

**National Honey Board
Meeting Minutes**

PRESIDING: JILL CLARK, CHAIRPERSON

LOCATION: Denver, Colorado

DATE: October 26, 2017

National Honey Board Members Present: Jill Clark, Eric Wenger, Michelle Poulk, Andrew Sargeantson, Lisa Hansel, Blake Shook, Mathias Leitner, Charlie Kocot, Mark Jensen

National Honey Board Alternates Present: Melissa Ashurst-Foott, Gregory Olsen, Joan Gunter, Jeffrey Dong, Jeff Hull

National Honey Board Absent: Valeri Severson

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

Others Present: Sue Coleman (USDA/AMS), John Rzeszut (Sweet Harvest Foods), Dr. Sommer Mueller (Sweet Harvest Food), William Steel (Bee Natural), Evan Himes (Dutch Gold), Chris Olney (Honey Tree), Stacey Drab (Burlasons), Tony Landretti (Rice's Honey), Bobby McGee (Rice's Honey), Laura Morin (Sterling Rice Group), Pat Masker (SRG), Don Ladhoff (FreshSmartSolutions), Keith Seiz (Arland Group), Andrea Schepke (Evans Hardy + Young), Linda Martin (Porter Novelli), Jimmy Szczepanek (Porter Novelli), Brandon Shook (Desert Honey), Andrew ? (Desert Honey)

THURSDAY, October 26th, 2017

The Thursday session of the National Honey Board meeting was convened at 8:03 a.m. by Jill Clark. Andrea Brening called the roll.

ACTION ITEM I SEATING OF ALTERNATES

Motion by Mark Jensen, seconded by Blake Shook and carried to approve seating of Joan Gunter for Valeri Severson

ACTION ITEM II TO ACCEPT THE AGENDA

Motion by Eric Wenger seconded by Michelle Poulk and carried to approve the agenda

ACTION ITEM III CONSENT AGENDA

Motion by Michelle Poulk, seconded by Lisa Hansel and carried to approve the consent agenda & minutes

ACTION ITEM IV TO ACCEPT THE BYLAWS

Motion by Mark Jensen, seconded by Eric Wenger and carried to accept the 3 changes to the bylaws

AMS PRESENTATION

PRODUCER REQUIREMENT UPDATE

Sue Coleman updated the board on the status of the rule changing for the Producer requirement change of 150,000 lbs to 50,000 lbs which is still awaiting approval.

Coleman also reviewed the rule making process for board nominations. Upon receipt of the nomination packet she reviews the information provided to her then forwards it on to the Secretary of Agriculture. This year an issue was identified in regards to the requirements for the Importer-Handler position. There seems to be a discrepancy as to whether this position can be filled by an international supplier versus a domestic supplier. The options to correct this is to change the membership of the board or add greater clarity to the marketing order. This would require a change to the order and would require a rule making process which Coleman hopes will go much faster this time around. Clark called on Greg Olsen and the opinion of Western States Honey Packers and Dealers Association (WSHPDA). The association has no issue with changing this position to an Importer position. We have to show that we have looked at all options and shared this information with the board and the industry is in agreement.

ACTION ITEM V IMPORTER-HANDLER POSITION

Motion by Eric Wenger and seconded by Mathias Leitner and carried to change the Importer-Handler position to an Importer position.

CODE OF ETHICS AND CONFLICT OF INTEREST STATEMENTS

It was confirmed by Coleman with Brening that we have the Code of Ethics and Conflict of Interest forms completed by all the board members and staff.

ORGANIC R & P PROGRAM

Coleman discussed the status of the proposed rule to establish on Organic Research Promotion and Information Program. It is a proposed rule so her job is to provide facts, but she cannot make any comments. However, the board is welcome to discuss the topic. The comment period for this proposal has closed, so now it is just a matter of waiting to see what the outcome is.

