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WHOLE No.
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Annual Meeting

Twentieth Annual
Meeting Bee-Keep-
ers' Asso., Ontario.

HELD AT
TORONTO,
DEC., 1899. . .

Marketing of Extracted Honey.

H. G. Sibbald, Cooksville.

My experience in marketing honey may not be as great as that of many of you, but, as you know, I am not altogether responsible for the position you find me, therefore, need not apologize. After having secured a crop of honey it is of the utmost importance to the experienced bee-keeper, and not a little concern to the beginner to know how to market his product so as to have the largest returns in dollars and cents. With this end in view then let us be feasible. If a large crop has been obtained don't tell everybody about it, don't publish it in every journal you know of. If you do it will have a tendency to lower the price of honey, decrease the number of bee-keepers, and of course, cover you all over with glory as the greatest bee-keeper in the earth.

Next, don't be in a hurry to sell your product, wait until there is a demand for it. In the meantime find out all you can about the market in other locations. Take into

consideration the fruit crop, and anything else that will affect the price of honey. Make up your mind to have a fair price, and don't get faint-hearted when the dealer tells you about the big crops of honey in California and the rest of the earth. Be in a position to jolly him about how scarce it is here and there, and if he wants honey he will soon talk business and you will get your price.

After the small fruits are out of the market the demand for honey will commence. Supply your local trade first with a good article, selling at a fair retail price. See that the grocers in your nearest town or city are supplied with an assorted stock, say half pound and one pound jars, two, three, five, and ten pound tins, also some in bulk all nicely in liquid form. Charge them twenty per cent. less than retail price. If you have still more than this trade will be likely to handle sell it to the wholesale commission merchants at ten per cent. less than grocer's prices, or look for an export trade. Then, there can be no cutting of prices, and all will reach the consumer at an even price. Be honest, give good weight more rather than less. If you sell by sample let the sample be a fair representation of your product, and that of the best quality. In fact, make your customers' welfare your own, for the more he can sell the more you will require to supply him.

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