AN ECONOMIC ANALYSIS OF THE U.S. HONEY INDUSTRY:

SURVEY SAMPLE AND MAILING

Lois Schertz Willett

Department of Agricultural Economics

New York State College of Agriculture and Life Sciences

A Statutory College of the State University

Cornell University, Ithaca, New York 14853-7801

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Author is Assistant Professor, Cornell University. The author appreciates helpful comments from Fred Hoff, Bob Smith and National Honey Board members. This research was supported in part by U. S. Department of Agriculture Economic Research Service Cooperative Agreements No. 58-3AEK-9-80005 and No. 58-3AEK-9-80006 and the National Honey Board. The author is solely responsible for the views expressed here and for any remaining errors.

TABLE OF CONTENTS

Introduction	1
Pretest Analysis Pretest Instrument Pretest Sample Pretest Mailing Pretest Response Pretest Telephone Contact Pretest Concerns	2 2 4 5 5 7 7
National Survey National Survey Instrument National Survey Sample National Survey Mailing National Survey Telephone Contact National Survey Response	10 10 11 13 13 14
Summary	20
References	21
Appendices Appendix A: Pretest Pretest - Cover Letter Pretest - Survey Pretest - Return Envelope Pretest - Outer Envelope	22 23 24 25 52 53
Appendix B: National Survey National Survey - First Mailing - Cover Letter National Survey - First Mailing - Survey National Survey - First Mailing - Return Envelope National Survey - First Mailing - Outer Envelope National Survey - Second Mailing - Postcard National Survey - Third Mailing - Cover Letter National Survey - Third Mailing - Survey National Survey - Third Mailing - Return Envelope National Survey - Third Mailing - Outer Envelope National Survey - Fourth Mailing - Postcard	54 55 56 83 84 85 86 87 114 115

AN ECONOMIC ANALYSIS OF THE U.S. HONEY INDUSTRY: SURVEY SAMPLE AND MAILING

INTRODUCTION

The U.S. honey industry is undergoing a period of rapid change. The industry has concern about the possible effects of the infiltration of Africanized honey bees into the United States and what those bees might mean for honey production and providing pollination services. Varroa mites have heightened the industry's awareness of the potential effects of spreading bee diseases and parasites on the migratory behavior of beekeepers and the package bee and queen bee industry. There is continuing concern about the influence of pesticides on bees as they forage for food and pollinate crops. The effects of changing the federal honey price support program has industry participants anxious about the ability to maintain a positive cash flow in the future. Industry support of the National Honey Board, which has taken a role in promoting the use of honey in domestic and export markets, is strong. Finally, honey producers, packers, importers and brokers want to insure that all consumers receive a high quality product that is void of chemical alteration or pesticide residues.

To assist in identifying these issues and other issues that are of concern to the U.S. honey industry an economic study of the national honey industry was recommended and funded by the National Honey Board and the U.S. Department of Agriculture in 1989. This study, conducted by Cornell University, had two major components. The first emphasis was on a survey of the national honey industry. The purpose of the survey was to collect information to identify the needs and current economic status of the honey industry. The second emphasis of the research was to develop and expand an economic model of the national honey industry to aid in understanding the economic relationships in the industry. This model was to be used for simulation analysis of alternative

scenarios. The results were to be interpreted and implications for the industry were to be identified.

This report is one in a series of reports that summarizes the research on the economic analysis of the industry. In this report, the survey of the honey industry is discussed. In particular, the pretest survey sample and results of the pretest are identified. The sample of the complete mailing is discussed. The instrument used to collect information is described. The mailings are identified. The response rate is evaluated. Furthermore, a discussion of telephone contacts with non-respondents is included.

Other Cornell University reports included in the series that details the economic analysis of the industry include works (1) documenting the data collected from the survey, (2) summarizing the data obtained from the survey, (3) identifying the raw data obtained from the analysis and (4) describing the economic model and scenario analyses. Additional works are to be published through the U.S. Department of Agriculture's publication series and in beekeeping trade journals.

PRETEST ANALYSIS

In preparation for a complete mailing to over 2,000 honey industry participants, a pretest survey was developed and mailed to 200 honey industry participants. The purpose of the pretest was to identify any problems that may arise with the survey instrument. The instrument used, the sample, mailing techniques, response and telephone contact with non-respondents are discussed.

Pretest Instrument

The survey instrument (seen in Appendix A) used in the pretest consisted of a cover letter, a questionnaire, a return envelope and an outer envelope. The cover letter, on Cornell University letterhead, invited the addressee to be part of a pioneering research effort that may result in better support and policies for the honey industry. Support for

the survey by organizations associated with the honey industry was indicated in the letter's text as well as by signatures from Dan W. Hall (National Honey Board), Frederic Hoff (U.S. Department of Agriculture), Richard Adee (American Honey Producers Association, Inc.), Reg Willbanks (American Beekeeping Federation), Robert Appel (National Honey Packers & Dealers Association) and Lois Willett (Cornell University). In the letter, the respondents were assured that their responses will remain confidential and will never be associated with their name or company. The respondents were encouraged to participate in the study because it is only by their responses that an accurate evaluation of the importance of the beekeeping and honey industry to the nation and the needs and status of the honey industry can be made known.

The questionnaire itself consisted of a cover sheet, twenty-one pages of questions, two pages with brief directions, a comments page and a page where the respondents were thanked for their cooperation. A picture of a large jar of honey, the title and purpose of the survey were identified on the front cover. Inside the front cover more detailed information about the survey and information required by and provided by the Office of Management and Budget were included.

The survey questions consist of five parts. The first section asks producers about their firm characteristics, products and services, colony losses and advertising and promotional activities. Honey packers are asked to respond to questions dealing with firm characteristics, products and services and marketing activities in the second section. The third section includes similar questions for importers and brokers. Questions in the fourth part of the survey pertain to total gross expenses and the operation's financial situation. Finally, demographic information is collected in the last section.

The cover letter, questionnaire and a white self-addressed return envelope (with \$0.85 postage affixed) are mailed in a white envelope (with \$1.05 postage affixed) to those in the sample.

Pretest Sample

To assist in identifying problems that may arise with the survey instrument the pretest was mailed to 200 participants in the industry. As seen in Table 1, importers and brokers were not contacted in the pretest. Thirty packers and one hundred seventy producers selected randomly from the mailing list of the National Honey Board, were contacted. Contacts were selected such that the representation of each assessment category in the pretest was similar to the population representation. There were no duplication of names between the 200 contacts in the pretest and the contacts made in the complete mailing of the national survey.

Table 1

<u>POPULATION AND PARTICIPANTS IN</u>

PRETEST OF HONEY INDUSTRY SURVEY BY SIZE CATEGORY

		pulation (% of Total)		st Sample (% of Total)
Producer				
Assessments \leq \$60	3223	52.8 %	90	52.8 %
$$60 < Assessments \le 218.50	1328	21.7 %	36	21.7 %
$$218.50 < Assessments \le $5,000$	1526	25.0 %	43	25.0 %
$5,000 < Assessments \le $10,000$	25	0.4 %	1	0.5 %
\$10,000 < Assessments	6	0.1 %	_0_	0.0 %
TOTAL	6108	100 0%	170	100.0 %
Packers				
Assessments ≤ \$100	150	38.4 %	12	38.4 %
$100 < Assessments \le 1,000$	174	44.5 %	13	44.5 %
\$1,000 < Assessments	<u>67</u>	<u>17.1 %</u>	<u>.5</u>	<u>17.1 %</u>
TOTAL	391	100.0 %	30	100.0 %
Importers and Brokers				
Importers	185	91.1 %	0	0.0 %
Brokers	<u> 18</u>	8.9%	_0	0.0 %
TOTAL	203	100.0 %	0	100.0 %
GRAND TOTAL	6702		200	

Pretest Mailing

After extensive review by members of the honey industry, the U.S. Department of Agriculture and the Office of Management and Budget, the pretest was mailed on August 14, 1989 to the 200 in the sample. The initial mailing of the pretest was not followed by a postcard mailing to nonrespondents nor a second wave mailing of a cover letter, survey and return envelope. Hence, one would expect the response rates on the pretest to be low.

Pretest Response

Six weeks after the initial mailing, forty-seven surveys had been returned, as seen in Table 2. This response represents twenty-three and one half (23.5) percent of the mailing. Four of these surveys were returned because of incorrect addresses. One of the forty-seven surveys was returned blank because the respondent would not release information he felt was confidential. One of the forty-seven surveys was returned blank because the operator was no longer in the honey business. The remaining surveys were fully completed.

Honey packers had a higher response rate to the pretest than producers. In addition, the response rate of large packers, as indicated by the amount of assessments paid to the National Honey Board, is the highest for any category in the pretest sample. It does not appear that the response rate of large producers is significantly lower than the response rate of smaller producers.

A response rate of 23.5 percent was somewhat lower than expected. However, there are a few characteristics of the pretest that must be taken into consideration when evaluating the response rate. First, the pretest was mailed in mid-August. This time of year is quite busy for honey producers and packers. Because of the competing demands on producers' and packers' time it is not unusual to get a lower response rate than anticipated. The mailing to the complete sample of industry participants occurred in early

winter when beekeeping activities were at a minimum. Hence, a larger response rate was anticipated.

Table 2
<u>SUMMARY OF PRETEST RESPONSE</u>
(6 Weeks Following Initial Mailing)

	Pretest Mailing (#)	Pretest Response (#)	Response Rate
Producer			
Assessments ≤ \$60	90	18	20 %
$$60 < Assessments \le 218.50	36	8	22 %
$$218.50 < Assessments \le $5,000$ \$5,000 < Assessments \le \$10,000	43 1	8	19 % 0 %
\$10,000 < Assessments	_0	<u> </u>	%
TOTAL	170	34	20 %
Packers	·		
Assessments ≤ \$100	12	4	33 %
$100 < Assessments \le 1,000$	13	3	23 %
\$1,000 < Assessments	_5_	_2	<u>40 %</u>
TOTAL	30	9	30 %
Incorrect Address		4	
GRAND TOTAL	200	47	23.5 %

Second, the response rate to the pretest is low because there was no follow-up to the initial mailing. A postcard was not mailed to nonrespondents two weeks after the initial mailing and a follow-up cover letter and additional survey was not mailed to nonrespondents two weeks following the postcard mailing. Studies have shown that additional contacts increase the response rate (Heberlein and Baumgartner). When the mailing to over 2,000 industry participants occurs in early winter the initial contact will be followed by a postcard mailing and a second cover letter and survey.

Third, there was concern that the length of the survey contributed to the low response rate. The respondents indicated it took them an average of 30 minutes to 45 minutes to complete the questionnaire. Several respondents completed the questionnaire in less than 30 minutes. One respondent worked on the questionnaire for over two hours.

In order to determine why the survey had not been returned and if there was concern about the length of the survey, forty-two names were selected randomly from the list of nonrespondents and were contacted by telephone.

Pretest Telephone Contact

The responses of the forty-two non-respondents to the pretest survey are summarized in Table 3. Of the forty-two attempts at telephone contacts, fifteen individuals were not contacted because of unlisted phone numbers, unidentifiable names or lack of directory assistance due to the telephone strike occurring during that time. Of the twenty-seven that were contacted, five did not remember receiving the survey while twenty-two did recall receiving the survey but had not responded. As seen in Table 3, the reasons for not responding ranged from an unwillingness to release confidential information to concern that parts of the survey did not apply to their operation. Four of those contacted indicated that they did not have the time to complete the survey because it was a busy time of year for them. Only one of those four expressed concern that the survey was too long. Ten of those contacted said they were working on the survey and would return it when they could. Their prompt response was encouraged.

Pretest Concerns

There were some concerns identified by the pretest survey. The most prominent of these was the length of the survey. Numerous studies of survey instruments and their responses have examined the length of a survey and the response rate. A number of studies have found either no effect or a modest negative effect (Sletto, Scott, Mason et. al,

Champion and Sear, Berdie). Heberlein and Baumgartner have found no significant correlation exists between the length of the questionnaire and overall responses. Hence, they conclude that long questionnaires averaged just as high a response as very short survey instruments. However, after a number of other factors were controlled they did discover that length of a questionnaire did have a modest negative influence (.05%) on the response rate.

Table 3
SUMMARY OF PRETEST TELEPHONE CONTACTS

·	Telephone Contact (#)
Unable to Contact	3 5 _7 15
Contacted Don't Remember Receiving Survey Received Survey But Did Not Return Already Discarded (1) Not Applicable (5) Confidentiality (1) Some Parts They Can't Answer (1) No Time (4) Will Work on It and Return (10)	
TOTAL	27
GRAND TOTAL	42

Heberlein and Baumgartner identified the number of contacts and the salience of the questionnaire as the key determinants of the response rate. A salient topic is one which deals with important behavior or current interests. Topics that are not salient are those topics in which the respondent is not concerned or those topics that are not current.

In addition, Heberlein and Baumgartner indicate that high return rates are correlated with lowering the costs involved in completing and returning the questionnaire. The most effective way to overcome the cost barrier is to include a postage paid return envelope and increase the perceived importance of the study and the importance of the individual's response to the overall success of the study. When the respondent is knowledgeable and interested in the topic of the questionnaire, their input to the study may be judged to be more important. In addition, each additional contact with the respondent, by postcard mailings or mailings of second cover letters and a follow-up survey, will convince the individual of the importance of their participation. Heberlein and Baumgartner suggest that since they found no significant effects due to the length of the survey that longer questionnaires may impress the individual with the importance of their response. It is easy for a potential respondent to discard a single page questionnaire, but discarding a lengthy questionnaire is more difficult. The potential respondent might feel the research is serious, since the researcher has taken considerable time to prepare the questionnaire. Hence, length of the survey might convince the respondent that the survey and their response to the survey is important. Heberlein and Baumgartner also indicate that a longer questionnaire may make it easier for the respondent to complete. Long survey instruments are usually less cluttered, have fewer items per page and reinforce the individual's progress as they complete the questionnaire.

With these considerations, the response rate to the pretest is quite reasonable.

One could anticipate a higher rate of response on the mailing to the sample of over 2,000 industry participants because that mailing was preceded with announcements by the National Honey Board of the importance of the study, presentations at the American Honey Producer's Association and the American Beekeeping Federation meetings identifying the importance of the honey industry and the importance of the economic study of the industry. In addition, the mailing to over 2,000 industry participants was followed by a postcard mailing to nonrespondents and a subsequent mailing of an

additional cover letter, another survey and a postage-paid return envelope to any remaining nonrespondents.

NATIONAL SURVEY

Following the pretest survey mailing and analysis of response, a mailing was prepared to send to over 2,000 honey industry participants. The instrument used, the sample, mailing techniques, response and telephone contact with non-respondents are discussed.

National Survey Instrument

The survey instrument (seen in Appendix B) used in the complete mailing was similar to the pretest mailing. The instrument consisted of a cover letter, a questionnaire, a return envelope and an outer envelope. The cover letter, on Cornell University letterhead, invited the addressee to be part of a pioneering research effort that may result in better support and policies for the honey industry. Support for the survey by organizations associated with the honey industry was indicated in the letter's text as well as by signatures. As in the pretest, the cover letter assured the respondents that their responses will remain confidential and will never be associated with their name or company. The respondents were encouraged to participate in the study because it is only by their responses that an accurate evaluation of the importance of the beekeeping and honey industry to the nation and the needs and status of the honey industry can be made known.

There were minor changes made to the questionnaire itself. As in the pretest, the questionnaire consisted of a cover sheet, twenty-one pages of questions, two pages with brief directions, a comments page and a page where the respondents were thanked for their cooperation. A picture of a large jar of honey, the title and purpose of the survey were identified on the front cover. Inside the front cover more detailed information about

the survey and information required by and provided by the Office of Management and Budget were included.

The survey questions consisted of five parts. The first section asked producers about their firm characteristics, products and services, colony losses and advertising and promotional activities. Honey packers were asked to respond to questions dealing with firm characteristics, products and services and marketing activities in the second section. The third section included similar questions for importers and brokers. Questions in the fourth part of the survey pertained to total gross expenses and the operation's financial situation. Finally, demographic information was collected in the last section.

The cover letter, questionnaire and a white self-addressed return envelope (with \$0.85 postage affixed) were mailed in a white envelope (with \$1.05 postage affixed) to those in the sample.