ASSESSMENT REFUNDS

Statute of limitations in regards to refunds for assessments. Previously it was 5 years and now the agency will be changing the rules as to the order that exemptions must be submitted by January 1st for the prior year. It is assumed this will go into effect as of January 1st, 2018.

Clark confirmed that Kelly Werning will send notification to the assessment payers informing them of this. Missy mentioned that that seems like a small turnaround for payers and it was discussed that the NHB will use discretion in giving them time to submit those exemptions.

USDA PROCESS VERIFIED SEAL

Process Verified is a program that can be requested by anyone, it is a service offered by the USDA to provide a seal after a favorable audit review. They work with the USDA to come up with an audit plan or schedule. The current client is aware of this audit but it is up to them to disclose to their customers about this audit. Sargeantson asked if there is a benefit to importers to do this? Coleman suggested contacting the program to get the answer to this question.

FINANCIAL UPDATE

Kelly Werning began a review of finance. She stated the last 6 months have been busy and she has a lot of material to go over. September 2017 financials show a healthy

cash balance \$2,473,488 at the end of Q3. Assessment revenues is at 5.9 million dollars and after expenses gives us an excess revenue of \$1,062,306. The 4th quarter is expected to be a higher expense quarter.

2017 budget amendments are not being proposed at this time and we will review if there is a need for this at beginning of 2018.

2018 Budget proposal will require a motion from the board. Werning highlighted the main details with 7.4 million dollars revenue for 2018 using a 5-year average. Expenses and spending look to be lower. It appears that for 2018 we will have \$833,300 million available for research.

Year-end cash balance is anticipated to be 1.3 million plus our 1 million cash reserve.

NHB POLICIES AND PROCEDURES

We previously had an outdated policies manual that was dated to 2011. Werning has been working hard to update this and making sure we are current with requirements. The major changes with the policy manual are:

- General updates to staff titles
- Travel policy update
- Added an alcohol policy allowing for up to 2 drinks
- Clarified controls around data processing and computer use
- Updated record retention policies
- Contract policy to a \$25,000 threshold to match the amount of business we are now doing and this was approved by USDA
- Updated contract policy to state that pure service contracts do not require AMS approval.
- Added an Antitrust policy.

NHB ACCOUNTING POLICIES

Werning reviewed and took current policies and updated them to reflect our current accounting methodology:

- Added policies for bank account maintenance and bank reconciliation
- Updated cash disbursement and AP policies
- Added a policy for late assessment payments
- Added policies around fixed assets capitalization amortization and disposal

- Updated payroll policies and have now updated the external payroll service
- Added policies for PTO, month end close, journal entries, adjustments, balance sheets, budget review and policies for changes to policies

NHB HANDBOOK

Werning consulted with an HR firm to update the employee handbook. The main change was to update the following and has been reviewed and accepted by USDA

- Compliant with Colorado regulations
- Staff title and positions
- Update harassment policy and compliance
- PTO policies to a use-it or lose-it policy
- Updated the retirement plan to a 401K plan
- Employee leave portion was not in compliance and is now current with Colorado regulations
- Added pregnancy accommodations
- Added telecommuting policy
- Language added for travel time for both exempt and nonexempt employees
- Additional language for Alcohol and Drug Abuse policy
- Added policy for Emergency closings

CASH RESERVE INVESTMENT

Charlie Kocot asked about investing cash for investment is there a way to improve our cash in the bank for our cash reserve?

Kocot asked about our current situation with our previous landlord at 11409 Business Park Circle. Lombard went over the past history of some of our building issues and then our problems this year with leaks during the bad weather. Discussed some of the landlord's attempts to correct these issues and the mold remediation that they tried and failed to do. Then she went through all the legal process from there on out and their threat to sue the NHB. They have not yet filed a lawsuit but in case they do we do have a reserve of \$250, 000 to cover that expense which includes legal fees. The statute of limitations on suing us is 6 years in Colorado. Poulk asked if we have a media message ready in case we are sued? Lombard said we do not expect to be sued and don't wish to spend any more money on this situation.

