

**National Honey Board
Meeting Minutes**

PRESIDING: Michelle Poulk, Chairperson

LOCATION: Omni Hilton Head, SC

DATE: April 21 & 22nd, 2022

National Honey Board Members Present: Mindy Ryan Tharp Gehring, Christopher Olney, Michelle Poulk, Tom Sargeantson, Greg Olsen, Joan Gunter, Joseph Sanroma, Maren Martin, Matt Halbgewachs

National Honey Board Alternates Present: Alan Turanski, Jeff Caley, Nancy Seaquist, Arlen Penner, Darren Cox, Blake Shook

National Honey Board Absent: Andrew Sargeantson, Jeffrey Hull

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

Present: Katie Cook (USDA/AMS), Laura Morin (Sterling Rice Group), Keith Seiz (Brightly Creative), Don Ladhoff (Fresh Smart Solutions), Barbara Lyle, (Porter Novelli), Jess Buchanan (Porter Novelli), Danielle Downey (Project Apis m)

THURSDAY, April 21st, 2022

CALL TO ORDER

The Thursday session of the National Honey Board (NHB) meeting was convened at 9:06 a.m. by Michelle Poulk and Andrea Brening called roll. All guests then introduced themselves.

ACTION ITEM I: TO ACCEPT THE AGENDA

Motion by Joan Gunter, seconded by Joseph Sanroma and carried to approve the consent agenda.

ACTION ITEM II: TO ACCEPT THE MINUTES

Motion by Joseph Sanroma, seconded by Thomas Sargeantson and carried to approve the minutes with one revision to correct the title for USDA to include Marketing Development Division.

AMS UPDATE

United States Department of Agriculture's (USDA) Katie Cook, Marketing Specialist, updated on the merging Marketing Orders and Research and Promotion Programs into one operation, Market Development Division. This will have no impact on the commodity boards.

Cook asked all the newly appointed board members and alternates to stand and thanked them for all their hard work and swore them in as board members of the National Honey Board.

- Mindy Ryan Tharp Gehring, First Handler and Jeff Caley, First Handler Alternate position
- Thomas Sargeantson, Importer and vacant Importer Alternate position
- Matt Halbgewach, Producer and Darren Cox, Producer Alternate position

Cook gave an update on the upcoming referendum as mandated every 7 years. It is scheduled for Aug 8, 2022 and will be sent out in June or early July. All handlers and importers that pay assessments are eligible to vote. Ballots will be mailed out via FedEx and there will also be an alternative option to email your vote.

ELECTION OF OFFICERS

The following Board members were elected unanimously by the board

- Michelle Poulk for Chairperson
- Maren Martin for Vice Chairperson
- Mindy Ryan Tharp for Secretary-Treasurer

FINANCIAL

National Honey Board's Vice President of Finance, Kelly Werning began by introducing herself. She noted that on Friday there will be a motion to approve the budget, the change to the bylaws and policies and to accept the financial statements.

Werning started with the financials and then the budget amendments and then talked through the audit financials. As of the end of the 1st Quarter 2022 there was 3.7 million in the bank and other assets of about \$16,000. Werning reviewed the balance sheet and assets. An explanation was provided as to some of the current issues with the honey industry including Covid and the Anti-dumping suit, all of which affect revenue and creates some uncertainty and unknowns. Revenue for Q1 was \$901,980 and she mentioned 98% of refunds are for organics. The spend level is about 60% of normal levels at this time of year, and this is due to pulling back on programming, since there was a lot of uncertainty about what revenues would be for Q1 2022. Werning explained the overall reason for the Q1 net income loss and why that is a positive thing. The original budget for 2022 and the amended budget adjustment is due to the revenue being much larger than expected. This was again due to the uncertainty of how the Anti-Dumping Suit would impact revenue. We scaled back our spend based on the expected revenue. There was 2 million more in the bank than expected as carry-over from 2021. We will continue to allocate those funds. The assessment budget is being increased based on the 1st Quarter revenues which looks to become closer to normal levels starting in Q2. With the additional funds available, \$10,000 will be used for Production Research and another \$255,000 will be used for other Research projects. In addition, \$1.3 million in additional funds will be allocated for Marketing programming.