National Survey Sample

The survey was mailed to 2,319 participants in the industry as seen in Table 4. Two thousand of those in the sample were selected randomly from the mailing list of importers and brokers, packers and producers who pay assessments to the National Honey Board. All importers and brokers on the National Honey Board mailing list were contacted. Sixty-four percent of all producer/packers on the National Honey Board's mailing list were contacted. The representation of the packers by assessment category reflected the population representation. One thousand six hundred fifty-five producers were contacted. The majority of these producers had assessments of less than \$60.00. Two of the contacts had assessments of over \$10,000 and fourteen of the contacts had assessments of between \$5,000 and \$10,000. The sample was selected randomly such that each assessment category was represented according to its population proportion. Twenty-seven percent of the total number of producers on the National Honey Board's mailing list were contacted and asked to respond to the questionnaire.

The random list of industry participants supplied by the National Honey Board was supplemented at the request of the National Honey Board. The National Honey Board supplied a list of additional industry participants they wanted to receive a survey. In addition, a directory of honey handlers was used to supplement the random sample. The numbers in each of these categories are identified in Table 4.

Table 4
PARTICIPATION IN NATIONAL SURVEY
BY SIZE CATEGORY

	Complete Sample (#) (% of Total)		
Producers			
Assessments \leq \$60	859	37.0 %	
$$60 < Assessments \le 218.50	355	15.3 %	
$$218.50 < Assessments \le $5,000$	425	18.3 %	
$5,000 < Assessments \le $10,000$	14	0.6 %	
\$10,000 < Assessments	2	<u>0.1 %</u>	
TOTAL	1655	71.3%	
Packers			
Assessments \leq \$100	96	4.1 %	
$100 < Assessments \le 1,000$	111	4.8 %	
\$1,000 < Assessments	<u>43</u>	<u>1.9 %</u>	
TOTAL	250	10.8 %	
Importers and Brokers			
Importers	171	7.4 %	
Brokers	_18	0.8%	
TOTAL	189	8.2 %	
Additional Participants Contacted			
Producers	57	7.4 %	
Producer/Packers	18	0.8 %	
Packer/Handlers	120	5.2%	
1 acker/11andicis	<u> </u>		
TOTAL	195	8.4 %	
Handler Supplement	30	1.3 %	
GRAND TOTAL	2319	100.0 %	

National Survey Mailing

The survey was mailed to the 2,319 industry participants in the sample in late January, 1990. A postcard (seen in Appendix B) mailing to all participants occurred in mid - February 1990, two to three weeks after the initial mailing of the survey. This second mailing encouraged response from those industry participants contacted in the first wave mailing. The postcard identified the importance of their participation and encouraged them to return the survey. A second cover letter, survey and return envelope (seen in Appendix B) was mailed to any non-respondents in late February 1990, two weeks after the postcard mailing. Once again, participation was encouraged. As requested by the Office of Management and Budget, a postcard mailing (seen in Appendix B) to all remaining non-respondents occurred in mid - March 1990. This mailing encouraged response from those industry participants contacted in the previous mailing.

National Survey Telephone Contact

Two hundred of the non-respondents were contacted by telephone and asked why they did not respond to the survey. The non-respondents were contacted between May 20, 1990 and June 4, 1990. They were selected randomly from the mailing list to reflect the representation of the population. As seen in Table 5, forty eight percent of the telephone contacts were not completed, either because they had an unlisted phone number, no listing, the surveys were returned prior to the call or they were unreachable for other reasons. Of the 104 people who were contacted, seventeen indicated they did not receive the survey or did not recall seeing the survey. Eighty-four indicated they remember receiving the survey but chose not to return it for a variety of reasons. Of the one hundred and four contacts made, twenty-one surveys were returned.

Table 5 SUMMARY OF NATIONAL SURVEY TELEPHONE CONTACTS

Telephone Contacts Attempted	200
Telephone Contacts Not Completed Unlisted Phone Number or No Listing Surveys Returned Prior to Call Unreachable Answering Machine No Answer Person Unavailable Did Not Know About the Survey Wrong Number on Answering Machine	96 61 10 25 2 12 5 3
Telephone Contacts Completed Did Not Receive the Survey Did Not Recall Receiving the Survey Refused to Answer Received the Survey Not in Honey Business any Longer Ineligible Survey too Long Won't Release Information Didn't Have Time to Fill it Out No Records Personal Reasons Not Interested Returned	104 3 14 3 84 14 5 16 2 14 9 5 5

National Survey Response

Fifty-three and a half percent of the surveys were not returned. As seen in Figure 1, about eight percent of the surveys were returned because the respondent was ineligible or the address was incorrect. Nearly six percent of the surveys were returned incomplete because the respondents indicated they were out of business or refused for other reasons. Of the 1079 surveys returned, 754 of them were completed. These returns indicate a response rate of 32.5 percent. By deleting the ineligibles and incorrect addresses the effective response rate is 36.7 percent.

Figure 1
SURVEY RESPONSE
(percent)

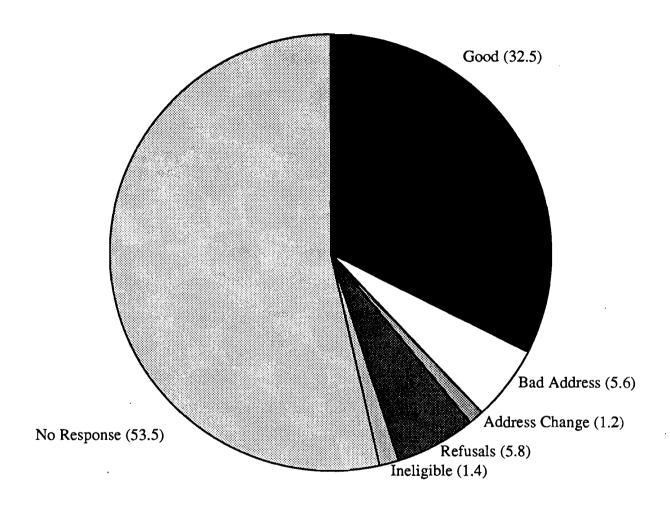


Figure 2 identifies the response rate by mailing category. It is apparent that the producers and the producer/packers had the highest response rate. This result could be attributed to the fact that these groups knew the survey was coming since the survey was discussed at their annual meetings in 1990. In addition, the importers and brokers usually deal with several products, not just honey and honey related products. Hence, they might have perceived this questionnaire as a burden.

In this survey, respondents were asked to identify their profession. As seen in Figure 3, ninety-five percent of the respondents indicated they were producers. About 18 percent indicated they were packers. Only two percent identified themselves as importers and two percent identified themselves as brokers. The respondents completed different parts of the questionnaire according to their profession.

Of the 688 respondents who identified themselves as producers, 42 percent of them are considered large or full-time producers, as seen in Figure 4. Forty-four percent of the producers are part-time and 14 percent of the producer respondents are hobbyists. Full-time producers are defined as those producers with 300 or more colonies. Part-time producers are defined as those producers will less than 300 colonies but more than 24 colonies. Hobby producers have less than 25 colonies. Producers were categorized according to their average colony number from 1985 through 1988.

Results of the survey indicated that producers who responded produced about twenty percent of the nation's honey crop.

Figure 2
SURVEY RESPONSE BY MAILING CATEGORY

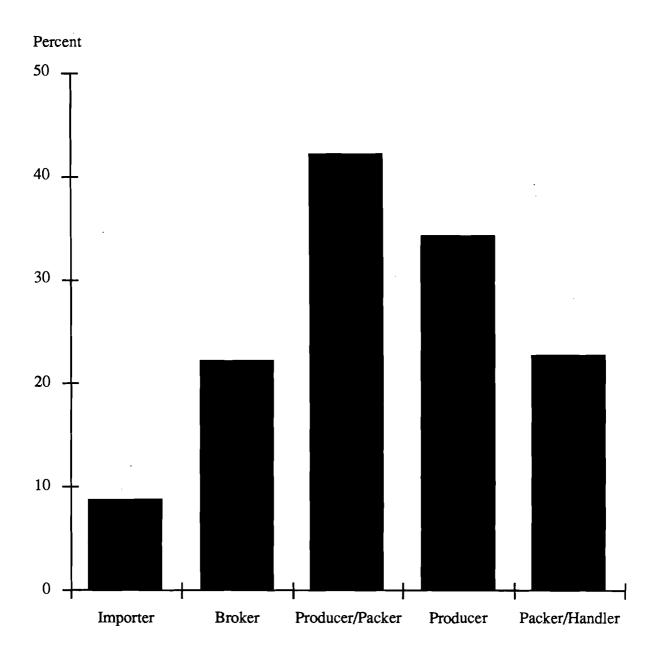


Figure 3
SURVEY RESPONSE BY PROFESSION

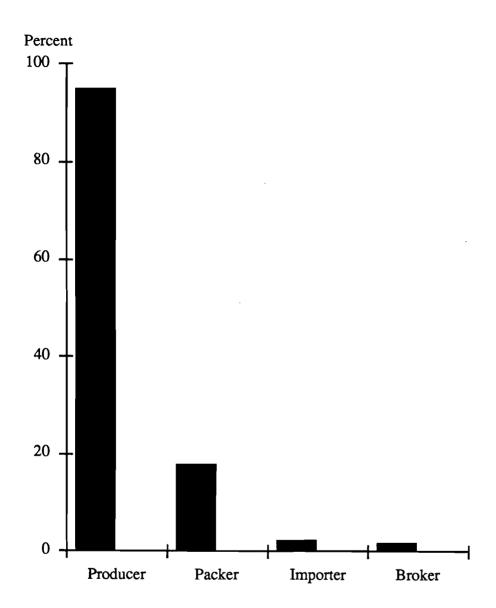
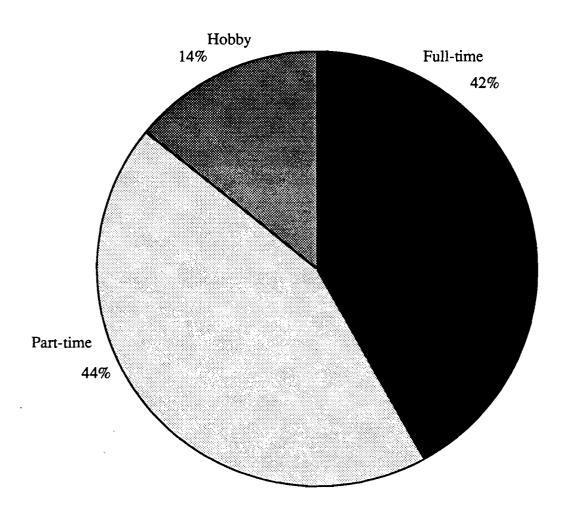


Figure 4
SURVEY RESPONSE OF PRODUCERS BY FIRM TYPE



SUMMARY

In this report the national survey of the honey industry is discussed. This report is one is a series of reports documenting the economic research on the U.S. honey industry conducted by Cornell University.

The purpose of the survey was to collect information to identify the needs and current economic status of the honey industry. The pretest survey sample and results of the pretest were identified. The sample of the complete mailing to 2,319 producers, packers, importers and brokers and additional industry participants was discussed. The instrument used to collect information included a cover letter, a questionnaire, a return envelope and an outer envelope. The mailing used to collect information was identified. The survey was mailed in January 1990. In mid-February 1990 a postcard was mailed to all respondents thanking them for their response. In late February 1990 a follow-up survey was mailed to non-respondents. A final post-card was mailed to non-respondents in mid-March 1990. Telephone contacts were attempted with 200 non-respondents to determine the reason for their non-response.

The response rate was evaluated. The effective response to the survey was 37.5 percent. Producer/packers had a higher response than other industry participants. Forty-two percent of the producer respondents were full-time operators. Forty-four percent of the producer respondents were part-time operators. The remaining fourteen percent were hobbyists.

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APPENDICES

APPENDIX A PRETEST



Cornell University

New York State College of Agriculture and Life Sciences

Warren Hall Ithaca, NY 14853-7801

Department of Agricultural Economics FAX (607) 2559984

August 14, 1989

Name Address City, State, ZIP

Dear

We would like to invite you to be a part of a pioneering research effort that may result in better support and policies for the honey industry. Cornell University, with the support of the United States Department of Agriculture, the National Honey Board, the American Beekeeping Federation and the American Honey Producers Association, is conducting the first nationwide study of beekeepers, processors, importers and brokers to provide members of the United States Congress with information that will help them understand the needs and status of the honey industry.

The enclosed questionnaire is being sent to a select group of producers, packers, importers and brokers. It asks for information on the amount of honey you produce, pack and import and where you market your honey. To determine the industry's economic picture, it also asks for information on your operation's expenditures. If our study results are to reflect accurately what is happening in the industry, we need to hear from you.

We know this is a busy time of year for you but we would appreciate you completing the questionnaire as soon as possible. Let us assure you that your responses will remain confidential and will never be associated with your name or company. Again, your participation in the survey is critical to the success of the study and will contribute to an accurate evaluation of the importance of the beekeeping and honey industry to the nation.

Please send your completed questionnaire in the postage-paid envelope we've enclosed for your convenience. Thank you for your cooperation and assistance.

Sincerely,

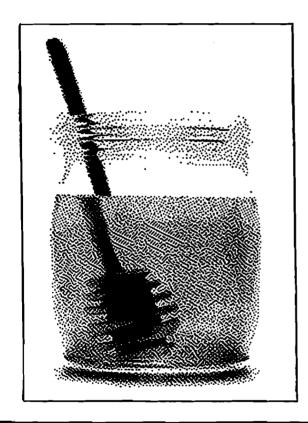
Lois Schertz Willett Assistant Professor of Agricultural Economics Cornell University Dan W. Hall Manager Frederic Hoff Chief

Manager Ch National Honey Board Sp

Specialty Agriculture Branch U.S. Department of Agriculture

Richard L. Adee President American Honey Producers Association, Inc. Robert Appel President National Honey Packers & Dealers Association Reg Willbanks President American Beekeeping Federation

HONEY INDUSTRY SURVEY



The purpose of this survey is to collect information to identify the needs and current economic status of the honey industry.

Conducted by
The Department of Agricultural Economics
New York State College of Agriculture and Life Sciences
Cornell University, Ithaca, New York 14853-7801

Form Approved O.M.B. No. 0536-0035 Expiration Date 9/30/89

HONEY PRODUCERS, PACKERS, IMPORTERS AND BROKERS SURVEY

INTRODUCTION:

The Cornell Institute for Social and Economic Research (CISER) is collecting information relative to honey production, pollination and the structure of your beekeeping operation. This study of the beekeeping industry is mandated by Congress in the 1987 Appropriations Bill. The information will be used by analysts at the National Honey Board, Cornell University and the United States Department of Agriculture.

Your response is confidential and will be used only for statistical purposes and economic analysis. Although your participation is voluntary, your cooperation is essential to help us determine the economic health of the beekeeping industry. We encourage you to make the information as accurate as possible. The survey is also supported by the American Beekeeping Federation, the American Honey Producers Association and the National Honey Packers & Dealers

Public reporting burden for this collection of information is estimated to average one hour (60 minutes) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed and completing and reviewing the collected information. Send comments regarding this burden estimate or any other aspect of collection of information, including suggestions for reducing this burden to:

Department of Agriculture, Clearance Officer O.I.R.M Room 404-W

Washington D.C. 20250

and to the: Office of Management and Budget

Paperwork Reduction Project (O.M.B. No. 0536-0035)

Washington D.C. 20502

Cover photo courtesy of National Honey Board

Appendix A: Pretest - Survey (continued)

	b . с.	PRODUC PACKER IMPORT BROKER	ER]	▶ If not a pro	ducer ALS	6O, Skip	to Section	B, page 13
			SE	ECTIO	N A. PROD	UCERS			
FIR	M CHAF	RACTER	ISTICS	3					
1)	Is bee	ekeeping	your: ((Please	circle ONE	response.))		
			a. b. c.	Full Part Hob	time profession time profession by	on On			
2)	What opera	t state do ation?	you co	nsider	the primary h	eadquarte	ers for yo	ur beekeep	oing
3)	I s yo	ur actual	residen	ce in t	he same state	as your p	rimary b	eekeeping	headquarter
3)	Is yo	ur actual a. b.			he same state If no: In wha		-		_
3) 4)	Whic	a . b.	No Yes			at state is	your acti	ial residen	ce?
-,	Whic	a. b. ch of the	No Yes		If no: In wha	at state is	your acti	ial residen	ce?
	Which ALL a. b. c. We want is a set of the control of the contro	a. b. ch of the that apple 1981 1982 1983 would like four years se fill in	No Yes following.) e to know and the info	d. e. f ow you te num	If no: In what ars did you n 1984 1985	g. h. peak products when y	your active beekeep 1987 1988 duction has you had	nal resident oing operat uistory during th	tion? (Circle
4)	Which ALL a. b. c. We verified the second	a. b. ch of the that apple 1981 1982 1983 would like four years se fill in	No Yes following,) e to know and the infoovided.	d. c. f ow you lee num ormatic	If no: In what are did you made 1984 1985 1986 the of working on for the year	g. h. peak proing g colonie rs when y	your active beekeep 1987 1988 duction has you had	nal resident oing operat uistory during th	tion? (Circle
4)	Which ALL a. b. c. We want the state of th	a. b. ch of the that apple 1981 1982 1983 would like four years ase fill in paces profumber o	No Yes following.) e to know and the information of coloniar in the information of the i	d. c. f ow you lee num ormatic Write	If no: In what are did you made 1984 1985 1986 are operation's ber of working on for the years "O" if none.)	g. h. peak proing g colonie rs when y	your actu beekeep 1987 1988 duction h s you had ou had a	nal resident ping operations sistory during the deckeeping	tion? (Circle

II. PRODUCTS AND SERVICES

Receipts and Production:

What were your total gross receipts from products sold, services provided and/or program participation from 1985 to 1988?