NHB COMPLIANCE UPDATE

Werning discussed that this program has been on the back burner due to accounting staff changes. Werning and Missy Boone-Hall have begun getting this program back up and in place. They did do a visit to Dutch Gold to get a grasp on this process and gather some ideas on how to proceed with future audits. They are currently getting a compliance schedule set up for 2018 and the reviewing the possibility of doing desktop audits as well as physical audits.

PUERTO RICO AID

Lombard went over a request from AHPA looking for donations for beekeepers in Puerto Rico to provide supplies for them. Generally, we can't provide funds but could possibly purchase some supplies bee boxes, protein patties etc. It is within our order to do this. Shook asked if there was a dollar amount in mind? An amount of \$1,000-\$4,000 approximately and it is up to the boards discretion. This aid is also being sponsored by Mann Lake and Dadant. There are organizations on the ground helping to organize this. It was asked why help Puerto Rica and not Florida, Texas etc.????? Does it set a precedence and can we validate such a contribution? Wenger suggested that maybe we should consider internal guidelines so it's not just arbitrary for future requests. There was interest in helping and showing support but it was decided to think on it and revisit it tomorrow.

ADDED SUGAR LABELING UPDATE

Another item is the nutritional label for Added Sugar. Lisa Hansel said Sioux Honey sent a letter to the USDA and discussed the letter received from the USDA in response. Sioux Honey is wondering how the board plans to continue to follow up on this issue. They are now accepting comments for the next 30 days on only the extension period that is now set to 2020. Lombard said we will continue to educate and provide information, beyond that there is not much more the board can do other than possibly provide more research information. However, we have already provided information on the confusing status of the current wording and provided suggestions that are not so detrimental to the honey industry. It was suggested that maybe we re-submit the information again to the FDA and some of the new USDA staff and Scott *Gotland (?)*.

Can we comment in favor of the extension as more research still needs to be done? It was asked if the board is in favor of doing more research and possibly get another appointment with the FDA. The board will come back with a recommendation on this

subject. Clark suggested that it would be timely to proceed in time for upcoming industry meetings.

MARKETING PROGRAMS

Catherine Barry introduced herself to any new people with the board. She then gave a brief overview of all their programs that they are putting in place to set a foundation for the future of all programs:

- Review of agency partners
- All-agency workshops
- Strategic planning meetings

With a small staff of 3 we have to have a strong support system in place from all of our agencies:

- SRG (Brand Management & Research)
- Porter Novelli
- Fresh Smart Solutions
- Inhouse programs are the programs that the marketing staff works on.
- Brightly Creative
- Evans Hardy and Young

We have a lot of agencies, but they are specialized in different fields. We are working towards bringing these agencies collaborating on similar goals. We are doing this through strategic workshops.

STRATEGIC PLAN

The basic idea and philosophy with a strategic plan is to bring unity and build and manage programs. It is a great tool for the agencies to track their progress and the over-reaching objectives of all of the programs

There are objectives in place for each of the programs and agencies along with the tactics and measurements will most likely change annually.

RESEARCH STRATEGY

Pat Masker with Sterling Rice Group (SRG) shared that she has been in F& B for over 20 years and has worked with some big brands.

She discussed that honey awareness is strong but honey usage as a sweetener is low. We are currently fifth on the list but second most commonly mentioned and preferred. It is huge with consumers in regards to health and wellness. They are conscious of what they are eating, they read labels, they want natural. The barriers of honey are that is not a good value, not convenient, not top-of-mind, not as versatile but there should be a way for the industry to overcome these issues. This begins with the fact that we know who the target consumers are "Natural Balancers" and what they are looking for.

Honey usage is primarily in the morning and in beverages. Can we increase that usage during those times? To influence Natural Balancers and to increase usage by consumers.