A Compensation Benchmark Study was done for the staff to make sure job titles and duties are accurate and match our rate of pay. Adjustments to salaries were made accordingly.

Michelle Poulk asked if the changes done to the new office space are included in the numbers provided and Werning explained that the landlord did cover all the upgrades and that only some new office furniture was purchased by the Board.

Chris Olney asked about investing our cash reserve and Werning explained that we are limited in our ability to invest.

COMPLIANCE

Compliance reviews are a requirement per our Order. Werning stated that she and Missy Boone-Hall do 8-10 reviews each year. Werning and Boone-Hall have done virtual reviews the last couple of years due to Covid and travel restrictions, but moving forward will offer virtual reviews as an option to reviewees when possible.

2022 BYLAW & POLICY

In the Bylaws, the office address was updated from Frederick to Erie. There were a few minor changes to the Internal Control Policies and Accounting Policies & Procedures manual to update staff titles. Also, a revision to reflect the new payment processing procedures was made to the Accounting Policies & Procedures.

NHB ANNUAL UPDATE

Margaret Lombard began by sharing the 2021 video of what the NHB accomplished throughout the year.

ISSUES UPDATE

MeliBio

The NHB has been communicating with the Federal Trade Commission (FTC) and Food and Drug Administration (FDA) about the advertising claims made by MeliBio. NHB got a prototype of this product to learn more about it. However, it doesn't look like they will have a retail product for sale. MeliBio say they are focused on Foodservice and Ingredient markets.

There are other companies creating similar products. Lombard showed a video of another synthetic product from Israel produced by the company [Bee-i-o](#).

Tom Sargentson asked if other boards are further along in determining how to combat these types of issues. Lombard noted that a Standard of Identity for honey would help to protect the industry. Sanroma said he believes this is a public relations and legal issue. National Honey Packers & Dealers Association (NHPDA) is putting together a working group to look at what can be done to deal with this issue and to work with USDA. Matt Halbgewachs stated that it is important to get ahead of this issue especially with consumers. The NHB is limited on what we can do, beyond framing and identifying concerns. We are permitted to make comparisons, but we cannot disparage. Blake

Shook asked if it would be beneficial to do a consumer research study regarding consumer attitudes towards MeliBio. Shook stated that education of the consumers is key.

Tallow Tree Eradication

NHB has been talking about the Tallow Tree Eradication issue for 4 years. There were more than 900 comments submitted during the spring of 2021 regarding Tallow Eradication. Animal and Plant Health Inspection Service (APHIS) scientists will be asking for more information from Stakeholders this May. It seems like they are looking for more input from the industry on the economic impact. Sanroma asked about doing an Economic Impact Study and whether the NHB can help financially with this. Lombard stated the NHB has funds available for this study but will wait to see if APHIS is going to fund its own project.

Freedom of Information Act (FOIA)

Lombard said the NHB received a Freedom of Information Act (FOIA) from the US Right to Know and have submitted all the requested information. We will wait to hear back from the USDA once the request is closed.

It was reported that an update to the email retention standards is needed and advised not to save more than 3 years' worth of emails moving forward.

NEW NHB OFFICE

Pictures and details about the new office were shared and it was mentioned how much the staff really like it and are happy to be there.

NEW BOARD NOMINATIONS

All new board member nominations are due to Andrea Brening by June 1, 2022. This year we are requesting at least two names for each position but will accept more than two. Lombard shared the online portal for submitting nominees.

STRATEGIC PLANNING 2022

With the help of the Board Members, the group will be walking through the Strategic Plan that was originally created 5 years ago. This will ensure the programs are focused

on what the industry finds valuable and that we're creating succinct messaging throughout our programs to reflect this.

REFERENDUM

Lombard asked that everyone be sure to vote in the upcoming referendum either by mail or online. Ballots will be mailed out in August.