Please write: NA - if you DID NOT produce or provide specific products or services or participate in programs for that year.

 if you DID NOT receive any money for specific products, services or programs your operation had for that year.

Products, Services, and Programs	TO	TAL GROSS F FOR CALENDAR 1986		<u>1988</u>
Honey (not forfeited to CCC) Pollination Services Beeswax Package Bees Queens and Nucs Royal Jelly, Propolis, Pollen Other Gov't. payments (net receipts) CCC forfeitures Marketing loan benefit* * Difference between loan rate	\$	\$	\$ \$ \$ \$ \$	\$ \$ \$ \$ \$ \$

2) How much of the following did your beekeeping operation produce or provide from 1985 to 1988?

5				
Products/Services	<u>1985</u>	<u> 1986</u>	<u>1987</u>	1988
Honey Beeswax Royal jelly,	lbs lbs	lbs lbs	lbs lbs	lbs lbs
Propolis and Pollen	lbs	lbs	lbs	lbs
Package Bees Nucs Queens Sold	lbs	lbs	fbs	lbs
Separately	#	#	#	#
Pollination Services				•
# of Colonies	#	#	#	#
# of Rentals	#	#	#	#

3)	Of the products and se Question 2, which the write down the items operation.)	ee do vou consi	der most impo	rtant to your op	eration? (Please
			Most	Important	
			Secon	d Most Importa	int
			Third	Most Important	t .
4)	Did your beekeeping following reasons fro	operation suffe m 1985 to 198	r a reduction in 8? (CHECK w	production for there appropria	any of the
			CALENDAR Y	EAR	
	Reason	1985	1986	1987	<u>1988</u>
	Drought				
	Disease				
	Mites				
	Other (Specify)				
Hon	ey Marketing:				
5)	During the period of was white, extra light	of 1985 to 1988 at amber, light a	8 what percen umber or amber	t of the honey ?	you marketed
		М		F TOTAL HON OR CALENDAR	
	Honey Marketed	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>
	White	%	b9	69	6%
	Extra Light Amber	9	6 <u> </u>	%9	6%
	Light Amber		6 <u> </u>	%9	%%
	Amber	9	%	%9	%%

6) During the period of 1985 to 1988, which of the following markets did you use to dispose of your honey crop and what was the amount of honey sold in each market? (Each honey crop year's total should agree with the honey production you reported in Question 2.)

Please write NA - If you DID NOT use that specific outlet in a given year.

POUNDS SOLD FOR CALENDAR YEAR

Markets Used	1985	1986	1987	1988
Roadside Market	lbs	lbs	1bs	lbs
Retail Stores	lbs	lbs	lbs	lbs
Institutions	lbs	lbs	lbs	lbs
Broker or Dealer	lbs	lbs	lbs	lbs
Packers/Bottlers Independent	_i bs	lbs	lbs	lbs
Cooperative	lbs	lbs	lbs	lbs
Direct Export	lbs	lbs	lbs	lbs
Industrial User or Food Manufacturer	lbs	lbs	lbs	lbs
Forfeited to CCC	lbs	lbs	lbs	lbs
Other Outlet (Specify)	lbs	lbs	lbs	lbs
Not Sold or In Storage	lbs	lbs	lbs	lbs
TOTAL	lbs	!bs	fbs	lbs

Government Honey Price Support Program:

7)	Since the 1981 crop year, have you participated in the government honey price	e
	support program?	

No Skip to Question 9, page 6.

b. Yes

8) Please fill in the information for honey your operation placed under loan with the government honey price support program from 1981 to 1988.

Please write: NA - if you DID NOT participate in the program that year.

0 - If you participated in the program but DID NOT FORFEIT ANY HONEY to the CCC or receive net receipts.

			Net Receipts from Gov't Payments Marketing			
Honey Crop Year	Quantity Placed Under Loan	Quantity Forfeited to CCC	Loan Loan Forfeitures Benefit*			
1981	lbs	fbs	\$			
1982	lbs	lbs	\$			
1983	lbs	1bs	\$			
1984	lbs	fbs	\$			
1985	lbs	lbs	\$			
1986	lbs	lbs	\$ \$			
1987	lbs	lbs	\$ \$			
1988 * Difference ber	lbs tween loan rate and re	lbs	\$ \$			

9) For the years that you did not participate in the government honey price support program and had a beekeeping operation:

Which of the following best describes why you did not participate? (Circle ALL that apply.)

- I received a higher price through local markets.
- I did not produce enough honey to use the program.

 I was not familiar with how the program worked. b.
- c.
- It took too much time to complete the paper work.

 Cooperative placed honey under loan for me.

 Other (Specify) d.

10)	In you	In your opinion, how would your operation be affected if the federal honey support program were eliminated? (Please circle ALL that apply.)											
		a. b. c. d. e.	COULD NOT CONTINUE being a beekeeper. Would MAINTAIN the size of my operation. Would DECREASE the size of my operation. Would EXPAND the size of my operation. Would DIVERSIFY into other areas of beekeeping.										
		If e.:	e.: Would diversify into:										
		f.	Other	changes (Pl	ease specif	y.)			· ·				
Bee (Colony	Transport:			•		-						
11)	a.	Did you transport any of your bee colonies to other states in 1985, 1986, 1987 or 1988? (Circle ONE letter for each year.)											
		1985 a. Yes		1986 a. Yes	1987 a. Yes		1988 a. Yes	:					
		b. No, 1987 o	did no r 1988	ot transport t	ee colonie o Question	s to oth	er states clow.	s in 198	5, 19 86,				
	b .	If you transport	ned an	y of your be ease check w	e colonies here appro	to othe priate)	r states,	, what w	as the				
		Main Purpos	se for	Transport	ting Bees	<u>1985</u>	<u>1986</u>	1987	1988				
		a. Provide paids. Seek florals. C. Wintering d. Other (Spec						_					
	C.	What is your becolonies in each transporting action to between state	ch year tivitie	r for any reas	on? Total:	milea ge	include	lla 25					
		a. 198 b. 198 c. 198 d. 198	6 7		miles								

		•
Pollir	nation	Services:
12)	Did yo	our operation transport bee colonies to one or more locations during 1985, 1987 or 1988 to provide paid pollination services?
	·	a. No Skip to Section III, page 10. b. Yes
13)	Please	answer the following questions based on your most recent experience.
	a.	For which year are you providing information on pollination services?
		19
	ь.	How many of your colonies were used to start the pollination season?
		# of COLONIES
	C.	How many of your colonies were being used at the end of the pollination season?
		# of COLONIES
	d.	How many times were your colonies relocated during the year to provide paid or unpaid pollination services?
		# of TIMES RELOCATED
	e.	How many total miles were your colonies transported during a year to provide pollination services? (Please approximate if unsure. Total miles includes all transporting activities to and from home location within state as well as between states.)
		TOTAL MILES
	e.	# of TIMES RELOCATED How many total miles were your colonies transported during a year to provide pollination services? (Please approximate if unsure. Total miles includes all transporting activities to and from home location within state as well as between states.)

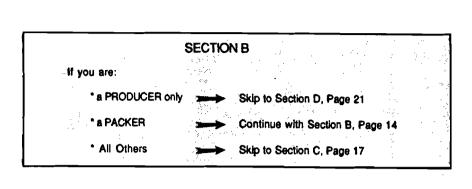
	p: aj th	aid pollinati	on services llination fee proceed thro	, the main constructions the construction that the construction is the construction of	rops pollina Begin with year. If mo	ted, colonion the first crore than one	olonies provides used, and ops pollinated secrop is olumn.
	is	Major Crops Pollinated	Total Colonies Used	Colonies Used Per Acre	Fee Rec'd per	Service Begins	Length of Time Crop is Pollinated
	Provided (state)	(crop)	(number)	(number)	Colony (dollars)	(month,	(days)
			-				
							
			-				
							_
				-			
		-					
						-	
		•				-	
			_	-		- 	
14)	Please i pollinat	dentify who	ere your co	lonies that r-wintered.	are used t	o provide	paid
		Ł	ocation (Sta	ite)	Number	of Colonie	es
							
							<u> </u>
				·			_ .

198	88 PESTICIDE AND WINTER LOSSES						
1)	Did your beekeeping operation incur losses from pesticides during 1988?						
	a. Nob. Skip to Question 6, below.						
2)	What percent of your colonies were affected by pesticides in 1988?						
	% COLONIES AFFECTED						
, 3)	What percent of your affected colonies suffered 50% or more loss of honey bees from pesticides?						
	% COLONIES WITH 50% LOSS						
4)	Where did most of your losses occur? (Circle ONE answer.)						
	a. Colony b. Field c. Both						
5)	Are you normally reimbursed for your honey bee losses from pesticides?						
	a. No b. Yes						
6)	Does your beekeeping operation normally incur winter tosses?						
	 a. No b. Skip to Section IV, page 11. 						
7)	What percent of your colonies are affected by winter loss each year?						
8)	What percent of your affected colonies suffered 50% or more winter loss of hones bees?						
	% COLONIES WITH 50% LOSS						

9)	What method do you use to replace winter losses? (Circle ALL that apply.) a. Package bees
	 b. Divisions with purchased queens c. Divisions with queens raised by the beekeeper 1. Natural queen cell 2. Grafted queen cell
IV. LAB	OR USE
1)	What is the average number of hours per week each of the following have spent on your entire operation in 1988? (Please fill in the blanks provided.)
	<u> </u>
	Please write: NA - If you DID NOT USE a specific labor source during a given time
	Jan-Mar Apr-Jun Jul-Sep Oct-Dec (hours/week) (hours/week) (hours/week)
	Jan-Mar Apr-Jun Jul-Sep Oct-Dec (hours/week) (hours/week) (hours/week) (hours/week) Yourself
	(hours/week) (hours/week) (hours/week)
	Yourself Other Family (hours/week) (hours/week) (hours/week) (hours/week) (hours/week) (hours/week) (hours/week) (hours/week)
	(hours/week) (hours/week) (hours/week) Yourself Other Family Members
	(hours/week) (hours/week) (hours/week) Yourself Other Family Members Hired Labor
2)	(hours/week) (hours/week) (hours/week) Pull Time
2)	(hours/week) (hours/week) (hours/week) Yourself Other Family Members Hired Labor Full Time Part Time
2)	(hours/week) (hours/week) (hours/week) Yourself Other Family Members Hired Labor Full Time Part Time What is the average wage rate paid by your operation for each of the following?
2)	(hours/week) (hours/week) (hours/week) Yourself Other Family Members Hired Labor Full Time Part Time What is the average wage rate paid by your operation for each of the following? a. Full time hired labor? dollars/hour.

Where did you adve contributions for adv National Honey Boa	vertising an	d promotion of	lone by mark	eting cooperat	tives and thess.)
	Honey	Honey with other Products	Beeswax	Pollination Services	Package Bees and Queens
Local Newspapers_					
Circulars _					
Beekeeping Journals					
Magazines _					
Community Bulletin Boards					
Direct Mail					
Road Signs _				·	
Other (Please List)					
_ 					
Didn't Advertise					
Which of the follow during 1988? (Circ	ing beekee le ALL tha	ping promotion t apply.)	onal activities	s did you partio	cipate in
a.	Distribu	iting recipes u	ising honey		
ь.	Giving (e.g. co	demonstration	ns/Setting up	Displays rocery stores,	bazaars etc
c.	Distribu	iting honey in	formation -		0
d. €.		iting free sam ing newspape			
f.	Maintai	ning observat	ion hive		
g.	Contrib	uting to the N	ational Hone	ey Board	
h.	Other (Please Specify	y) :		

Appendix A: Pretest - Survey (continued)



SECTION B. PACKERS

I. FIRM CHARACTERISTICS

- 1) Are you a: (Please circle ONE response.)
 - a. Full time Packer
 - b. Part time Packer:
 - Other time spent on beekeeping activities
 - c. Part time Packer;

Other time spent on non-beekeeping activities

2) In what state do you have your packing facilities?

II. PRODUCTS AND SERVICES

- 1) Did your operation do any subcontracted packing services for other businesses in 1988?
 - a. Nob. Skip to Question 3, page 15.
- 2) FOR SUBCONTRACTED HONEY ONLY:

Please fill in the following information about honey you packed for other businesses from 1985 to 1988.

Please write: NA - if you DID NOT accept any subcontracts that year.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Services	
1985	Domestic Foreign	lbs tbs	\$ \$	\$ \$	
1986	Domestic Foreign	lbs lbs	\$ \$	\$ \$	
1987	Domestic Foreign	lbs	\$ \$	\$ \$	
1988	Domestic Foreign	lbs	\$ \$	\$ \$	

3)

For All Packing Services Excluding Subcontracted Services:

Please fill in the following information about honey you packed from 1985 to 1988.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Packed Honey
1985	Domestic Foreign	lbs	\$	\$ \$
1986	Domestic Foreign	lbs lbs	\$ \$	\$ \$
1987	Domestic Foreign	lbs lbs	\$ \$	\$ \$
1988	Domestic Foreign	lbs lbs	\$	\$

How much honey did your operation sell through the following market outlets from 1985 to 1988? 4)

Please write NA - If you DID NOT use that specific outlet in a given year.

Markets Used	1985	POUNDS SO CALENDAI 1986		1988
Roadside Market	lbs	lbs	1bs	1bs
Retail Stores	lbs	lbs	lbs	lbs
Institutions	lbs	lbs	lbs	lbs
Broker or Dealer	lbs	lbs	lbs	lbs
Direct Export	lbs	lbs	lbs	lbs
Industrial User or Food Manufacturer	lbs	lbs	lbs	lbs
Other Outlet (Specify)				
	lbs	lbs	lbs	lbs
N	lbs	lbs	lbs	lbs
Not Sold or In Storage	lbs	lbs	lbs	lbs
TOTAL	lbs	lbs	lbs	lbs

III.	ADV	ERTISING AND PRO	MOTIONAL	ACTIVITIES		
	1)	Where did you adve CHECK on the appr	rtise your pro opriate space	ducts and services.)	es in 1988? (F	Please put a
		_	Honey	Honey with other Products	Packing Services	Other Products or Services
		Local Newspapers				
		Circulars				
		Beekeeping Journals				
		Magazines				
		Community Bulletin Boards				
		Direct Mail				
		Road Signs				
		Other (Please List)				
					-	

Didn't Advertise

SECTION C If you are: * NOT an Importer or Broker ➤ Skip to Section D, Page 21 * an Importer or Broker > Please continue with Section C, Page 18 17

SECTION C. IMPORTERS AND BROKERS

I. FIRM CHARACTERISTICS

- Which of the following best describes your operation? (Please circle ONE response.)
 - Full time Importer Full time Broker
 - ъ.
 - Full time Importer and Broker Part time Importer
 - c. d.
 - e. f.
 - Part time Broker Part time Importer and Broker
- 2) In what state do you have your primary headquarters?