RESEARCH STRATEGY

Laura Morin with Sterling Rice Group (SRG) discussed plan to help grow honey usage.

- New product usage
- health and wellness claims on packages
- breakfast (cereal, cereal bars, baked goods)
- Alcohol

Cereal & cereal bars is a category that is increasing, but the honey share is decreasing slightly.

Baked goods are the 2nd largest growth in honey usage and is receiving more mention on labels.

Alcoholic beverages are the 3rd largest growth and represents a good share of honey. Overall hot and cold growth continues to grow especially in hot beverages.

Spreads and complimentary products also saw a noticeable amount of growth.

Implications to honey indicate the following:

1. Sugar introduction are occurring at 10 times the rate of honey
2. Two of the top three categories introducing new products with honey in the breakfast area
3. Top manufacturers of cold beverages have not invested in NP with honey. The opportunity is hot beverages, although a smaller category overall
4. While the vast majority of NP honey launches are branded, some very large retailer investing behind honey NP launches. Understanding the role of Private label in these retailer strategies can be a potential growth avenue for the Honey Board.

FOOD SERVICE

Food service industries are a huge influencer on consumers and they are large volume user of honey. The market has had a booming growth, but it will start to slow somewhat in a healthy way. Growth in the future will come from fine dining and independents, therefore that is an indicator of what direction we want to pursue. Honey is one of the top mentions on menu's in restaurants.

Fast casual restaurants offer the highest number of honey items. However, it is starting to decline. Fine dining has the largest honey penetration, so both of these are an important focus on our programs to continue to increase this trend.

Breakfast is the fastest growing daypart for honey menuing.

Alcoholic and non-alcoholic beverages continue to grow. Operators are increasingly adding honey to their drinks and pairing them with healthy and trendy foods.

Jimmy Szczepanek with Porter Novelli went over the process of doing the VR presentation of the Be the Bee Hive to Table and gave the board a glimpse at the video. The intent of this VR video is so that it can be showcased at other events and trade shows to educate people about bees and honey.

Szczepanek covered the Influencer dinner and that whole event which focused on the versatility of honey. At this event Danielle Downey gave a great presentation to educate on the current health status of bees and how the honey board is committed to helping with bee health.

Buzz build is a promotion to highlight the versatility of honey through partnering with business like Carrots 'n' cake.

National pollinator week was another opportunity to focus on bees and honey and resulted in a few more placements. National Honey Bee Day was a program to get some good social coverage. National Honey Month was highlighted through Golden Moments and several other contests.

They are now working on holiday promotions related to the upcoming holiday seasons revolving around holiday drinks, thanksgiving side dishes, baking with honey and holiday recipes.

Bee IQ is a fun interactive program that spotlights bee knowledge through the VR video.

IN-HOUSE CONSUMER MARKETING

Barry highlighted that these programs are handled by NHB staff and are designed to support key messages with consumers and are throughout all our programs.

Media partnerships have been a wonderful success. Food network has provided us with a lot of placements that showcase honey. This program expands beyond the magazine into some of the kitchen events that they do that showcase honey as a healthy versatile option. The cooking school that they do is a hands on experience that features honey.

Taste of home is another partnership that provides an entertaining show that focus on different food items. We have decided that we are not going to continue with this partnership at this time, but will continue to review for future opportunities. This partnership also gave us advertisement in their magazine that featured some wonderful recipes.

Tasting Spoon Media creates some delish recipes for us and provides lots of visibility through bloggers that share some of our key messages for consumers.

The staff were also involved in or sponsored other events. At the Charleston Wine & Food honey really got a chance to shine. However, this did have a slightly older audience so we might not do this event again. Other events were as follows:

1. Foraging: What's all the buzz?
2. Culinary village
3. Iron & Oak

Chicago Gourmet offered us a great audience with some of our target audience and let us really focus on honey and the important contributions that bees make to our food supply. While here we also participated in the Farm2Table Dinner and worked with Chef Rick Bayless and this also featured some wonderful honey-based dishes. There was also an observation hive which spurred a lot of conversation about the health of bees and how to help them.