2021 AUDIT PRESENTATION

By Alan Holmberg with Anderson & Whitney

Alan Holmberg with Anderson & Whitney began by reviewing the Financial Audit for 2021 and touched on the highlights. Holmberg discussed the modified accrual accounting basis that the NHB uses. He noted that the NHB is in a very strong financial position. Holmberg shared with the board that in 2022 the office lease will be capitalized and added to the financial statements as an asset and liability. He spoke to the internal controls and said that ours are reasonable, and they found no deficiencies with them. Holmberg said that during the audit they had no issues, and everyone was helpful and very responsive to his requests. Overall, no exceptions were found and the NHB is compliant with all requirements.

ACTION ITEM III: TO APPROVE THE AUDITED FINANCIALS

Motion by Joan Gunter, seconded by Greg Olsen to approve the audited financials as presented.

MARKETING PROGRAMS OVERVIEW

Catherine Barry started off by reviewing the general program agendas for the upcoming year and what they entail:

- Research Tracking Studies & Insights
- Sustainability Initiatives
- Consumer Outreach & Education
- Food & Beverage Professional Outreach
- Nutrition Research & Professional Outreach
- Industry Communications
- Production Research

Barry discussed the Strategic Priorities and the overall theme for the NHB programs being Good for Me, Good for the Planet. This begins with protecting consumption of honey and providing reasons to use honey with a focus on honey's health attributes and its positive perceptions. All while highlighting the craft of beekeeping and the pollination impact bees have on the global food supply.

The priorities for these programs are to drive volume with key segments of the honey market and maximum reach and long-term growth.

A description was given on who the NHB's target audience is and the attributes of the Goodness Seeker. They make up 19% of the US Adult Population about 49 million, female skewing, 35% millennial, college educated, and food involved. They like a balance of health, flavor and sustainability and social media is important to Goodness Seekers.

Barry then reviewed our Marketing Agency Partners and what they specialize in.

- Sterling Rice Group – Strategy & Brand Management/Consumer Research & Insights/Nutrition Professionals Outreach
- Porter Novelli – Consumer Media Relations/Influence Management
- Westbound Communications – Reputation Management/Industry Communications
- Brightly Creative – F & B Ingredient Marketing/Technical Research
- Fresh Smart Solutions – Retail Shopper Marketing Promotions
- Evans Hardy & Young – Foodservice Marketing & Media Relations

The NHB shifted a lot of work in-house that had previously been handled by Evans Hardy & Young (EHY). This was due to losing two of the primary account representatives that managed the NHB's day-to-day program activities. Jessica Schindler has been doing a great job handling the added activities and has been essential to keeping the NHB involved in the foodservice community. EHY is handling some minor foodservice projects while the NHB is conducting new agency search for foodservice.

RESEARCH NIELSEN CATEGORY

Laura Morin with Sterling Rice Group began with reviewing what factors they look at including retail sales, ingredient manufacturing and foodservice.

Retail Sales review for 2021 showed that there were declines after 2020 and Covid when people stockpiled goods and did a lot more home baking and cooking. So, 2020 was a good year for honey. In 2021, it didn't look as great but overall, we are still ahead of 2019 and still seeing growth. The value of honey declined, and organic honey declined slightly for the first time losing some of its share. Raw honey has however increased slightly. Volume has followed some of the same directions. Household penetration saw the greatest decline and buying rate went down. However, purchase frequency increased, and we are still overall seeing increases in all compared with 2019.

Online Shopping sees growth in honey sales, while conventional channels struggle. The average unit price grew in 2021 by 2.43%.

Honey compared to sugar and other sweeteners is looking better and is a good sales pitch when talking to retail.

Food Manufacturing is tracked by Innova Market Insight and tracks trends and new products. We follow this closely as this is key to volume honey sales. There was a definite decline in new product introduction due to Covid and that is still being seen in 2020 and 2021. While total new product introductions in the U.S. experienced a decline in 2019, honey had larger declines in 2020 resulting in a loss of share. We were down -24% pts in 2020. The categories that we saw the most share of honey in Cereals & Bars, Alcoholic Beverages, Snacks, Bakery and Sauces & Seasonings.