11. PRODUCTS AND SERVICES

- What products do you negotiate? (Circle ALL that apply.) 1)

 - Other Nutritive Sweeteners (e.g. corn syrup, sugar, etc.) b.
 - Other Agricultural Products Non-Agricultural Products c. d.
- During the period of 1985 to 1988, please indicate the quantity of honey negotiated by your operation, its source, the cost, and the revenue received. 2)

Calendar Year	Honey Source	Volume	Total Cost	Total Revenue
1985	Domestic Foreign	lbs	\$	\$ \$
1986	Domestic Foreign	lbs	\$ \$	\$ \$
1987	Domestic Foreign	lbs lbs	\$ \$	\$ \$
1988	Domestic Foreign	lbs	\$ \$	\$

	Please write NA - if yo	ou DID NOT us	e that specific o	outlet in a given	vear.
(_			POUNDS CALEN	S SOLD FOR DAR YEAR	
	Markets Used	<u>1985</u>	<u>1986</u>	<u>1987</u>	1988
	Roadside Market	lbs	lbs	lbs	lbs
	Retail Stores	lbs	lbs	! bs	lbs
	Enstitutions	lbs	lbs	! bs	lbs
	Packers/Bottlers				
	Independent	lbs	! bs	! bs	lbs
	Cooperative	lbs	lbs	lbs	lbs
	Direct Export	lbs	lbs	lbs	lbs
	Industrial User or Food Manufacturer	tbs	tbs	lbs	lbs
	Other Outlet (Specify)				
		lbs	lbs	lbs	lbs
		1bs	1bs	lbs	lbs
	Not Sold or	lbs	lbs	lbs	1bs

1)	Where did you adver CHECK on the appr	opriate space	s.)	CS III 1900: (F)	icase put a
		Honey	Honey with other Nutritive Sweeteners	Brokerage and Importer Services	Other Products or Services
	Local Newspapers				
	Circulars				
	Beekeeping Journals				
	Magazines				
	Community Bulletin Boards				
	Direct Mail				
	Road Signs				
	Other (Please List)				
					
					
	Didn't Advertise				
Γ	Ple	ase continue	with Section D,	Page 21.	
_					

SECTION D. FINANCES

Total Gross Expenses: - Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

1) Please estimate the cost of the following items to your entire operation in 1988. (Please fill in the blanks for ALL that apply.)

Please write: NA - for items that DO NOT apply to your operation.

0 - if you DID NOT incur any expenses for that item in 1988.

	COST	TTEM
\$_ \$_ \$_		Labor Hired labor Hired labor benefits (e.g. housing allowance, insurance, etc.) Salaries of corporate officers, management, office labor, etc.
\$_ \$_ \$_		Bees Bee food Queens and Nucs Package Bees
\$		Supplies (e.g. smokers, veils, drugs, supers, packaging materials)
\$_ \$_		Equipment Repair and Maintenance Gas and oil
\$_ \$_		Buildings Repair and Maintenance Mortgage (including interest paid)
\$_ \$_ \$_ \$_		Overhead Expenses Utilities Business Insurance Taxes Location Rent Interest on Operating Capital Office Expenses (excluding salaries)
\$_ \$_ \$_ \$_		Marketing Activities Advertising Publication Subscriptions Promotion (excluding NHB Assessments) Marketing Fees (e.g. brokerage fees)
\$_		Other (Specify.)

Financial Situation: -Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

2) In 1988, what was your operation's approximate gross income: (Gross income is the total income before subtracting expenses. Circle the LETTER which applies to your operation.)

a.	\$2,499 or less	g.	\$50,000 to \$99,999
b.	\$2,500 to \$4,999	ň.	\$100,000 to \$149,999
C.	\$5,000 to \$9,999	i.	\$150,000 to \$199,999
d.	\$10,000 to \$19,999	i.	\$200,000 to \$499,999
e.	\$20,000 to \$39,999	k.	\$500,000 to \$999,999
f.	\$40,000 to \$49,999	1.	\$1,000,000 or more

3) In 1988, what was your operation's **net income**? (Net income is gross income minus expenses. Circle the LETTER which applies.)

a.	Costs exceeded income	e.	\$5,000 to \$9,999
b.	Broke even	f.	\$10,000 to \$19,999
C.	\$1 to \$2,499	٤.	\$20,000 to \$49,999
đ.	\$2,500 to \$4,999	g. h.	\$50,000 to \$99,999
	4-1		\$100,000 or more

4) What would you estimate to be the total value of all the assets of your operation at the end of 1988? (Assets include land, buildings, machinery, hives, honey, beeswax and other property. Circle the LETTER which applies.)

a.	\$2,499 or less	h.	\$100,000 to \$149,999
b.	\$2,500 to \$4,999	i.	\$150,000 to \$199,999
C.	\$5,000 to \$9,999	i.	\$200,000 to \$499,999
d.	\$10,000 to \$19,999	k.	\$500,000 to \$999,999
e.	\$20,000 to \$39,999	Ī.	\$1,000,000 to \$1,499,999
f.	\$40,000 to \$49,999	m.	\$1,500,000 to \$1,999,999
ø.	\$50,000 to \$99,999	n.	\$2,000,000 or more

5) What was the approximate total amount of debt on the assets of your operation at the end of 1988? (Circle the LETTER which applies.)

a.	No debt		
b.	\$2,499 or less	i.	\$100,000 to \$149,999
C.	\$2,500 to \$4,999	i.	\$150,000 to \$199,999
d.	\$5,000 to \$9,999	k.	\$200,000 to \$499,999
ē.	\$10,000 to \$19,999	i	\$500,000 to \$999,999
f.	\$20,000 to \$39,999	m.	\$1,000,000 to \$1,499,999
g.	\$40,000 to \$49,999	n.	\$1,500,000 to \$1,999,999
ĥ.	\$50,000 to \$99,999	0.	\$2,000,000 or more

SECTION E. PERSONAL INFORMATION

	(Please circle the LE	ing best describes the lo TTER where you live r	nost of the year.)
	a.	Farm	
	b .	Rural but not farm	-00
	c.	Community under 2,	500
	d.	Community 2,500 o	or more but less than 25,000
	Ċ.	Community 25,000	or more but less than 50,000 or more but less than 100,000
	f. g.	Community 100,000	or more
	Б.	Community 100,000	, or more
2)	How many people, in the blanks. Put "	including yourself, li o" where applicable.)	ve at your present address? (Please fill
	a.	Under 6 years old	·
	b .	6 to 12 years old	
	C.	13 to 18 years old	
	d.	19 or older	
3)	What is your curren	t marital status? (Pleas	e circle ONE response.)
	a.	Married	
	b .	Single	Canomiad
	С.	Widowed/Divorced/	Separateu
4)	How many years of	school did you comple	te? (Please circle ONE response.)
	a .	1 to 8 years	(Elementary school only)
	ь.	9 to 11 years	(Attended some high school)
٠	c.	12 years	(Graduated high school)
	d.	13 to 15 years	(Attended college)
	e.	16 or more years	(Graduated college)
			2 (Cirola the LETTER subject heat
5)			on? (Circle the LETTER which best
5)	describes your occu	apation.)	
5)	describes your occu a. Clerical	apation.)	Own my own business (excluding
5)	describes your occu a. Clerical b. Professiona	ipation.) f. il (teacher,	Own my own business (excluding farming)
5)	describes your occu a. Clerical b. Professiona law	ipation.) f. I (teacher, yer, etc) g	Own my own business (excluding farming) Sales
5)	describes your occur a. Clerical b. Professiona law c. Managerial	f. I (teacher, yer, etc) g.	Own my own business (excluding farming) Sales Beekeeper and/or bee producer
5)	describes your occur a. Clerical b. Professiona law c. Managerial d. Technician	ipation.) f. d (teacher, yer, etc) h. i.	Own my own business (excluding farming) Sales Beekeeper and/or bee producer Farmer (crop, livestock, aquaculture,
5)	describes your occi a. Clerical b. Professiona law c. Managerial d. Technician e. Labor (con	ipation.) f. d (teacher, yer, etc) h. i.	Own my own business (excluding farming) Sales

	•
6)	Is this occupation the major source of your household's income?
	a. No b. Yes
7)	How long have you been a producer, packer, importer, or broker in the beekeeping industry?
	years
8)	Which income category best describes the annual gross income for all wage earners in your immediate family living with you last year? (Please circle ONE response.)
	a. Less than \$9,999 b. \$10,000 to \$19,999 c. \$20,000 to \$39,999 d. \$40,000 to \$69,999 e. \$70,000 to \$99,999 j. \$100,000 to \$149,999 s. \$150,000 to \$199,999 i. \$200,000 to \$499,999 i. \$500,000 to \$1,000,000 Over \$1,000,000
9)	How old were you on your last birthday?
	years old
10).	Are you:
	a. Female b. Male
11)	How long did it take you to complete this questionnaire?
	minutes

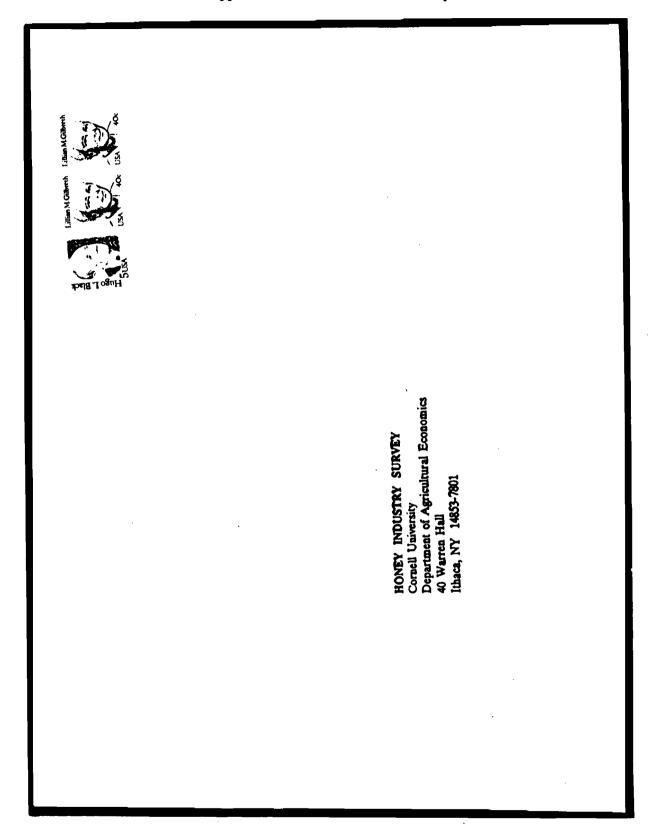
Si	ECTION F. YOUR COMM	ENTS	
Is there anything do, please use th	else that you would like to t the space below for that purpose.	ell us about your opera ose.	tion? If yo
		•	
Do you have any	comments about this surve	y in general, as well as	any of its
Do you have any specific sections learn more about status of the hon	t issues important in identify	y in general, as well as preciate your commening the needs and curre	any of its ts to help us nt economic
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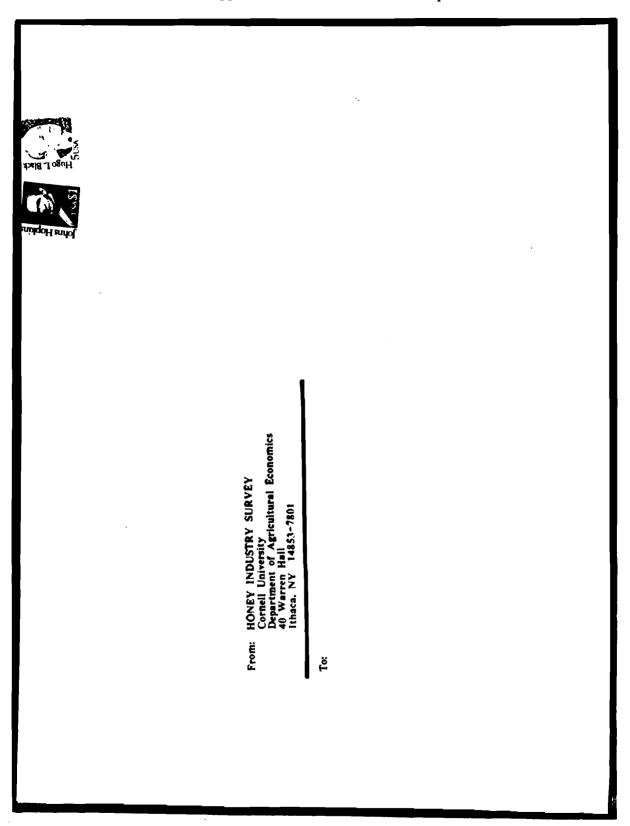
If you have any questions regarding this study or this questionnaire, please contact:

Lois Schertz Willett
Assistant Professor of Agricultural Economics
Department of Agricultural Economics
40 Warren Hall
Cornell University
Ithaca, NY 14853
(607) 255-4489

THANK YOU FOR YOUR COOPERATION. PLEASE MAIL THIS QUESTIONNAIRE TO US IN THE ENCLOSED POSTAGE PAID ENVELOPE.

Appendix A: Pretest - Return Envelope





APPENDIX B NATIONAL SURVEY



Cornell University

New York State College of Agriculture and Life Sciences Warren Hall Ithaca, NY 14853-7801

Department of Agricultural Economics

FAX (607) 2559984 January 24, 1990

Name Company Address City, State, Zip

Dear Name,

We would like to invite you to be part of a pioneering research effort that may result in better support and policies for the honey industry. Cornell University is conducting the first nationwide study of beekeepers, processors, importers and brokers. The study is supported by the Economic Research Service of the U.S. Department of Agriculture, the National Honey Board, the American Beekeeping Federation, the American Honey Producers Association and the National Honey Packers & Dealers Association.

The enclosed questionnaire is being sent to a select group of producers, packers, importers and brokers. It asks for information on the amount of honey you produce, pack and import and where you market your honey. To determine the industry's economic picture, it also asks for information on your operation's expenditures. Information from the study will be provided by the Economic Research Service of the U.S. Department of Agriculture to the U.S. Congress to assist them in establishing a pricing policy that reflects the needs and status of the honey industry. Also, the information will aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

If our study results are to reflect accurately what is happening in the industry, we need to hear from you. We know this is a busy time of year for you but we would appreciate you completing the questionnaire as soon as possible. Let us assure you that your responses will remain confidential and will never be associated with your name or company.

Again, your participation is critical to the success of the study and will contribute to an accurate evaluation of the importance of the beekeeping and honey industry to the nation. Please send your completed questionnaire in the postage-paid envelope we've enclosed for your convenience. Thank you for your cooperation and assistance.

Sincerely,

Lois Schertz Willett Assistant Professor of Agricultural Economics Cornell University

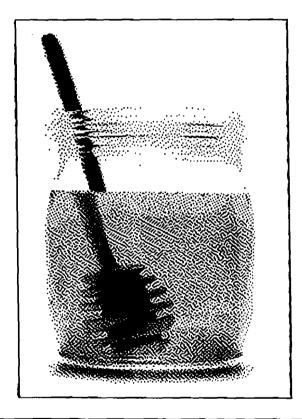
Dan W. Hall Manager National Honey Board Frederic Hoff Chief, Specialty Agriculture Branch Economic Research Service U.S. Department of Agriculture

Richard L. Adee President Association, Inc.

Robert Appel President American Honey Producers National Honey Packers & Dealers Association

Reg Willbanks President American Beekeeping Federation

HONEY INDUSTRY SURVEY



The purpose of this survey is to collect information to identify the needs and current economic status of the honey industry. Information from this study will be provided by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress to assist them in establishing a pricing policy that reflects the needs of the industry. This information will aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

Conducted by
The Department of Agricultural Economics
New York State College of Agriculture and Life Sciences
Cornell University, Ithaca, New York 14853-7801

Form Approved O.M.B. No. 0536-0035 Expiration Date 6/30/91

HONEY PRODUCERS, PACKERS, IMPORTERS AND BROKERS SURVEY

INTRODUCTION:

The Cornell Institute for Social and Economic Research (CISER) is collecting information relative to honey production, pollination and the structure of your beekeeping operation. This study of the beekeeping industry is mandated by Congress in the 1987 Appropriations Bill. The information will be used by analysts at Cornell University, the National Honey Board, and the United States Department of Agriculture.

Your response is confidential and will be used only for statistical purposes and economic analysis. Although your participation is voluntary, your cooperation is essential to help us determine the economic health of the beekeeping industry. We encourage you to make the information as accurate as possible. The survey is also supported by the American Beekeeping Federation, the American Honey Producers Association and the National Honey Packers & Dealers Association.

Public reporting burden for this collection of information is estimated to average one hour (60 minutes) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed and completing and reviewing the collected information. Send comments regarding this burden estimate or any other aspect of collection of information, including suggestions for reducing this burden to:

Department of Agriculture, Clearance Officer

O.İ.R.M Room 404-W Washington D.C. 20250

and to the:

Office of Management and Budget

Paperwork Reduction Project (O.M.B. No. 0536-0035)

Washington D.C. 20502

Cover photo courtesy of National Honey Board

ANSWER THIS QUESTION FIRST How would you classify yourself in the honey industry? (Please circle ALL that apply.) b. PACKER ' ►►► If not a producer ALSO, Skip to Section B, page 13 c. IMPORTER d. BROKER_ SECTION A. PRODUCERS I. FIRM CHARACTERISTICS Is beekeeping your: (Please circle ONE response.) 1) Full time profession a. b. Part time profession Hobby What state do you consider the primary headquarters for your beekeeping 2) operation? 3) Is your actual residence in the same state as your primary beekeeping headquarters? No If no: In what state is your actual residence? ___ ь. 4) Which of the following years did you NOT have a beekeeping operation? (Circle ALL that apply.) 1981 1984 1985 1988 b. 1982 1983 1986 We would like to know your operation's peak production history during each of the 5) last four years and the number of working colonies you had during that time. (Please fill in the information for the years when you had a beekeeping operation in the spaces provided. Write "0" if none.) 1985 1986 1987 1988 a. Number of colonies on October 1 b. # of working colonies at peak production c. Month(s) of the year your

operation experienced peak production

II. PRODUCTS AND SERVICES

Receipts and Production:

1) What were your total gross receipts from products sold, services provided and/or program participation from 1985 to 1988?