The Academy of Nutrition and Dietetics Food & Nutrition Conference (FNCE) is a large event that allows to share our message with a lot of people. This included the VR experience, honey tasting, an observation hive, networking with RD and nutrition influencers. We also developed some new collateral for this event that focused on research, facts and education.

A huge focus this year has been on recipe development and photographs. We work closely with Mark Boughton and Whitney Kemp to do this. This helps support marketing initiatives and provide convenient recipes that appeal to Natural Balancers.

COLLATERAL PRODUCTION

We have been updating some of our pieces with new content and information. We created and recently made available a new piece "A Sweet Story".

KEY LEARNING FOR 2018

- Choosing events that line up with our key audience Natural Balancer
- Events that support the breakfast daypart
- Incorporate the story of bees whenever possible
- Look for opportunities that personalize honey as the main focus.

SOCIAL MEDIA

Jocelyn Martinez started out by pointing out that social media is a growing means of promoting honey and educating consumers. Facebook is our leading social driver followed up by Pinterest, then Twitter then Instagram.

Some of our top performing posts are as follows:

- VR Video
- Buddha bowl trending recipe

-Fitness energy bite recipe

Twitter sees a lot of success with honey bee health and gives a lot of success through re-tweets with people outside of our immediate audience

The post to receive the most impressions with Instagram came from our NHM partnership with Born and Bread Bakehouse. Second best post was an NHM partnership with Camille Styles as part of a contest and received the most comments.

Pinterest had some popular posts as well.

KEY INSIGHTS FOR SOCIAL MEDIA

- Facebook videos featuring simple, quick and convenient recipes for all dayparts
- Twitter is a great platform for pushing news stories and educating consumers about honey/bees. We are also able to engage our audience through polls.
- Instagram contests help drive participation on this platform as do multiple hashtags
- Pinterest indicates interest in new and creative uses for honey and convenient recipes.

2018 STRATEGIES

Reevaluate and revamp some of the way we reach out to try and up our social followings and platforms.

Contests are always a good way to generate interest. We would like to encourage bloggers to some of social media platforms.

Straight from the Hive still has a strong following and we want to continue to provide content that engages our leads.

Retail program presented by Don Ladhoff

The strategy for this program is to drive sales in the grocery and mass channels. We want to leverage relevant partners that increase scale, moderate investment, interest.

Nielsen report shows Honey Dollar sales is up 4.5%.

2017 programs that were executed are as follows:

1. Thomas english muffins, which is a breakfast centered brand driving hundreds of joint displays. This was considered to be a success by both us and them. The main goal is to drive sales of honey during these promotions.
2. Quaker Oats which again is a very big \$18 million breakfast brand. This was also a successful program and paved the way for a future repeat program.
3. Overall goal to bring national awareness to National Honey month with retail signage around Celestial Seasonings, Maxwell house, Grape Nuts, Skippy and Thomas. This promoted honey as a value added and two new brand partnerships for 2018.

2018 Planning

We have a new opportunity with Post consumer brands specifically Grape Nuts. This brand is 100 years old and has very healthy credentials. Opened the door to a pilot program for Q4 2017 a step towards a larger partnership in 2018.

We are going to repeat with Thomas's to work with larger retail customers for a promotion in 2018.

Ingredient Marketing

Keith Seiz with Brightly Creative went over the different styles of beer based on not just for flavor but also functionality.

He discussed the honey beer competitions that they do which get more and more popular every year with a low budget to put on. These help to build the understanding and perception of beer with not only consumers but also brewers. These events have also increased the usage of beer in honey due to the National Honey Boards efforts to educate brewers.

They have worked hard to obtain magazine placements about honey in beers and the growing popularity of this.