We see that competition from alternative sweeteners is growing. The bakery category is turning more and more to emerging sweeteners. Similarly, the cold beverages category is using more emerging sweeteners. We will keep an eye on these alternative sweeteners and treat them as serious competitors.

Plan of action:

- Conducting a study with manufacturer asking about the alternative sweeteners to understand why they are turning to them
- Educating about the value of honey with manufacturers
- Educating manufacturers on consumer demand for honey and natural and sustainable

DATAESSENTIAL MENU TRACKING

There are three key measures for Dataessential Menu tracking: penetration, incidence, and 3price.

Foodservice was hardest hit in 2020 and menus shrank by about 10.2% due to Covid. Morin reviewed what categories on the menus saw the most decline.

Honey's penetration over the last 10 years has seen a 15% growth and the forecast for the next 4 years shows a 9% growth.

Plan of action:

- Leveraging the trends and direction of the new foodservice landscape; focus efforts in areas that have seen least resistance in the COVID environment
- As Operators begin to bolster menu offerings, ensure the value and versatility of honey is being promoted

SUSTAINABILITY UPDATE

Morin presented on the Honey Saves Hives program and how essential it is to educate consumers on how bee health and beekeepers actually makes honey more valuable. While awareness of the declining bee population is high, there is still confusion as to whether eating honey is good or bad for bees. This is further complicated by new "honey" products that claim to make real honey without bees.

The main objective here is to build a link between consuming honey, supporting beekeepers/bees and creating an abundant food supply.

We are promoting this through several things:

- Celebrating Beekeeping Video Series – Focus on pollination and food supply
- Celebrating Beekeeping Video Series Media Plan
- Website Content

CONSUMER PR UPDATE

Jess Buchanan with Porter Novelli provided a Consumer PR Update. The state of the consumer to encourage honey consumption shows rethinking family and rejecting workaholism. This is creating a prioritization of self-care and redefining what is important. Attitudes towards food are shifting to be more holistic with a focus on where

food is sourced and that it is sustainable. Consumers get their news from digital sources, social media and other social networks. Tik Tok is becoming popular and is driving purchases, so we have teamed up with influencers with our Honey Saves Hives messaging to reach people on these platforms.

HONEY SAVES HIVES

Honey Saves Hives is a platform to educate consumers on the important role honey, honey bees and beekeepers play in our day-to-day lives. This means providing consumers information on simple things that they can do to positively affect our food ecosystem like purchasing honey.

Buchanan briefly touched on some of the lifestyle influencers that we are working with to help deliver key messaging during tentpole moments and for National Honey Month. These messages will be shared through influencer content, press releases, media ads and social media outreach to optimize reach.

Expert spokespeople remain an important and effective tool in today's news cycle, keeping honey part of the wellness conversation. Registered dietitian nutritionists have a broad reach with consumers and arming them relevant and accurate information and trends helps to drive honey mentions.

Chris Olney asked about expanding the beekeeping story to include international beekeepers. Barry noted that that has been on our radar for a few years. Lombard mentioned that we will rely on the board members to guide us with this.

NHB IN-HOUSE MARKETING

Jessica Schindler mentioned the two pillars that we focus on are Good for Me, Good for the Planet. To support our Good for Me pillar, the NHB is participating in nutrition events, such as:

- Food & Nutrition (FNCE), Nutrition Research & Mediterranean Diet Research to share with attendees
- Texas Academy of Nutrition & Dietetics, Mediterranean Diet Research and tote bag to share with attendees
- Today's Dietician Spring Symposium, Mediterranean Diet Research and tote bag to share with attendees

To disseminate the Good for the Planet message and to educate consumers on the work of honey bees and their pollination efforts, the NHB has teamed up again with Disney for the Epcot Flower & Garden Festival. This event helps to make the connection between eating honey and helping the honey bees. It also showcases crops that benefit from honey bee pollination and provides things guest can do to help the honey bee.