Please write: NA - if you DID NOT produce or provide specific products or services or participate in programs for that year.

0 - if you DID NOT receive any money for specific products, services or programs your operation had for that year.

Products, Services,	TO			
and Programs	<u> 1985</u>	<u>1986</u>	<u> 1987</u>	<u> 1988</u>
Honey (not forfeited to CCC) Pollination Services Beeswax Package Bees Queens and Nucs Royal Jelly, Propolis, Pollen Other Gov't. payments (net receipts) CCC forfeitures Marketing loan benefit* * Difference between loan rate	\$\$ \$\$ \$ \$ and repayr	\$ \$ \$ \$ \$ ment rate.	\$	\$ \$ \$ \$ \$ \$

2) How much of the following did your beekeeping operation produce or provide from 1985 to 1988?

Products/Services	1985	C	ALENDAR Y 1986	ÆAR <u>1987</u>	<u>1988</u>
Honey		lbs	lbs	lbs	lbs
Beeswax		_lbs	lbs	lbs	lbs
Royal jelly, Propolis and Pollen		lbs	lbs	Ibs	lbs
•					
Package Bees		_lbs	lbs	lbs	lbs
Nucs		_#	#	#	#
Queens Sold Separately		_#	#	#	#
Pollination Services					
# of Colonies		_#	#	#	#
# of Rentals		_#	#	#	#

3)	Question 2, which the	cts and services provided by your beekeeping operation referred to in which three do you consider most important to your operation? (Please he items in the spaces provided in the order of their importance to your								
		Most Important								
	Second Most Important									
			Third Mo	est Important						
4)	Did your beekeeping operation suffer a reduction in production for any of the following reasons from 1985 to 1988? (CHECK where appropriate.)									
		C/	ALENDAR YEA	.R						
	Reason	<u>1985</u>	1986 1	<u>987 1</u>	988					
	Drought									
	Disease									
	Mites									
	Other (Specify)									
										
Hone	ey Marketing:									
5)	During the period of was white, extra ligh	of 1985 to 1988 w nt amber, light am	what percent of ber or amber?	the honey yo	ou marketed					
	PERCENT OF TOTAL HONEY MARKETED FOR CALENDAR YEAR									
	Honey Marketed	<u>1985</u>	1986	<u>1987</u>	1988					
	White	%	%	%	%					
	Extra Light Amber	%	%	%	%					
	Light Amber	%	%	%	%					
	Amber	%	%	<u> </u>	%					

6) During the period of 1985 to 1988, which of the following markets did you use to dispose of your honey crop and what was the amount of honey sold in each market? (Each honey crop year's total should agree with the honey production you reported in Question 2.)

Please write NA - if you DID NOT use that specific outlet in a given year.

	POUNDS SOLD FOR CALENDAR YEAR				
Markets Used	1985	1986	<u>1987</u>	1988	
Roadside Market	lbs	lbs	lbs	lbs	
Retail Stores	lbs	lbs	lbs	lbs	
Institutions	lbs	lbs	lbs	lbs	
Broker or Dealer	lbs	1bs	lbs	lbs	
Packers/Bottlers Independent	lbs	lbs	lbs	lbs	
Cooperative	lbs	lbs	lbs	1bs	
Direct Export	lbs	lbs	lbs	ibs	
Industrial User or Food Manufacturer	1bs	lbs	lbs	lbs	
Forfeited to CCC	lbs	lbs	lbs	lbs	
Other Outlet (Specify)	lbs	lbs	lbs	lbs	
	l bs	lbs	lbs	Ibs	
Not Sold or In Storage	! bs	lbs	lbs	lbs	
TOTAL	lbs	1 hs	ths	lbs	

Government Honey Price Support Program:

7)	Since the 1981 crop support program?	year, have you participated in the government honey price
	a.	No Skip to Question 9, page 6.

8) Please fill in the information for honey your operation placed under loan with the government honey price support program from 1981 to 1988.

Please write: NA - If you DID NOT participate in the program that year.

 o - if you participated in the program but DID NOT FORFEIT ANY HONEY to the CCC or receive net receipts.

Net Receipts from Gov't Payments Marketing Honey Crop Quantity Placed Quantity Forfeited Loan Loan to CCC Forfeitures Benefit* Under Loan 1981 lbs 1982 lbs 1983 lbs 1984 lbs _lbs 1985 lbs lbs **\$____** \$___ 1986 _lbs lbs 1987 **\$____ \$___** lbs lbs 1988 **l**bs * Difference between loan rate and repayment rate.

9) For the years that you did not participate in the government honey price support program and had a beekeeping operation:

Which of the following best describes why you did not participate? (Circle ALL that apply.)

- a. I received a higher price through local markets.
- b. I did not produce enough honey to use the program.
- c. I was not familiar with how the program worked.
- d. It took too much time to complete the paper work.
- e. Cooperative placed honey under loan for me.
- f. Other (Specify)

` •				

	b. W c. W d. W	OULD NOT Could MAINTAlould DECREALOULD EXPANDOULD DIVERSI	IN the size SE the size the size of	of my of of my ope	operatio operatio eration.	n. on.	,	
	If e.: W	Would diversify into:						
	f. O	ther changes (Ple	ease specify	/.)				
ee Colony	y Transport:							
l) a.	Did you transpor 1987 or 1988? (0	t any of your be Circle ONE letter	e colonies to r for each ye	o other ear.)	states i	n 1985,	1986	
	1985 a. Yes	1986 a. Yes	1987 a. Yes		1988 a. Yes			
	b. No, 1 o	id not transport	bee colonie Skip to Qu	es to oti estion	her state 11c, bel	es in 198 ow.	85,	
ъ.	If you transporte main purpose?	d any of your be (Please check w	e colonies (here appro	to othe : priate)	r states,	what w	as the	
ъ.	If you transporte main purpose? Main Purpose	(Please check w	here appro	priate)				
ъ.	main purpose? Main Purpose a. Provide paid t	(Please check w for Transport collination service	ting Bees	priate) 1985		<u>1987</u>		
ъ.	main purpose? Main Purpose a. Provide paid p b. Seek floral so	(Please check w for Transport collination service arce for honey p	ting Bees ces crod'n	1985	1986	1987	1988	
b.	main purpose? Main Purpose a. Provide paid t	(Please check w for Transport collination service arce for honey p	ting Bees ces crod'n	1985	1986	<u>1987</u>	1988	
b .	main purpose? Main Purpose a. Provide paid p b. Seek floral so	for Transport collination service for honey p	ting Bees ees rod'n total mileas	1985 1985 ge for tr	1986	1987	1988	
	main purpose? Main Purpose a. Provide paid p b. Seek floral so c. Wintering d. Other (Specify What is your bes colonies in each transporting acti	for Transport collination service treatment of the year for any real vities to and from for all vehicles.	ting Bees es es rod'n total milear son? Total n home loc	1985 1985 ge for tr	1986	1987	198	

)	Did y 1986	our operation transport bee colonies to one or more locations during 1985, 1987 or 1988 to provide paid pollination services?
		a. No Skip to Section III, page 10. b. Yes
)	Pleas	se answer the following questions based on your most recent experience.
	a .	For which year are you providing information on pollination services?
		19
	b.	How many of your colonies were used at the start of the pollination season?
		# of COLONIES
	c.	How many of your colonies were being used at the end of the pollination season?
		# of COLONIES
	d.	How many times were your colonies relocated during the year to provide paid or unpaid pollination services?
		# of TIMES RELOCATED
	e.	How many total miles were your colonies transported during a year to provide pollination services? (Please approximate if unsure. Total miles includes all transporting activities to and from home location within state as well as between states.)
		TOTAL MILES

	p: aı	aid pollinati	on services. Ilination fee	, the main cost received.	rops pollina Begin with	ated, colonia the first c	colonies provide les used, and rops pollinated in e crop is column.	: ;
	State(s) Where Service is	Major Crops Pollinated	Total Colonies Used	Colonies Used Per Acre	Fee Rec'd per	Service Begins	n Length of Time Crop is Pollinated	
	Provided (state)	(crop)	(number)	(number)	Colony (dollars)	(month, day)	(days)	
					·	-		
				·	-	_		
						<u> </u>	- ——	
			-		-			
						-		
	•			·	.	_		
14)	Please id	lentify whe	re your col	lonies that	are used t	to provide	paid	
		L	cation (Sta	te)	Number	r of Colonie	es	
							<u> </u>	
							_	
				9				

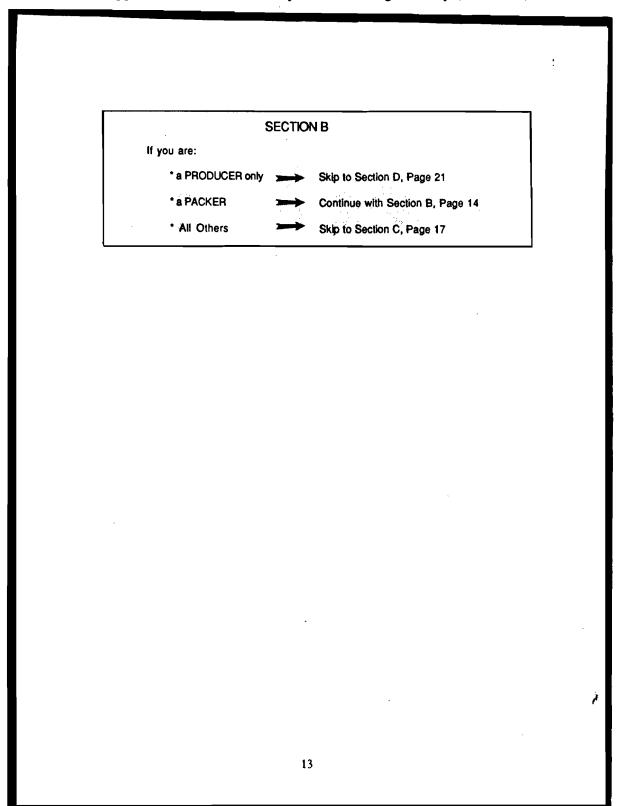
1988	PESTICIDE AND WINTER LOSSES
1)	Did your beekeeping operation incur losses from pesticides during 1988?
	a. Nob. Skip to Question 6, below.
2)	What percent of your colonies were affected by pesticides in 1988?
	% COLONIES AFFECTED
3)	What percent of your affected colonies suffered 50% or more loss of honey bees from pesticides?
4)	Where did most of your losses occur? (Circle ONE answer.)
	a. Colony b. Field c. Both
5)	Are you normally reimbursed for your honey bee losses from pesticides?
	a. No b. Yes
6)	Does your beekeeping operation normally incur winter losses?
	 a. No b. Skip to Section IV, page 11.
7)	What percent of your colonies are affected by winter loss each year?
	% COLONIES AFFECTED
8)	What percent of your affected colonies suffered 50% or more winter loss of honey bees?
	% COLONIES WITH 50% LOSS

	What method	 do you use to replace winter losses? (Circle ALL that apply.) a. Package bees b. Divisions with purchased queens c. Divisions with queens raised by the beekeeper using a natural queen cell d. Divisions with queens raised by the beekeeper using a grafted queen cell
IV. L	ABOR USE	
1)	What is the a on your entire	verage number of hours per week each of the following have spent e operation in 1988? (Please fill in the blanks provided.)
	Please w	write: NA - If you DID NOT USE a specific labor source during a given time
		Jan-Mar Apr-Jun Jul-Sep Oct-Dec (hours/week) (hours/week) (hours/week)
	Yourself	
	Other Family Members	·
	Hired Labor	
	Hired Labor Full Time	
2	Full Time Part Time	average wage rate paid by your operation for each of the following?
2	Full Time Part Time	a. Full time hired labor? dollars/hour.
2	Full Time Part Time	

v.

Where did you adve contributions for ad National Honey Bo	vertising an	d promotion d	one by mark	eting cooperate	tives and thes.)				
	Honey	Honey with other Products	Beeswax	Pollination Services	Package Bees and Oueens				
Local Newspapers_									
Circulars									
Bækæping Journals									
Magazines									
Community Bulletin Boards									
Direct Mail									
Road Signs				·					
Word of Mouth									
Other (Please List)									
Didn't Advertise									
Which of the following beekeeping promotional activities did you participate in during 1988? (Circle ALL that apply.)									
a.	Distrib	uting recipes u	ising honey	Dioplana					
	b. Giving demonstrations/Setting up Displays (e.g. county fairs, flea markets, grocery stores, bazaars etc								
c. d.									
e. f.	Publish	ing newspape ining observat	r articles						
g.	Contrib	outing to the N	ational Hone	ey Board					
ň.	Other (Please Specif	y)	•					

Appendix B: National Survey - First Mailing - Survey (continued)



SECTION B. PACKERS

I. FIRM CHARACTERISTICS

- 1) Are you a: (Please circle ONE response.)
 - a. Full time Packer
 - b. Part time Packer;

Other time spent on beekeeping activities

c. Part time Packer,

Other time spent on non-beekeeping activities

2) In what state do you have your packing facilities?

II. PRODUCTS AND SERVICES

- 1) Did your operation do any subcontracted packing services for other businesses in 1988?
 - a. No Skip to question 3, page 15.
 - b. Yes
- 2) FOR SUBCONTRACTED HONEY ONLY:
 Please fill in the following information about honey you packed for other
 businesses from 1985 to 1988.

Please write: NA - if you DID NOT accept any subcontracts that year.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Services
1985	Domestic Foreign	lbs	\$	\$
1986	Domestic Foreign	lbs	\$	\$
1987	Domestic Foreign	lbs lbs	\$	\$
1988	Domestic Foreign	1bs 1bs	\$ \$	\$ \$

3)	For All	Packing	Services	Excluding	Subcon	tracted	Service	es:	
·	Please fill	l in the foll	owing info	rmation abou	it honey y	you pack	ed from	1985 to	1988.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Packed Honey
Pur	Own Honey chased Domestic rchased Foreign	lbs lbs lbs	\$	\$ \$ \$
	Own Honey chased Domestic rchased Foreign	lbs lbs lbs	\$	\$ \$ \$
	Own Honey rchased Domestic rchased Foreign	lbs lbs lbs	\$	\$ \$
	Own Honey rchased Domestic rchased Foreign	lbs lbs lbs	\$ \$	\$ \$ \$

4) How much honey did your operation sell through the following market outlets from 1985 to 1988?

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SO	OLD FOR CALE	ENDAR YEAR 1987	1988
Roadside Market	lbs	1bs	!bs	1bs
Roadside ividikei	105			108
Retail Stores	lbs	lbs	lbs	lbs
Institutions	lbs	i bs	lbs	lbs
Broker or Dealer	lbs	lbs	lbs	lbs
Direct Export	lbs	lbs	lbs	lbs
Industrial User or Food Manufacturer	lbs	lbs	lbs	
Other Outlet (Specify)	lbs	lbs	lbs	lbs
AT	lbs	lbs	lbs	lbs
Not Sold or In Storage	lbs	1bs	(bs	lbs
TOTAL	lbs	lbs	lbs	lbs

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

1) Where did you advertise your products and services in 1988? (Please put a CHECK on the appropriate spaces.)

_	Honey	Honey with other Products	Packing Services	Other Products or Services
Local Newspapers				
Circulars				
Beekeeping Journals				-
Magazines				
Community Bulletin Boards				
Direct Mail				
Road Signs				
Word of Mouth				
Other (Please List)				
				
Didn't Advertise				

SECTION C

If you are:

- * NOT an Importer or Broker→ Skip to Section D, Page 21
- * an Importer or Broker > Please continue with Section C, Page 18

17

SECTION C. IMPORTERS AND BROKERS

FIRM CHARACTERISTICS I.

- Which of the following best describes your operation? (Please circle ONE 1) response.)
 - Full time Importer Full time Broker
 - b.
 - Full time Importer and Broker c.
 - d. Part time Importer
 - e. f. Part time Broker
 - Part time Importer and Broker
- 2) In what state do you have your primary headquarters?