Direct outreach is a huge tactic with a couple of key events "Honey Up Close" and "Honey Beer Summits". These are in-depth events that really inform brewers and promote discussion between the attendees and their issues and sharing of ideas.

2018 Plan

“If you host a honey summit, brewers will come and they will then go and brew a honey beer.” They are planning on doing 4 new micro summits in cities with heavy brewery populations.

Focus on larger regional breweries and still continue our efforts to work with craft brewers.

Beverages this field has opened up with sodas and lots of other different beverage products and focus on less sugar and lightly sweetened products. Honey is popular in these products to give them that healthy known level of appeal.

They do some advertising more online than print., which is easier to track the response.

They also did a big webinar which had some big people participating.

Public relations were a big success in 2016, so they intensified this promotion though clean labeling.

The significance of price was a big issue and indicates pushing the value-added factor of honey and highlight the marketing and flavor benefits of honey. In order to do this and due to competition, we need be more aggressive in our messaging and tactics.

BAKING

The baking industry has changed with the awareness of healthier baked goods, whole grain and natural sweeteners and flavors. Here honey's is an asset with its clean label benefit.

There is a trend to healthy and indulgent foods especially in relation to sweets and snacks.

Advertising tactics here are focused on pure inspiration and clean label baking. Also tying in the story of bees. We had some good publication pieces as well.

The Honey Baking Summit has increased in popularity and has been successful and we try to reach out to some of top bakers for this event.

They participate in a lot of conference and trade shows which all go towards promote public relations with people in the baking industry. We have found that they are excited to work with the National Honey Board

SPIRITS

Since they are the number 5 purchasers of honey, we have developed this market this year with market share and volume growing. Our target audience love spirits and they appreciated the added value of honey to spirits.

They have tried to build on this market by developing baselines on “how to and best practice research for distilling with honey”. They have been greatly received as there are not a lot of outside organizations that educate on this topic. They just conducted a Honey Spirit Summit that was a successful event and he is excited for the future of this industry.

In 2018 the plan is to expand their research on this topic and do more outreach to this industry.

Next year they intend to significantly expand on partnerships and new products.

Honey Summit this year was also a huge success and very well received.

FRIDAY, OCTOBER 27th, 2017

The Friday meeting started at 8. Chair Jill Clark welcomed everyone back and announced that the board would be going into the Executive Session for Board personnel. The Executive Session was adjourned and the public meeting was reconvened at 8:30 am.

ACTION ITEM VI

Motion by Eric Wenger, seconded by Mathias Leitner to approve changing Importer Handler position to Importer position (AGAIN :) approved yesterday)

Sue Coleman said that she would be working with Lombard to get this into place

Sustainability Planning was presented by Linda Martin with Porter Novelli. She began by talking about the overall concept of what sustainability is for the NHB and throughout the honey industry. The process for this is a process of three steps and we are

currently in step 1 which is an assessment and audit of the board and stakeholders. The next step which should begin in about two weeks is "Issue Prioritization" where we come up with a definition of sustainability along with an analyzes of issues. The final step is framework development by setting goal and then tracking and measuring the progress of this program. This is expected to be completed by the end of the year so that it can be used in 2018 of marketing programs.

Issues Management also reviewed by Martin. We began working with formulating different issues with the glyphosate issue and then any other future possible issues. With the goal of being prepared with fact and figures and have a positive response that leaves the NHB and the industry in a favorable light.

Progress to date has provided us with the following:

- Crisis playbook
- Issue response
- Monitor media daily
- Developed bee health messaging for use by all marketing agencies
- Engaged 3rd party experts on the FDA regulations on added sugar
- Provided 50 dietitian influencers with information
- Updated media material
- Created industry issues newsletter
- Launched sustainability strategy

Go back and pull some information from board book missed some info??????

We have been focusing on how to help with the whole supply chain not just for NHB but also other businesses in the industry. Creating an overall message that talks about the importance of bees. They have consulted with Danielle Downey with PAM to make sure this information they are sharing is correct. They have created a narrative on all the important facts of bees and their impact on our environment.