Featured at this event for purchase by guests to Epcot are three delicious food items featuring honey to show honey's versatility. During Earth Day & World Bee Day 15,000 bee antenna headbands are distributed at the park.

GOOD FOR ME & GOOD FOR THE PLANET

Schindler reviewed Print & Digital Advertising that the NHB has done with top-tier food and health publications such as All Recipes, Eating Well, Parents, and Health Magazines. These publications have a consumer reach of 73MM+ impressions.

FULFILLMENT MATERIALS

The NHB has worked to create two new collateral pieces for the industry services fulfillment program. The first is a beautiful new recipe brochure called Honey Bees Keep the Food World Buzzing. The second is a new hang tag called Bee Inspired by Honey.

FOODSERVICE

Schindler provided an update on the Foodservice program, since it was brought in-house this past year as previously mentioned.

As part of the NHB's foodservice outreach, the program focused on working media by vetting editors' requests, pitching recipes and honey messaging to meet their needs. EH&Y's team placed most of the advertising creative for the approved placements in early January and their media team still manages this on NHB's behalf. There is also some outstanding work that the team is refining for the Keep the Keeper ad series.

The NHB is working with the National Restaurant Association (NRA) on two events the NRA Brunch and a Bubble Party. These events target chefs and others in the restaurant industry and promote honey inspired recipes. Our promotion with Rubio's includes a menu highlighting fun facts about honey bees and their impact on pollination. Rubio's is doing a dedicated e-newsletter all about honey for Earth Day. They are also promoting honey on several of their social media platforms.

Another Broken Egg is a restaurant the NHB has partnered with to create a Summer Menu featuring honey in 2022. They two have an Earth Day Promotion, e-newsletter and social media posts all of which promote honey and educate about honey bees.

NHB SOCIAL MEDIA UPDATE

Jocelyn Martinez discussed the state of social media. Recent studies have shown that due to COVID consumer use of social media has become more important.

Video content is still the main source for social media and TikTok is the fastest growing channel with a 40% growth. TikTok is followed up by Instagram at 32%, YouTube at 29% and LinkedIn at 28% growth.

Most used channels:

- Facebook 90%
- LinkedIn 89%
- Instagram 82%
- YouTube 74%
- Twitter 68%

The goal of all social media is to raise brand awareness, increase engagement and sales. Another growing trend is Influencers as marketing tools to raise Brand Awareness, Increase Brand Engagement.

Our best social media platforms are:

- Facebook (Long form content)
- Instagram (Visual Storytelling and community building)
- Twitter (Broadcast vehicle to share information about honey and NHB)
- Pinterest (Share branded recipes with the objective to drive traffic back to honey.com)
- E-Newsletters
- Honey4-Pros (Food & Beverage manufacturers to designed to share content that increases honey consumption)

The implications of all the social media platforms are to make sure we are in line with industry leaders, maintaining on online presence on the most used social media channels. With a focus of building social media followers.

INGREDIENT MARKETING UPDATE

Keith Seiz with Brightly Creative spoke to the fact that their main goal is to get food manufacturers to use more honey and convert them into honey lovers.

Seiz shared with the board that trade shows are back and spoke to the Natural Products Expo West trade show. It is largest trade show of its kind. Influencers and innovators from around the world network, talk shop, and showcase the hottest trends in the natural and organic food space.

Retailers are in a buying frenzy, and they want a return to in-person shopping and believe that new product introductions are pivotal in achieving that goal.

Seiz stated that it is important for brands to have a sustainability story. He noted that there is a significant amount of positive momentum for honey's use in new products in a diverse array of categories. There are some challenges for honey mainly from alternative sweeteners.

Products that show positive momentum for honey:

- Drinks
- Snacks
- Mustard (sauces & condiments)
- Ice cream

Seiz noted that what they are hearing from manufacturers is that they are looking for consistency, quality, and reassurance that honey supplies can meet demand. A sustainability story is vital as are wholesome foods with plant-based ingredients. Unfortunately, there is also a growth in the anti-honey crowd. Seiz made mention that the market is full of zero calorie "natural" sweetener options.