H. PRODUCTS AND SERVICES

- 1) What products do you negotiate? (Circle ALL that apply.)

 - Honey Other Nutritive Sweeteners (e.g. corn syrup, sugar, etc.) b.
 - Other Agricultural Products Non-Agricultural Products c. d.
- During the period of 1985 to 1988, please indicate the quantity of honey negotiated 2) by your operation, its source, the cost, and the revenue received.

Calendar Year	Honey Source	Volume	Total Cost	Total Revenue
1985	Domestic Foreign	lbs	\$ \$	\$ \$
1986	Domestic Foreign	lbs	\$	\$ \$
1987	Domestic Foreign	lbs	\$ \$	\$ \$
1988	Domestic Foreign	lbs	\$	\$

	CALEN 1986 lbs	S SOLD FOR IDAR YEAR 1987	1988
		lbs	
lbs			lbs
	lbs	lbs	lbs
lbs	lbs	lbs	Ibs
i bs	1bs	1bs	lbs
			1bs
lbs	lbs	lbs	lbs
lbs	lbs .	lbs	lbs
lbs	lbs	lbs	lbs
lbs	Ibs _	lbs	lbs
lbs _	lbs	lbs	lbs
	lbslbslbslbs		

	CHECK on the appr	oprime space	Honey		
		Honey	with other Nutritive Sweeteners	Brokerage and Importer Services	Other Products or Services
	Local Newspapers				
	Circulars				
	Bækæping Journals				
	Magazines				
	Community Bulletin Boards				
	Direct Mail	·			
	Road Signs				
	Word of Mouth				
	Other (Please List)				
	 .				
	Didn't Advertise				
<u>ر</u>	Pleas	e continue u	rith Section D, F		
	· ieas	se continue w	Min Section D, F	'age 21.	

SECTION D. FINANCES

Total Gross Expenses: - Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

1) Please estimate the cost of the following items to your entire operation in 1988. (Please fill in the blanks for ALL that apply.)

Please write: NA - for items that DO NOT apply to your operation.

0 - if you DID NOT incur any expenses for that item in 1988.

	COST	TEM
\$ \$ \$		Labor Hired labor Hired labor benefits (e.g. housing allowance, insurance, etc.) Salaries of corporate officers, management, office labor, etc.
\$ \$ \$		Bees Bee food Queens and Nucs Package Bees
S		Supplies General (e.g. smokers, veils, drugs, supers) Containers and Packaging Materials
\$ \$		Equipment Repair and Maintenance Gas and oil
\$_ \$_		Buildings Repair and Maintenance Mortgage (including interest paid)
\$ \$ \$ \$		Overhead Expenses Utilities Business Insurance Taxes Location Rent Interest on Operating Capital Office Expenses (excluding salaries)
\$_ \$_ \$_ \$_		Marketing Activities Advertising Publication Subscriptions Promotion (excluding NHB Assessments) Marketing Fees (e.g. brokerage fees)
\$		Other (Specify.)

Financial Situation: -Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

2) In 1988, what was your operation's approximate gross income? (Gross income is the total income before subtracting expenses. Circle the LETTER which applies to your operation.)

a.	\$2,499 or less	g.	\$50,000 to \$99,999
b.	\$2,500 to \$4,999	h.	\$100,000 to \$149,999
c.	\$5,000 to \$9,999	i.	\$150,000 to \$199,999
d.	\$10,000 to \$19,999	j.	\$200,000 to \$499,999
e.	\$20,000 to \$39,999	k.	\$500,000 to \$999,999
f.	\$40,000 to \$49,999	1.	\$1,000,000 to \$999,999

 In 1988, what was your operation's net income? (Net income is gross income minus expenses. Circle the LETTER which applies.)

a.	Costs exceeded income Broke even \$1 to \$2,499 \$2,500 to \$4,999	e.	\$5,000 to \$9,999
b.		f.	\$10,000 to \$19,999
c.		g.	\$20,000 to \$49,999
d.		h	\$50,000 to \$49,999
a.	\$2,500 to \$4,999	ň. i.	\$50,000 to \$99,999 \$100,000 or more

What would you estimate to be the total value of all the assets of your operation at the end of 1988? (Assets include land, buildings, machinery, hives, honey, beeswax and other property. Circle the LETTER which applies.)

h. \$100,000 to \$149,999 i. \$150,000 to \$199,999 j. \$200,000 to \$499,999 k. \$500,000 to \$999,999 l. \$1,000,000 to \$1,499,999 m. \$1,500,000 to \$1,999,999 n. \$2,000,000 or more

5) What was the approximate total amount of debt on the assets of your operation at the end of 1988? (Circle the LETTER which applies.)

a.	No debt		
Ь.	\$2,499 or less		4100 000
C.	\$2,500 to \$4,999	į.	\$100,000 to \$149,999
d.	\$5,000 to \$9,999	j.	\$150,000 to \$199,999
e.	\$10,000 to \$19,999	k.	\$200,000 to \$499,999
f.	\$20,000 to \$39,999	1	\$500,000 to \$999,999
g.	\$40,000 to \$49,999	m.	\$1,000,000 to \$1,499,999
g. h.	\$50,000 to \$99,999	n.	\$1,500,000 to \$1,999,999
	120,000 10 \$77,777	О.	\$2,000,000 or more

			,
			•
	SECTIO	N E. PERSONAL INF	ORMATION
1)	Which of the follow	ing hest describes the la	ocation of your primary residence?
-,		TTER where you live i	
	(,
	a.	Farm	
	ь.	Rural but not farm	500 ·
	C.	Community under 2	
	d. c.	Community 2,500 C	or more but less than 25,000 or more but less than 50,000
	e. f.	Community 50,000	or more but less than 100,000
	g.	Community 100,000	
	•	200,000	
2)	How many people,	including yourself, li	ve at your present address? (Please fill
	in the blanks. Put "	" where applicable.)	
	a.	Under 6 years old	
	a. b.	6 to 12 years old	
	c.	13 to 18 years old	
	d.	19 or older	
3)	What is now announ	t manital status? (Place	e circle ONE recogno
3)	what is your curren	t manuai status: (Ficas	e circle ONE response.)
	8.	Married	
	b .	Single	
	C.	Widowed/Divorced/	Separated Separated
4)	How many years of	school did you comple	ete? (Please circle ONE response.)
7)	110 w many years or	school did you comple	ic. (Thouse choic Of VL Tesponse.)
	2.	1 to 8 years	(Elementary school only)
	. b .	9 to 11 years	(Attended some high school)
	c.	12 years	(Graduated high school)
	d.	13 to 15 years	(Attended college)
	c.	16 or more years	(Graduated college)
5)	What do you consid	ler your major occupati	on? (Circle the LETTER which best
-,	describes your occu		•
	a. Clerical	f.	Own my own business (excluding
	b. Professiona	•	farming)
		er, etc) g.	Sales
	c. Managerial	h.	Beekeeper and/or bee producer
	d. Technician	i.	Farmer (crop, livestock, aquaculture,
	e. Labor (cons	ory, etc.) j.	poultry etc.) Retired
	taci	ω _y , οιο.)].	A.1

Other

6)	Is this	is occupation the major so	surce of you	r household's income?
	a . b .	No Yes		
7)	How indus	long have you been a prostry?	oducer, pack	er, importer, or broker in the beekeeping
		years		
8)	Which earner respon	h income category best ers in your immediate fan ense.)	describes th ully living w	ne annual gross income for all wage ith you last year? (Please circle ONE
	a. b. c. d. c.	Less than \$9,999 \$10,000 to \$19,999 \$20,000 to \$39,999 \$40,000 to \$69,999 \$70,000 to \$99,999	f. g. h. i.	\$100,000 to \$149,999 \$150,000 to \$199,999 \$200,000 to \$499,999 \$500,000 to \$1,000,000 Over \$1,000,000
9)	How o	old were you on your last	birthday?	
		у	ears old	
10)	Are you	ou:		
		a. Female b. Male		
(1)	How lo	ong did it take you to com	plete this qu	estionnaire?
			minutes	
		·	24	

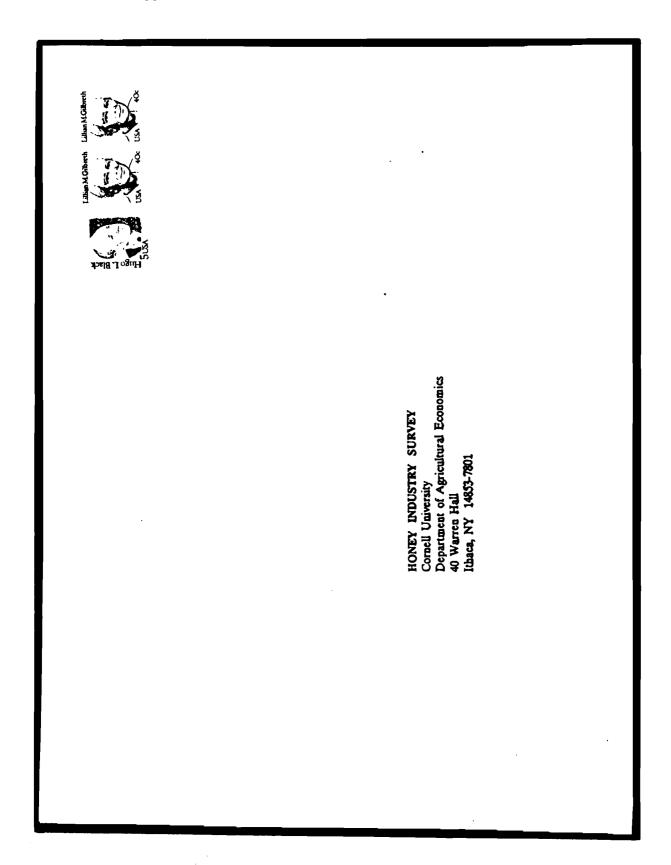
	000000000000000000000000000000000000000		
	SECTION F. YO	UR COMMENTS	
Is there anyt do, please u	ning else that you we se the space below f	ould like to tell us a or that purpose.	about your operation?
			
Do you have specific sect learn more a status of the	any comments abortions or questions? Voluments in the bout issues important honey industry.	at this survey in ge Ve would apprecia t in identifying the	eneral, as well as any te your comments to a needs and current ec
Do you have specific sect learn more a status of the	any comments abortions or questions? Votont issues important honey industry.	at this survey in ge Ve would apprecia t in identifying the	eneral, as well as any te your comments to e needs and current ec
Do you have specific sect learn more a status of the	any comments abortions or questions? Voluments important honey industry.		eneral, as well as any te your comments to e needs and current ec
Do you have specific sect learn more a status of the	any comments abortions or questions? Visual insues important honey industry.		eneral, as well as any te your comments to e needs and current ec
Do you hav specific sectlearn more a status of the	any comments abortions or questions? Vocations or questions? Vocations in the property of the		eneral, as well as any te your comments to e needs and current ec

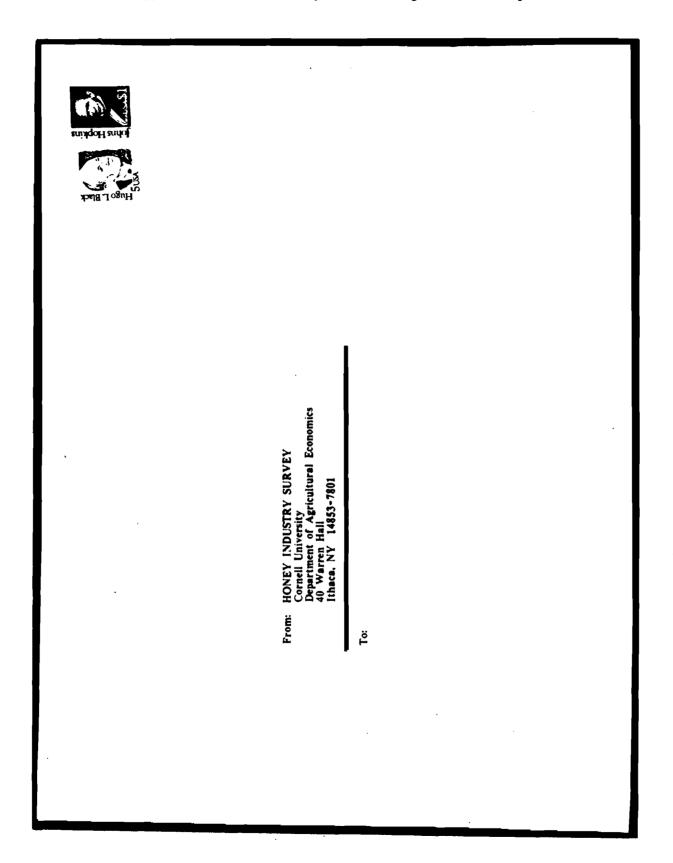
If you have any questions regarding this study or this questionnaire, please contact:

Lois Schertz Willett
Assistant Professor of Agricultural Economics
Department of Agricultural Economics
40 Warren Hall
Cornell University
Ithaca, NY 14853
(607) 255-4489

THANK YOU FOR YOUR COOPERATION. PLEASE MAIL THIS QUESTIONNAIRE TO US IN THE ENCLOSED POSTAGE PAID ENVELOPE.

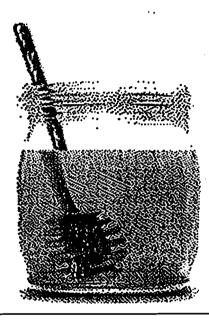
Appendix B: National Survey - First Mailing - Return Envelope





Honey Industry Survey Cornell University 40 Warren Hall Ithaca, N.Y. 14853-7801





Eebruary, 1990

Two weeks ago I mailed you a Honey Industry Survey. If you have already completed the questionnaire, please accept my sincere thanks. If not, please complete the questionnaire as soon as possible.

This is the first study of the honey industry that will be used to formulate and provide program support for all aspects of the honey industry. The study results will be submitted by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress who have required that such a study be conducted. The information will also aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

We need your response if you want to be a part of this landmark research effort. If you need a replacement questionnaire, please call me collect at 607-255 4489 and I will mail you another. Thanks for your help.

Sincerely,

Lois Schertz Willeh

Willed



Cornell University

New York State College of Agriculture and Life Sciences Warren Hall Ithaca, NY 14853-7801

Department of Agricultural Economics

FAX (607) 2559984 February 24, 1990

Name Company Address City, State, Zip

Dear Name,

About a month ago we wrote to you asking your help in a study of the nation's honey industry. We realize that the last few months may have been an extremely busy time for you. We hope that now is a better time for you to assist us.

You may still be wondering why it is so important that we hear from you. First, the policies and program support for the industry are decided by your legislators. To date, these policies have been designed without the benefit of comprehensive information that this type of study can provide. If you want your decision makers to have a better understanding of what you and the industry need, we need to have your cooperation. Information from the study will be provided by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress to assist them in establishing a pricing policy that reflects the needs and status of the honey industry. The information from this study will also aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

We are aware that the enclosed questionnaire may take a bit of your time. We are also aware that some of the information we're asking requires you to go back to files you have not had to bother with for a number of years. However, if your representatives in Congress are to be knowledgeable about what is important to you and the industry, we need you to provide us with this information.

Please don't pass up this opportunity to be heard. The U.S. Congress may not mandate another industry-wide study of this kind for a long time. Your responses will remain confidential and will never be associated with your name or company. Please complete the questionnaire as soon as possible and send it to us in the enclosed postage-paid envelope.

Sincerely,

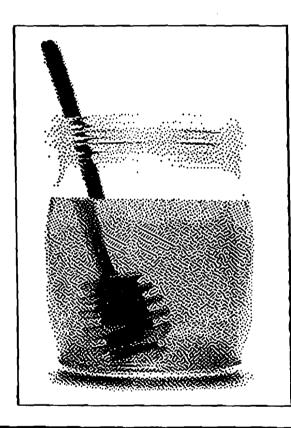
Lois Schertz Willett
Assistant Professor of
Agricultural Economics
Cornell University

Dan W. Hall Manager National Honey Board Frederic Hoff
Chief, Specialty Agriculture Branch
Economic Research Service
U.S. Department of Agriculture

Richard L. Adee
President
American Honey Producers
Association, Inc.

Robert Appel President National Honey Packers & Dealers Association Reg Willbanks President American Beekeeping Federation

HONEY INDUSTRY SURVEY



The purpose of this survey is to collect information to identify the needs and current economic status of the honey industry. Information from this study will be provided by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress to assist them in establishing a pricing policy that reflects the needs of the industry. This information will aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

Conducted by
The Department of Agricultural Economics
New York State College of Agriculture and Life Sciences
Cornell University, Ithaca, New York 14853-7801

Form Approved O.M.B. No. 0536-0035 Expiration Date 6/30/91

HONEY PRODUCERS, PACKERS, IMPORTERS AND BROKERS SURVEY

INTRODUCTION:

The Cornell Institute for Social and Economic Research (CISER) is collecting information relative to honey production, pollination and the structure of your beekeeping operation. This study of the beekeeping industry is mandated by Congress in the 1987 Appropriations Bill. The information will be used by analysts at Cornell University, the National Honey Board, and the United States Department of Agriculture.

