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Ontario Bee-keepers' Association

ANNUAL MEETING

(Continued from page 201)

SECOND DAY, WEDNESDAY DECEMBER
17th, 1902, MORNING SESSION.

The President in the chair called the convention to order.

The Secretary read the minutes of the previous day's session which on motion were confirmed as read.

Mr. J. K. Darling read his paper on "Producing and marketing extracted honey" which is as follows:

THE PRODUCTION AND MARKETING OF EXTRACTED HONEY.

The subject assigned me by the committee is not one which I would have chosen as so much has been said upon it in the past, and by men of wider experience and a more thorough knowledge of the business, it may not be amiss however for me to touch upon some points which might raise a discussion and in that way be of more service than would a lengthy essay no matter how well put together.

First,—The Production: It is conceded we must have the bees to start with, and then we must have the man who neither can produce extracted

honey without the other, but I would say that the man is of far more importance than the bees. A first-class man could do far more with an apiary of inferior bees than could a useless man with the same number of colonies of the best strain of bees, but both together cannot produce honey if there is no nectar to be gathered as many of us have found out to our disappointment. Granted, all these conditions are favorable, what then? First.—We should aim to produce an article which will sell itself if possible. Second.—Produce as much of it as possible. Quality first, quantity second every time. In "quality"? Flavor first always, then body and color or color and body as circumstances require. This for the home market. For shipping purposes I would put color first, flavor second and body third. Why the difference? For shipping purposes honey must be attractive and catch the eyes as there is a pretty general idea abroad that brightness in color is a sure indication of superior quality and we must cater to it. Now if we can combine the richest flavor and finest body with the lightest color—almost, or quite, water white if you wish—we will have the ideal honey. By actual practice how many get that? You who have been selling honey of different shades direct to consumers may answer that question. Why should not a honey which is a rich straw color or amber but with a fine flavor stand ahead of a water