The takeaway with this is understanding what the manufacturers want and defining our primary audience, our message and our programs. With our primary goal being to grow honey usage in our core segment, where we see a softening of usage

The overall message is still Good for Me, Good for the Planet with the pollination story and honey as a natural and preferred sweetener.

In terms of our programs moving forward, we will maintain virtual and in person events. This gives more attendees the opportunity to attend while keeping costs lower for many of the events.

Secondary goals are to re-establish connections and make new friends in the manufacturing industry. The team will continue to work to transform the Honey Saves Hives campaign from a one-month fundraiser to a year-long, recognizable marketing campaign.

Moving forward, the team will continue to grow the Honey 4-Pros platform and ramp up on efforts to inform, educate and inspire new product developments. Conference outreach is a goal to build back up our network through trade show attendance. Honey summits are continuing virtual and in-person. At these events we are inviting more media and influencers.

Other Ingredient programs include:

- Honey20
- Queens Choice Award
- Competitions (Mead & Honey Beer)

RETAIL PROGRAM

Don Ladhoff with FreshSmartSolutions began noting that retail sales are still important to honey usage.

There is a change in our strategy away from promotional programs to being focused entirely on National Honey Month and promote that via print advertising, social media, digital ads and signage in the store.

The NHB will be purchasing print ads in some high-quality retail publications such as Healthy Bites, Savory, Rouses, Living Well and Celebrate Cooking.

Retail Dieticians are another tool for the NHB in leveraging their audience/followers. They are a trusted source by shoppers and are very supportive of honey. We will distribute playbooks to the dieticians and retailers marketing teams.

For the largest retailers without custom publications, we'll run eye-catching digital ads and shop buttons on ads that link viewers directly to ecommerce honey pages in drive sales.

The NHB will be informing the industry members about 2022 retail activities to allow for ample time to leverage in their own planning. These details will be on the honey.com website, industry newsletters and via distribution of a one-page overview with information about September's activities.

Meeting adjourned at 4:46
Friday Meeting began at 9:19

INDUSTRY COMMUNICATIONS

Linda Martin with Westbound Communications was sick and unable to attend the board meeting. Barry and Lombard stepped in to provide an update on Industry Communications. Barry began by stating that this is a new program that came about due to the strategic plan. This includes a crisis plan that is in place in case it is needed. LinkedIn was launched this last year to communicate with the industry, so we encourage the board members to join.

Industry Media Relations disseminates information through newsletters and the American Honey Producers Association (AHPA) & American Beekeeping Federation (ABF).

*Honey Industry Summit will be held October 26th, 2022, right before the Fall Board Meeting. This is an informative summit that allows us to share current trends and research findings.

Barry reviewed some of the industry tools that we have such as the Honey Locator online directory and the NHB Online Store.

**The Honey Industry Summit date was subsequently changed to a virtual meeting on November 2nd & 3rd, 2022.*

PRODUCTION RESEARCH

Danielle Downey, Executive Director with Project Apis M. (PAm) shared who and what PAm is, talking about the staff, the volunteers, and the board members that all work hard to keep PAm running to benefit the industry. The big picture of PAm is to do research and data management and create tools to address problems such as:

- Varroa
- Pesticides
- Forage

PAm administers the NHB research projects, and we are close to 2 million dollars of NHB funding that has been utilized in research projects. PAm receives funding from several sources including Bayer, Beekeepers, Blue Diamond, Costco and the Christie Heintz Memorial.

Downey reviewed the six most recent projects that were funded and what the projects entailed. Downey summarized some of the past research projects and their results from 2021 & then moved on to 2020 projects.

Bee Health Collective (BHC) is a website the NHB and PAm created to gather and share credible research information about honey bee health. It includes a Bee Bulletin Board that contains research funding opportunities, employment opportunities and scholarships.

However, although this site is full of wonderful information, it is not getting a lot of use and they would like to drive more engagement to this site. PAm is working towards different ways to do this.