Your response is confidential and will be used only for statistical purposes and economic analysis. Although your participation is voluntary, your cooperation is essential to help us determine the economic health of the beekeeping industry. We encourage you to make the information as accurate as possible. The survey is also supported by the American Beekeeping Federation, the American Honey Producers Association and the National Honey Packers & Dealers Association.

Public reporting burden for this collection of information is estimated to average one hour (60 minutes) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed and completing and reviewing the collected information. Send comments regarding this burden estimate or any other aspect of collection of information, including suggestions for reducing this burden to:

Department of Agriculture, Clearance Officer

O.İ.R.M Room 404-W Washington D.C. 20250

and to the:

Office of Management and Budget

Paperwork Reduction Project (O.M.B. No. 0536-0035)

Washington D.C. 20502

Cover photo courtesy of National Honey Board

ANSW	ER THIS QU	ESTION FI	RST				
How wou	uld you classify	yourself in the	e honey industr	y? (<u>Plea</u>	se circle	ALL that	apply.)
	a. PRODUC b. PACKEF c. IMPORT d. BROKEF	ER -	If not a produc	er ALSO	, Skip to	Section B,	page 13
		SECTIO	N A. PRODUC	CERS			
i. Fi rn	A CHARACTER	RISTICS					
I)	Is beekeeping	your: (Please	circle ONE res	sponse.)			
		a. Full b. Part c. Hobb	time profession time profession by	•			
2)	What state do operation?	you consider	the primary hea	adquarter	s for you	r beekeepii	ng
3)	a. b.	No Yes	the same state at	state is y	our actu	al residence	?
4)	Which of the (Circle ALL)	e following ye that apply.)	ars did you N O)T have	a beeke	eping opera	ation?
	a. 1981 b. 1982 c. 1983	e.	1984 1985 1986	g. h.	1987 1988		
5)	last four yea (Please fill i	rs and the nun n the informat	our operation's purpose of working ion for the year te "0" if none.)	r colonies	s vou hac	i during tha	it time.
	a. Number on Octol		1985	19 	86	1987	1988
	b. # of wor at peak p	king colonies production					
	c. Month(s operatio peak pro	s) of the year y n experienced oduction	our	_			

II. PRODUCTS AND SERVICES

Receipts and Production:

What were your total gross receipts from products sold, services provided and/or program participation from 1985 to 1988?

Please write: NA - if you DID NOT produce or provide specific products or services or participate in programs for that year.

0 - If you DID NOT receive any money for specific products, services or programs your operation had for that year.

TOTAL GROSS RECEIPTS FOR CALENDAR YEAR Products, Services, and Programs 1985 1986 1987 1988 Honey (not forfeited to CCC) Pollination Services **Beeswax** Package Bees Queens and Nucs Royal Jelly, Propolis, Pollen Other Gov't. payments (net receipts) CCC forfeitures Marketing loan benefit*

* Difference between loan rate and repayment rate.

. 2) How much of the following did your beekeeping operation produce or provide from 1985 to 1988?

Products/Services	<u>1985</u>	CALEN 1986		EAR 1987	<u>1988</u>
Honey Beeswax		bs bs	lbs	lbs	lbs
Royal jelly, Propolis and Pollen		bs	lbs	tbs	lbs
Package Bees Nucs		lbs	lbs	lbs	lbs
Queens Sold Separately		" #	#	#	#
Pollination Services # of Colonies		#	#	#	#
# of Rentals		# <u></u>	" #	#	#

	Ouestion 2, which the	ts and services provided by your beekeeping operation referred to in hich three do you consider most important to your operation? (Please e items in the spaces provided in the order of their importance to your							
			Mo	st Important					
			Sec	ond Most Impo	ortant				
			Thi	rd Most Import	ant				
	Did your beekeeping following reasons from	operation suf om 1985 to 19	fer a reduction 88? (CHECK	in production where approp	for any of the riate.)				
			CALENDAR	YEAR					
	Reason	1985	<u>1986</u>	1987	1988				
	Drought								
	Disease								
	Mites								
	Other (Specify)								
									
on	During the period of was white, extra ligh	of 1985 to 19 nt amber, light	88 what perce t amber or amb	ent of the honer?	ey you marketed				
		PERCENT OF TOTAL HONEY MARKETED FOR CALENDAR YEAR							
	Honey Marketed	<u>1985</u>	<u>1986</u>	<u>1987</u>	1988				
	White		%	_%	_%%				
	Extra Light Amber		%	_%	_%%				
	Light Amber		. %	_%	_ % %				

6)	During the period of 1985 to 1988, which of the following markets did you use to
	dispose of your honey crop and what was the amount of honey sold in each
	market? (Each honey crop year's total should agree with the honey production you
	reported in Question 2.)

Please write NA - if you DID NOT use that specific outlet in a given year.

	POUNDS SOLD FOR CALENDAR YEAR				
Markets Used	1985	1986	<u>1987</u>	1988	
Roadside Market	lbs	lbs	lbs	lbs	
Retail Stores	i bs	lbs	lbs	lbs	
Institutions	lbs	1 bs	1bs	lbs	
Broker or Dealer	fbs	lbs	1bs	lbs	
Packers/Bottlers Independent	! bs	lbs	lbs	lbs	
Cooperative	! bs	lbs	lbs	lbs	
Direct Export	lbs	lbs	lbs	lbs	
Industrial User or Food Manufacturer	(bs	lbs	lbs	lbs	
Forfeited to CCC	lbs	lbs	`lbs	lbs	
Other Outlet (Specify)	lbs	lbs	lbs	lbs	
	lbs	lbs	lbs	lbs	
Not Sold or In Storage	lbs	lbs	lbs	lbs	
TOTAL	lbs	lbs	lbs	lbs	

Government Honey Price Support Program:

7)	Since the 1981 crop; support program?	year, have you participated in the government honey price
	a . b.	No Skip to Question 9, page 6.

5

8)	Please fill in the information for honey your operation placed under loan with the
	government honey price support program from 1981 to 1988.

Please write: NA - if you DID NOT participate in the program that year.

0 - if you participated in the program but DID NOT FORFEIT ANY HONEY to the CCC or receive net receipts.

			Net Receipts from Gov't Payments
Honey Crop Year	Quantity Placed Under Loan	Quantity Forfeited to CCC	Marketing Loan Loan Forfeitures Benefit*
1981	1bs	lbs	\$
1982	l bs	Ibs	\$
1983	lbs	lbs	\$
1984	lbs	lbs	\$
1985	lbs	lbs	\$
1986	lbs	lbs	\$ \$
1987	lbs	lbs	\$
1988 * Difference be	lbs tween loan rate and rep	lbs	\$\$

9) For the years that you did not participate in the government honey price support program and had a beekeeping operation:

Which of the following best describes why you did not participate? (Circle ALL that apply.)

- I received a higher price through local markets.
- I did not produce enough honey to use the program.

 I was not familiar with how the program worked. b.
- c. d. It took too much time to complete the paper work.
- Cooperative placed honey under loan for me.
- Other (Specify)

	program	a. b. c. d. c.	ed? (Please circle A COULD NOT CO Would MAINTAI Would DECREAS Would EXPAND Would DIVERSII	ONTINUE be In the size of the size of my Ty into other	eing a becked my operation my operation y operation. areas of beck	1. eeping.	
		If e.:	Would diversify in	ito:		_	_
		f.	Other changes (Ple	ease specify.)			<u> </u>
Bee (Colony	Transport:					
11)	a .	Did you transp 1987 or 1988?	port any of your bear (Circle ONE letter	e colonies to or r for each year	other states in r.)	n 1985,	1986,
		1985	1986 a. Yes	1987	1988		
		a. Yes	a. Yes	a. Yes	a. Yes		
	•	h No	a. Yes , I did not transport 1987 or 1988	hee colonies	to other state	s in 198 ow.	35,
	b .	b. No 1986,	I did not transport	t bee colonies Skip to Ques	to other state stion 11c, belo other states,	ow.	
	ъ.	b. No 1986, If you transpo main purpos	, I did not transport 1987 or 1988	t bee colonies Skip to Ques ee colonies to where appropr	to other state stion 11c, belo other states, iate)	ow. what w	as the
	ъ.	b. No 1986, If you transpo main purpos Main Purpo a. Provide pa	y did not transport 1987 or 1988 orted any of your be the? (Please check voice) for Transport and pollination servi	t bee colonies Skip to Ques ee colonies to where appropr ting Bees	to other state stion 11c, below other states, iate)	what w	as the 1988
	b .	b. No 1986, If you transport train purpos Main Purpo a. Provide pa b. Seek floral	, I did not transport 1987 or 1988 orted any of your being? (Please check was see for Transport	t bee colonies Skip to Ques ee colonies to where appropr ting Bees	to other state stion 11c, belo other states, iate)	what w	as the 1988
	ь.	b. No 1986, If you transport train purpos Main Purpos a. Provide pab. Seek floral	y did not transport 1987 or 1988	t bee colonies Skip to Ques ee colonies to where appropr ting Bees	to other state stion 11c, below other states, iate)	what w	as the 1988
	b.	b. No 1986, If you transport train purpos Main Purpos a. Provide pab. Seek floral	y did not transport 1987 or 1988 orted any of your be the? (Please check voice) for Transport and pollination servi	t bee colonies Skip to Ques ee colonies to where appropr ting Bees	to other state stion 11c, belo other states, riate)	what w	as the 1988
	b. с.	b. No 1986, If you transport transporting d. No. 1986, Browlde particle p	y did not transport 1987 or 1988	t bee colonies Skip to Ques ee colonies to where appropr ting Bees prod'n e total mileage ason? Total rom home local	other states, iate) 1985 1986	what w	1988
		b. No 1986, If you transport transporting d. Other (Spectral Colonies in etransporting between state a. 19	orted any of your being? (Please check was for Transportid pollination servid source for honey) best estimate of the ach year for any reactivities to and frotes for all vehicles.	thee colonies Skip to Ques ee colonies to where appropr eting Bees ces prod'n e total mileage ason? Total m om home locat miles	other states, iate) 1985 1986	what w	1988
		b. No 1986, If you transport transporting d. Other (Spectral Colonies in etransporting between state a. 19	orted any of your being? (Please check was for Transportid pollination servid source for honey) best estimate of the ach year for any reactivities to and frotes for all vehicles.	t bee colonies -Skip to Ques ee colonies to where appropr -ting Bees	other states, iate) 1985 1986	what w	1988

Polli	nation Services:
12)	Did your operation transport bee colonies to one or more locations during 1985, 1986, 1987 or 1988 to provide paid pollination services?
	 a. No b. Yes Skip to Section III, page 10.
13)	Please answer the following questions based on your most recent experience.
	a. For which year are you providing information on pollination services?
	19
	b. How many of your colonies were used at the start of the pollination season?
	# of COLONIES
	C. How many of your colonies were being used at the end of the pollination season?
	# of COLONIES
	d. How many times were your colonies relocated during the year to provide paid or unpaid pollination services?
•	# of TIMES RELOCATED
	e. How many total miles were your colonies transported during a year to provide pollination services? (Please approximate if unsure. Total miles includes all transporting activities to and from home location within state as well as between states.)
	TOTAL MILES

	ap; the	plicable po e year and p	llination fee proceed thro	es received. Soughout the ort additional	Begin with year. If mo	the first cr re than on	es used, and ops pollinated in e crop is olumn.
	is	Major Crops Pollinated	Total Colonies Used	Colonies Used Per Acre	Fee Rec'd per	Service Begins	Length of Time Crop is Pollinated
	Provided (state)	(crop)	(number)	(number)	Colony (dollars)	(month, day)	(days)
				. — 			
							·
•							
							-
						-	
							-
. 14)	Please id	entify whe	re your col	lonies that	are used to	o provide	paid
	Pommue		ocation (Sta		Number	of Colonic	es
							
							
							

III.

1988 F	PESTICIDE AND WINTER LOSSES
1)	Did your beekeeping operation incur losses from pesticides during 1988?
	 a. No b. Skip to Question 6, below.
2)	What percent of your colonies were affected by pesticides in 1988?
	% COLONIES AFFECTED
3)	What percent of your affected colonies suffered 50% or more loss of honey bees from pesticides?
	% COLONIES WITH 50% LOSS
4)	Where did most of your losses occur? (Circle ONE answer.)
	a. Colony b. Field c. Both
5)	Are you normally reimbursed for your honey bee losses from pesticides?
	a. No b. Yes
6)	Does your beekeeping operation normally incur winter losses?
	a. No Skip to Section IV, page 11. b. Yes
7)	What percent of your colonies are affected by winter loss each year?
	% COLONIES AFFECTED
8)	What percent of your affected colonies suffered 50% or more winter loss of honey bees?
	% COLONIES WITH 50% LOSS

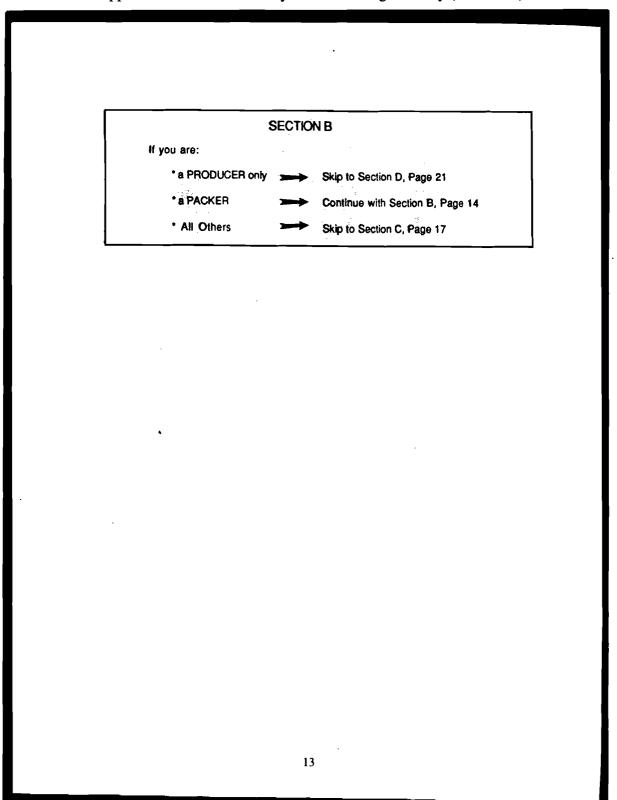
Appendix B. National Survey- Third Mailing - Survey (continued)

IV.

What r	nethod do yo	u use to rep	place winter los	ses? (Circle A)	LL that apply.)	
	a. b. c. d.	Divisior natural o Divisior	ns with purchas ns with queens : queen cell	raised by the bo	eekeeper using eekeeper using	
		g	4			
OR USE						
What i on you	s the averag	e number o ation in 198	of hours per wee 188? (Please fill	ek each of the 1 in the blanks p	following have rovided.)	spent
_				 _		
l Pi	ease write: I	NA - If you	DID NOT USE	a specific tabo	or source during	a given tin
اع ا	ease write: 	NA - if you	DID NOT USE	a specific tabo	or source during	a given tin
PI		an-Mar	Apr-Jun	Jul-Sep	Oct-Dec (hours/week)	
Yourse	j <u>(ho</u>	an-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
Yourse Other)	j <u>(ho</u>	an-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
Yourse Other)	in	an-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
Yourse Other: Men	in	an-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
Yourse Other: Men Hired Full	family hers	an-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
Yourse Other: Men Hired Full Part	Incho elf Family nbers Labor Time	an-Mar urs/week)	Apr-Jun (hours/week)	Jul-Sep (hours/week)	Oct-Dec	

٧.	ADV	ERTISING AND PRO	MOTION/	AL ACTIVITI	ES		
	1)	Where did you adve contributions for adv National Honey Boa	vertising an	nd promotion d	done by mark	keting cooperat	
		-	Honey	Honey with other Products		Pollination Services	Package Bees and Oueens
		Local Newspapers_					
		Circulars _					
		Beekeeping Journals		-			
		Magazines _					
		Community Bulletin Boards					
		Direct Mail		-			·
		Road Signs _		- ——			·
		Word of Mouth					·
		Other (Please List)					
						- 	
		Didn't Advertise		- ——		_	
	2)	Which of the follow during 1988? (Circ	ving beeker cle ALL tha	eping promotic at apply.)	onal activitie	s did you parti	cipate in
		a. b.	Giving (e.g. co	outing recipes us demonstration ounty fairs, fle	ons/Setting up ea markets, g	p Displays grocery stores,	, bazaars etc.)
		c. d.	Distrib	outing honey in outing free sam	nples		
		e. f.	Mainta	hing newspape aining observat	ition hive		
		g. h.	Contrib Other	buting to the N (Please Specif	Vational Hongy)	ey Board	

Appendix B: National Survey- Third Mailing - Survey (continued)



SECTION B. PACKERS

I. FIRM CHARACTERISTICS

- 1) Are you a: (Please circle ONE response.)
 - a. Full time Packer
 - b. Part time Packer;
 - Other time spent on beekeeping activities
 - c. Part time Packer;

Other time spent on non-beekeeping activities

2) In what state do you have your packing facilities?