Our messaging board covers Pure & Natural, Uniquely flavorful, versatile and bee friendly. We have seen a trend towards more organizations funding and promoting bee health.

IT Information presented by Darren Brown. He began by talking about the new payment portal that he has been working on. The idea is to make some of things we do like assessment check payments to be processed digitally and not have to be

processed by hand. This will include refunds. There are four phases to this process as follows:

- Domestic Assessments on line payment reporting
- Import Assessment Data importing with reporting
- Organic Assessments secure refunding
- Fulfillment catalog sales data importing

The idea with all of this is to simplify all these processes and make them more secure.

FOODSERVICE MARKETING

Presented by Andrea Schepke who highlighted on some of the 2017 programs. Influencing the influencers which are restaurants have a huge impact on consumers, specifically our target audience "Natural Balancers". With the ultimate goal on increasing honey menuing and marketing to those restaurants that are a draw to them.

EH& Y participated in several food service events on behalf of the National Honey Board:

- Worlds of Flavor
- Marketing Executive Group/NRA
- Honey Summit 2017
- Flavor Experience
- IFEC

They have also worked on creating new chef driven recipes and photographs to help them promote honey in the foodservice industry and their outreach to trade media contacts. Menuing and marketing partnerships are a crucial key to getting honey out there and visible with consumers.

Chef Daniel with River & Woods restaurant gave us a wonderful presentation about why he uses honey in his culinary creations and restaurants.

HERO HONEY USAGE

Laura Morin with Sterling Rice Group presented about Honey and coffee.

She then turned it over to Amy Shipley who talked about the fact that every part of the food service industry is growing and is a major volume user of honey. Coffee is one of

the leading sectors of this industry. Honey has a huge impact on all of these innovative opportunities. It is important to provide them with ideas that will influence the menu of all these restaurants. This then trickles down to retail as consumers try to recreate some of these trends and flavors at home. One of the leading reasons for these trends is due to wellness that's what makes honey a huge player in this growth.

Honey is the 2nd fastest growing flavor in coffee.

In order to lead this trend, we need to be talking to people in the industry and interviewing stakeholders so that we can then reach out to food service contacts to educate them and promote honey. We are going to be working with the Culinary Council Ideation to review the trends and create recipes. These will then be used in our marketing efforts including media material.

Kocot asked about the price point factor on honey. Shipley said that if there is consumer demand and restaurants can charge more, then it becomes an insignificant factor.

Schepke asked how does this program continue to promote consumer use. It comes down to, in part developing recipes that can be recreated at home and more to the point influences consumers to incorporate honey more at home.

There was further discussion about Puerto Rico and whether the board would like to contribute? Wenger mentioned yes let's donate but let's also incorporate something in our policies that speaks to what are cap is in our policies. Lombard mentioned that she thought that was important to do.

ACTION ITEM VII

Motion by Eric Wenger, seconded by Andy Sargeantson to participate with a level of \$5000 and somewhere add policies that note a percentage or max on how much we will give annually. 10% of industry services budget was the suggested cap whether it be a catastrophe or other need along with a press release in accordance with AMS. Motion carried to approve.

ACTION ITEM VIII

Motion by Charlie Kocot, seconded by Joan Gunter to approve budget and carried to accept.

ACTION ITEM IX

Motion by Joan Gunter, seconded by Charlie Kocot to accept and approve the NHB Policies and employee handbook and accounting policies. Carried to accept.

Clark brought up the Honey Summit that was held this year for the industry and she asked if the board thought we should do another one in 2018 that focuses on food service. Hansel said she likes the idea and appreciates the impact that the NHB is having on the retail industry. John Rzeszet and Shook also like the idea. This will occur at the same time as the Spring board meeting

ADJOURNMENT

Motion by Eric Wenger, seconded by Blake Shook to adjourn meeting at 11:38.