The BHC database includes research from the following amongst many others:

- NHB
- USDA
- PAm
- National Science Foundation
- Almond Board of California
- NAAPC/Pollinator Partnership

Lack of foraging ground for the bees is the biggest issue for the bees among other issues like pesticides, nutrition, pathogens, and varroa etc.

The question was asked what can be done to combat this issue. Joan Gunter said that they are working hard with the government to address many issues like opening National Grounds for beekeepers.

NUTRITION RESEARCH

Barbara Lyle, NHB nutrition research consultant, started off by telling a little bit about her background. She then addressed what the current strategies are to multiple key area of interest with consumers:

- Gut Health
- Compositional Analysis
- Mediterranean Diet
- Sweetness Equivalency

Lyle noted that all in person studies were stopped during COVID. She then went on to review some of the current gut health studies that are now ongoing:

- The role of honey and small intestine microbes in digestive health
- The influence of honey-flavored yogurt on low-grade inflammation and gut health in mid-older women
- Daily yogurt with honey helps support digestive health, regularity, and comfort

Composition research is ongoing to analysis about unique sugars, nutrients, antioxidants, and glycemic index of honey.

The results from the Mediterranean Diet research shows why it is currently one of the top recommend diets and is the only one that has honey as a strong culinary pairing for this diet.

Adult Americans could improve their Med Diet pattern if they made any of these top swaps to their diet:

- Replace some red/processed meat with fish/shellfish
- Replace some white potato with non-starchy vegetables
- Replace solid fats like butter and seed oils with olive oil

These changes allow us to promote honey as a great pairing for these swaps, all of which increase honey usage. Honey and Olive Oil is a great pairing.

With this new research available, the NHB needs to get the information out to health professionals and get it published in the scientific journals. The researcher will be presenting this information at the Nutrition 2022 meeting.

NUTRITION PROFESSIONAL OUTREACH

Laura Morin explained that we are trying to create a health halo for honey with RD's with sustainability being an important factor and environmental impact. She shared some of the messaging and ads we are sharing with RD's.

The NHB reaches out to registered dieticians and nutritionist during the FNCE time frame August thru November. We are working on educating on the benefits of honey via print, e-blasts, targeted social messages, e-newsletters, display and with educational elements.

ACTION ITEM IV: TO APPROVE THE BUDGET

Motion by Joseph Sanroma, seconded by Joan Gunter to approve the 2022 Budget Amendment

ACTION ITEM V: TO APPROVE THE BYLAW CHANGES

Motion by Joan Gunter, seconded by Joseph Sanroma to approve the changes to the Bylaws

ACTION ITEM VI: TO APPROVE THE POLICY UPDATES

Motion by Thomas Sargeantson, seconded by Maren Martin to approve the updates to the Accounting and Internal Control Policies

STRATEGIC PLAN

The current Strategic Plan was established in 2017. The industry has undergone many shifts, so it is due to be reviewed and updated to ensure that the NHB is acting in the most effective manner and positioning the honey industry for growth.

The NHB's objective with the Strategic Plan is to refine and update it to be a guiding light for the next 3-5 years, creating an inspiring mission, vision and concrete values. In addition, it will encompass criteria, filters and overarching program implications that promote the mission, vision and values.

The NHB will move forward with a kickoff call and assessment to involve the board members in the process. Starting in May interviews will be conducted with Stakeholders through one-on-one phone calls. This will begin the process to review the feedback and develop a first draft of the strategic plan. At the Fall Board Meeting the NHB will refine and finalize the plan.

Following this, the Board had a discussion to talk through objectives for the new strategic plan.

UPCOMING MEETINGS

*Honey Industry Summit, October 26, 2022, in Denver, CO.

**The Honey Industry Summit date was subsequently changed to a virtual meeting on November 2nd & 3rd, 2022.*

Fall Board Meeting, October 27th & 28th, 2022 in Denver, CO.

ACTION ITEM VII TO ADJOURN THE MEETING

Motion by Joseph Sanroma, seconded by Thomas Sargeantson to adjourn the meeting at 12:25.