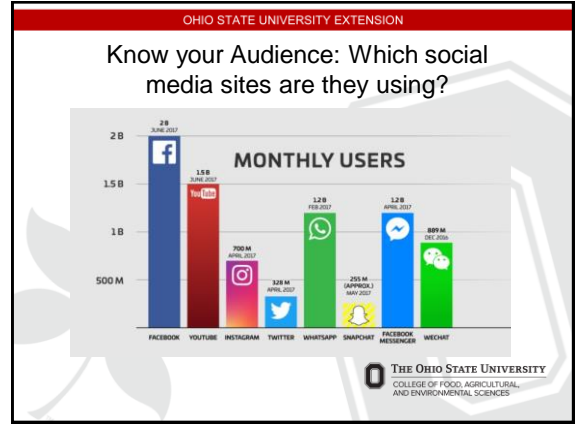
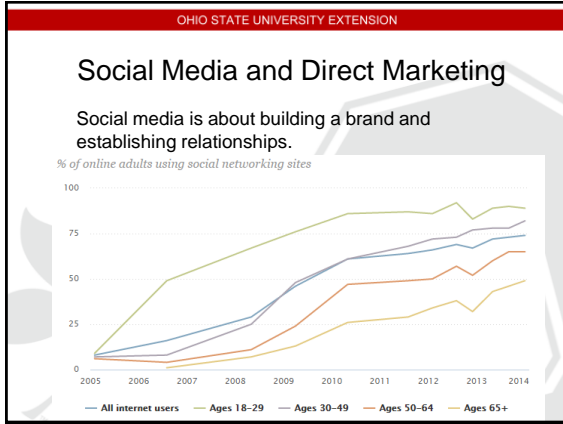
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### Telling Your Story

- Why/how did you begin beekeeping?
- What information can you share about beekeeping?
- Where is your operation located? (Are you stationary, do you move your hives, if so how far?)
- What makes you different from your competitors?

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- ### Social Media Algorithms
- **Engagement** – likes, comments, shares, retweets, etc.
  - **Relevancy** – is this a trending topic?
  - **Friends and followers** – who is paying attention to you? What are the interests of your friends and followers?
  - **Private interaction** – Who messages you privately? Who searches for you?
  - **Privacy settings** – keep your settings public
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### Engaging Images

- Your product in use
- User submitted images
- Animals
- TBT
- Contests
- Instructable

North Union Farmers Market  
November 28, 2017

This #GivingTuesday - become a #LocalFoodChampion! Support North Union Farmers Market's mission to save small farms and provide free food education programming in Cleveland. To donate head to [northunionfarmersmarket.org/donate](http://northunionfarmersmarket.org/donate)

#GIVINGTUESDAY

Like Comment Share

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### Sampling

A consumer intercept survey conducted in 2009 by the University of Kentucky determined that farmers market shoppers are more interested in product samples than debit card acceptance or bathroom access at the market.

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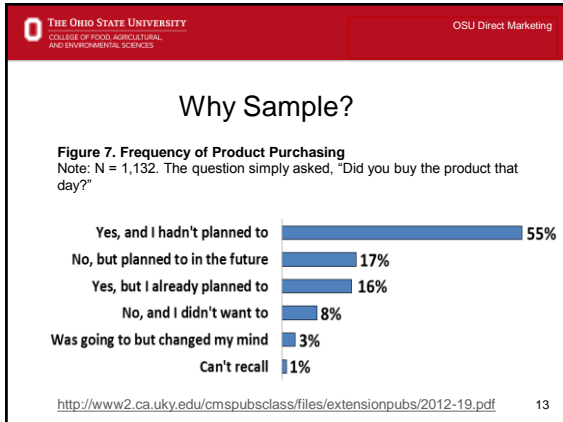
**Table 1. Overall Impression of the Sampling Experience**

In the 2011 Regional Farm Market Sampling Survey we found that 56% of people who sampled products in the last 12 months had an excellent experience! In total, 96% of respondents had at least a good sampling experience at their farmers market. Sampling is noted to be an over-whelmingly positive experience for market patrons!

Note: N = 3,406.

Rate your sampling experience	
Excellent	56%
Good	40%
Fair	4%
Poor	1%

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## Provide Education

- Headlines about the importance and challenges of honey bees
- What can your customers do to help protect/encourage honey bees
- Easy to use recipes (how to substitute honey for sugar, etc.)
- Health benefits of honey

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## Making it easy for customers to do business with you...

- Multiple payment options (cash, check, credit/debit, mobile payments)
- Easy to find the information they need/want – recipes, storage & use, etc.
- Convenience – packaging
  - Salsa kit – include everything they need to make their own fresh salsa at home.

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# Ohio Regulations for Selling Honey

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## Regulations - Exemption from food processing establishment

A "food processing establishment" does not include a cottage food production operation; a processor of maple syrup...; a processor of sorghum...; or a beekeeper who jars honey when a minimum of seventy-five percent of the honey is from that beekeeper's own hives.

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## Chapter 3715

Ohio Food, Drug, Cosmetic and Device Law

"Honey" means the nectar and saccharine exudation of plants that has been gathered, modified, and stored in a honeycomb by honeybees.

\*Flavored honey which has been produced by a beekeeper exempt under division (A) of section 3715.021 of the Revised Code;

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Regulations – ORC Chapter 909: APIARIES  
3715.022 Cottage Food Products, Maple Syrup, Sorghum, and Honey Sampling.

- Register with ODA annually
- All food products, including those produced and packaged by a cottage food production Operation...and honey, are subject to food sampling conducted by the director of agriculture, or a representative the director authorizes, to determine if a food product is misbranded or adulterated.

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3715.023. Labeling: Cottage Food Products, Maple Syrup, Sorghum, Honey.

- (1) The name and address of the business of the cottage food production operation, processor, or beekeeper;
- (2) The name of the food product;
- (3) The ingredients of the food product, in descending order of predominance by weight;
- (4) The net weight and volume of the food product;
- (5) In the case of a cottage food production operation, the following statement in ten-point type: "This product is home produced."

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3715.024. Voluntary Inspection: Maple Syrup, Honey, Sorghum

(A) A maple syrup or sorghum processor and beekeeper described in division (A) of section 3715.021 of the Revised Code may request that the director of agriculture conduct a voluntary inspection of the processor's or beekeeper's facilities. After the inspection is completed, if the inspector determines that the facilities comply with the rules adopted by the director pursuant to division (B) of this section, the processor or beekeeper may place on the label required under section 3715.023 of the Revised Code a seal of conformity and inspection of the department of agriculture.

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Type of License:	Plant Health (Apiary)
Who Needs This License?	Any person keeping one or more honey bee colonies in an apiary.
Annual Fee:	\$5.00 per location
Requirements:	Complete application for registration annually and submit required fee.
Licensing Period:	July through June Annually
Forms Needed:	N/A
Submit to:	Ohio Dept. of Agriculture Plant Health 8995 East Main Street Reynoldsburg, OH 43068 Phone: (614) 728-6373 Fax: (614) 728-6412 Email: Apiary@agri.ohio.gov

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## Marketing

Marketing is the pricing and delivery of production – including location, timing, and transportation to point of sale.

*Marketing is the whole business seen from the customer's point of view.*

Know your market and your customers before you plant the first seed.

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## What sets you apart

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## What sets you apart








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## What sets you apart


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## Signage

- Point of purchase –
  - What is the product?
  - What do I do with it?
  - How much does it cost?




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## Signage





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## Questions?

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