II. PRODUCTS AND SERVICES

- 1) Did your operation do any subcontracted packing services for other businesses in 1988?
 - a. No Skip to question 3, page 15.
 - b. Yes
- 2) FOR SUBCONTRACTED HONEY ONLY:

Please fill in the following information about honey you packed for other businesses from 1985 to 1988.

Please write: NA - if you DID NOT accept any subcontracts that year.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Services	_
1985	Domestic Foreign	lbs	\$	\$	
1986	Domestic Foreign	fbs	\$	\$	
1987	Domestic Foreign	lbs	\$	\$ \$	
1988	Domestic Foreign	lbs	\$	\$ \$	

3) For All Packing Services Excluding Subcontracted Services: Please fill in the following information about honey you packed from 1985 to 1988.

Calendar Year	Honey Source	Volume Packed	Total Cost of Purchased Honey	Revenue Received From Packed Honey
1985 C	Own Honey nased Domestic hased Foreign	lbs lbs lbs	\$	\$ \$ \$
Purch	Own Honey nased Domestic hased Foreign		\$	\$ \$ \$
Purch	Own Honey nased Domestic hased Foreign	Ibs Ibs Ibs	\$ \$	\$ \$
Purch	Own Honey nased Domestic hased Foreign	lbs lbs lbs	\$	\$ \$

4) How much honey did your operation sell through the following market outlets from 1985 to 1988?

Please write NA - If you DID NOT use that specific outlet in a given year.

Markets Used	POUNDS SO: 1985	LD FOR CALE 1986	NDAR YEAR 1987	1988
Roadside Market	lbs	lbs	lbs _	lbs
Retail Stores	lbs	lbs	lbs	lbs
Enstitutions	lbs	lbs	lbs	lbs
Broker or Dealer	lbs	1bs	lbs	lbs
Direct Export	lbs	!bs	lbs	lbs
Industrial User or Food Manufacturer	lbs	lbs	lbs	lbs
Other Outlet (Specify)	lbs	lbs	lbs	tbs
Not Sold or	lbs	1bs	lbs	lbs
In Storage	lbs	lbs	lbs	Ibs
TOTAL	lbs	lbs	lbs	lbs

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

1) Where did you advertise your products and services in 1988? (Please put a CHECK on the appropriate spaces.)

_	Honey	Honey with other Products	Packing Services	Other Products or Services
Local Newspapers				
Circulars				
Beekeeping Journals				
Magazines				
Community Bulletin Boards				
Direct Mail				
Road Signs				
Word of Mouth				
Other (Please List)				
				
<u></u>				
Didn't Advertise				

SECTION C If you are: * NOT an Importer or Broker-Skip to Section D, Page 21 * an Importer or Broker > Please continue with Section C, Page 18 17

SECTION C. IMPORTERS AND BROKERS

I. FIRM CHARACTERISTICS

- 1) Which of the following best describes your operation? (Please circle ONE response.)
 - Full time Importer
 - Full time Broker b.
 - c. Full time Importer and Broker
 - Part time Importer d.
 - e. f. Part time Broker
 - Part time Importer and Broker
- 2) In what state do you have your primary headquarters?

II. PRODUCTS AND SERVICES

- 1) What products do you negotiate? (Circle ALL that apply.)

 - Honey
 Other Nutritive Sweeteners (e.g. corn syrup, sugar, etc.) ь.
 - Other Agricultural Products C.
 - d. Non-Agricultural Products
- 2) During the period of 1985 to 1988, please indicate the quantity of honey negotiated by your operation, its source, the cost, and the revenue received.

Calendar Year	Honey Source	Volume	Total Cost	Total Revenue
1985	Domestic Foreign	lbs	\$	\$ \$
1986	Domestic Foreign	lbs	\$ \$	\$ \$
1987	Domestic Foreign	lbs	.\$	\$ \$
1988	Domestic Foreign	lbs lbs	\$ \$	\$ \$

3) How much of your negotiated honey did your operation sell through the following market outlets from 1985 to 1988?

Please write NA - if you DID NOT use that specific outlet in a given year.

Markets Used	<u>1985</u>		SOLD FOR DAR YEAR 1987	1988
Roadside Market	lbs	lbs	lbs	lbs
Retail Stores	lbs .	lbs	lbs	lbs
Institutions	lbs	lbs	lbs	lbs
Packers/Bottlers				
Independent	lbs	lbs	lbs	lbs
Cooperative	lbs	lbs	lbs	lbs
Direct Export	lbs	1bs	lbs	lbs
Industrial User or Food Manufacturer	lbs	lbs	lbs	lbs
Other Outlet (Specify)				
	lbs	lbs	lbs	lbs
	lbs	lbs	lbs	lbs
Not Sold or In Storage	lbs	lbs	lbs	lbs
TOTAL	lbs	lbs	lbs	lbs

CHECK on the appro	opriace space.	3.)	•	
	Honey	Honey with other Nutritive Sweeteners	Brokerage and Importer Services	Other Products or Services
Local Newspapers				
Circulars				
Beekeeping Journals			·	
Magazines				
Community Bulletin Boards				
Direct Mail				
Road Signs				
Word of Mouth				
Other (Please List)				
				
·				
Didn't Advertise				

SECTION D. FINANCES

Total Gross Expenses: - Please answer the following questions with regard to your entire beekeeping and/or marketing operation.

1) Please estimate the cost of the following items to your entire operation in 1988. (Please fill in the blanks for ALL that apply.)

Please write: NA - for items that DO NOT apply to your operation.

0 - if you DID NOT incur any expenses for that item in 1988.

nce, insurance, etc.) nt, office labor, etc.
ers)
cs)

Financial Situation: -Please answer the following questions with regard to your entire beckeeping and/or marketing operation.

2) In 1988, what was your operation's approximate gross income? (Gross income is the total income before subtracting expenses. Circle the LETTER which applies to your operation.)

a.	\$2,499 or less	g.	\$50,000 to \$99,999
b.	\$2,500 to \$4,999	ĥ.	\$100,000 to \$149,999
C.	\$5,000 to \$9,999	i.	\$150,000 to \$199,999
d.	\$10,000 to \$19,999	i.	\$200,000 to \$499,999
e.	\$20,000 to \$39,999	k.	\$500,000 to \$999,999
f.	\$40,000 to \$49,999	i	\$1,000,000 or more

3) In 1988, what was your operation's net income? (Net income is gross income minus expenses. Circle the LETTER which applies.)

a .	Costs exceeded income	ė.	\$5,000 to \$9,999
b.	Broke even	Ē.	\$10,000 to \$19,999
C.	\$1 to \$2,499	g.	\$20,000 to \$49,999
d.	\$2,500 to \$4,999	ĥ.	\$50,000 to \$99,999
		i	\$100 000 or more

4) What would you estimate to be the total value of all the assets of your operation at the end of 1988? (Assets include land, buildings, machinery, hives, honey, beeswax and other property. Circle the LETTER which applies.)

```
$2,499 or less
$2,500 to $4,999
$5,000 to $9,999
                                                  $100,000 to $149;999
Ь.
                                                  $150,000 to $199,999
                                          i.
C.
                                                  $200,000 to $499,999
d.
       $10,000 to $19,999
                                                  $500,000 to $999,999
       $20,000 to $39,999
                                          1.
                                                  $1,000,000 to $1,499,999
f.
       $40,000 to $49,999
                                          m.
                                                  $1,500,000 to $1,999,999
        $50,000 to $99,999
                                                  $2,000,000 or more
```

5) What was the approximate total amount of debt on the assets of your operation at the end of 1988? (Circle the LETTER which applies.)

a.	No debt		
b.	\$2,499 or less	į	\$100,000 to \$149,999
C.	\$2,500 to \$4,999	ï	\$150,000 to \$149,999 \$150,000 to \$199,999
d.	\$5,000 to \$9,999	ķ.	\$200,000 to \$499,999
e.	\$10,000 to \$19,999	1	\$500,000 to \$999,999
f.	\$20,000 to \$39,999	m.	\$1,000,000 to \$1,499,999
g. h.	\$40,000 to \$49,999	n.	\$1,500,000 to \$1,999,999
h,	\$50,000 to \$99,999	0.	\$2,000,000 to \$1,555,555

	SECTIO	NE. PERSONAL	INTEODMATION
	SECTIO	NE. PERSONAL	INFORMATION
1)	Which of the follow (Please circle the LI	ring best describes the	ne location of your primary residence? ve most of the year.)
	a.	Farm	
	b.	Rural but not fare	
	c. d.	Community und	
	α. e.	Community 2,50	00 or more but less than 25,000
	f.	Community 50	000 or more but less than 50,000 000 or more but less than 100,000
	g.	Community 100,	000 or more
2)	How many neonle	including vouscell	f, live at your present address? (Please fill
۷,	in the blanks. Put "	0" where applicable	.)
	a .	Under 6 years old	d .
	b .	6 to 12 years old	
	c.	13 to 18 years of	d
	d.	19 or older	
3)	<u>-</u> -		ease circle ONE response.)
3)	<u>-</u> -		ease circle ONE response.)
3)	What is your curren	t marital status? (Pl Married Single	
3)	What is your curren	t marital status? (Pl	
3)	What is your curren a. b. c.	t marital status? (Pl Married Single Widowed/Divorc	
•	What is your curren a. b. c.	t marital status? (Pl Married Single Widowed/Divord	ced/Separated aplete? (Please circle ONE response.)
•	What is your curren a. b. c. How many years of	t marital status? (Pl Married Single Widowed/Divord school did you com	ced/Separated aplete? (Please circle ONE response.) (Elementary school only) (Attended some high school)
•	What is your curren a. b. c. How many years of a. b. c.	t marital status? (Pl Married Single Widowed/Divord school did you com I to 8 years 9 to 11 years 12 years	ced/Separated aplete? (Please circle ONE response.) (Elementary school only) (Attended some high school) (Graduated high school)
·	What is your curren a. b. c. How many years of a. b. c. d.	t marital status? (Pl Married Single Widowed/Divorce school did you com I to 8 years 9 to 11 years 12 years 13 to 15 years	ced/Separated aplete? (Please circle ONE response.) (Elementary school only) (Attended some high school) (Graduated high school) (Attended college)
•	What is your curren a. b. c. How many years of a. b. c.	t marital status? (Pl Married Single Widowed/Divord school did you com I to 8 years 9 to 11 years 12 years	red/Separated aplete? (Please circle ONE response.) (Elementary school only) (Attended some high school) (Graduated high school) (Attended college)
4)	What is your curren a. b. c. How many years of a. b. c. d. e. What do you consid	t marital status? (Pl Married Single Widowed/Divorce school did you com I to 8 years 9 to 11 years 12 years 13 to 15 years 16 or more years	(Elementary school only) (Attended some high school) (Graduated high school) (Attended college) (Graduated college)
•	What is your curren a. b. c. How many years of a. b. c. d. e. What do you consid describes your occu	t marital status? (Pl Married Single Widowed/Divorce school did you come I to 8 years 9 to 11 years 12 years 13 to 15 years 16 or more years er your major occupation.)	(Elementary school only) (Attended some high school) (Graduated high school) (Attended college) (Graduated college)
4)	What is your curren a. b. c. How many years of a. b. c. d. e. What do you consid describes your occu a. Clerical	t marital status? (Pl Married Single Widowed/Divorce school did you com I to 8 years 9 to 11 years 12 years 13 to 15 years 16 or more years er your major occup pation.)	(Please circle ONE response.) (Elementary school only) (Attended some high school) (Graduated high school) (Attended college) (Graduated college) attion? (Circle the LETTER which best
4)	What is your curren a. b. c. How many years of a. b. c. d. e. What do you consid describes your occu a. Clerical b. Professional	t marital status? (Pl Married Single Widowed/Divorce school did you com I to 8 years 9 to 11 years 12 years 13 to 15 years 16 or more years er your major occup pation.)	(Please circle ONE response.) (Elementary school only) (Attended some high school) (Graduated high school) (Attended college) (Graduated college) attion? (Circle the LETTER which best Own my own business (excluding farming)
4)	What is your curren a. b. c. How many years of a. b. c. d. e. What do you consid describes your occu a. Clerical b. Professional lawy	t marital status? (Pl Married Single Widowed/Divorce school did you com I to 8 years 9 to 11 years 12 years 13 to 15 years 16 or more years er your major occup pation.) f. (teacher, er, etc) g	ced/Separated (Please circle ONE response.) (Elementary school only) (Attended some high school) (Graduated high school) (Attended college) (Graduated college) (Graduated college) oation? (Circle the LETTER which best Own my own business (excluding farming) Sales
4)	What is your curren a. b. c. How many years of a. b. c. d. e. What do you consid describes your occu a. Clerical b. Professional	t marital status? (Pl Married Single Widowed/Divorce school did you com I to 8 years 9 to 11 years 12 years 13 to 15 years 16 or more years er your major occup pation.)	ced/Separated (Please circle ONE response.) (Elementary school only) (Attended some high school) (Graduated high school) (Attended college) (Graduated college) (Graduated college) (Attended college) (Graduated college) (Sation? (Circle the LETTER which best Own my own business (excluding farming) Sales Beekeeper and/or bee producer
4)	What is your curren a. b. c. How many years of a. b. c. d. e. What do you consid describes your occu a. Clerical b. Professional lawy c. Managerial	t marital status? (Pl Married Single Widowed/Divorce school did you com 1 to 8 years 9 to 11 years 12 years 13 to 15 years 16 or more years er your major occuppation.) ((teacher, er, etc) g h i.	red/Separated (Please circle ONE response.) (Elementary school only) (Attended some high school) (Graduated high school) (Attended college) (Graduated college) (Graduated college) (Circle the LETTER which best Own my own business (excluding farming) Sales Beekeeper and/or bee producer Farmer (crop, livestock, aquaculture,
4)	What is your curren a. b. c. How many years of a. b. c. d. e. What do you consid describes your occu a. Clerical b. Professional lawy c. Managerial d. Technician e. Labor (cons	t marital status? (Pl Married Single Widowed/Divorce school did you com 1 to 8 years 9 to 11 years 12 years 13 to 15 years 16 or more years er your major occuppation.) ((teacher, er, etc) g h i.	(Elementary school only) (Attended some high school) (Graduated high school) (Attended college) (Graduated college) (Graduated college) attion? (Circle the LETTER which best Own my own business (excluding farming) Sales Beekeeper and/or bee producer Farmer (crop, livestock, aquaculture, poultry etc.) Retired

Appendix B: National Survey- Third Mailing - Survey (continued)

6)	Is this occupation the major source of your household's income?
	a. No b. Yes
7)	How long have you been a producer, packer, importer, or broker in the beekeeping industry?
	years
8)	Which income category best describes the annual gross income for all wage earners in your immediate family living with you last year? (Please circle ONE response.)
	a. Less than \$9,999 f. \$100,000 to \$149,999 b. \$10,000 to \$199,999 g. \$150,000 to \$199,999 c. \$20,000 to \$39,999 h. \$200,000 to \$499,999 d. \$40,000 to \$69,999 i. \$500,000 to \$1,000,000 c. \$70,000 to \$99,999 j. Over \$1,000,000
9)	How old were you on your last birthday? years old
10)	Are you:
	a. Female b. Make
11)	How long did it take you to complete this questionnaire?
	minutes

SECTION F. YOUR COMMENTS

Is there any	thing else that use the space t	you would lik	e to tell us ab	out your opera	ation? If you
uo, picuse	use the space t	NOW TO! THAT	рш розс.		
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Do you have specific section to the specific section to the status of the status of the status of the status of the status of the specific status of the specifi	ve any commer ctions or questi about issues in the honey indust	its about this sons? We wounportant in ideary.	survey in gene ald appreciate entifying the n	eral, as well as your commen ceds and curre	s any of its its to help us ent economic
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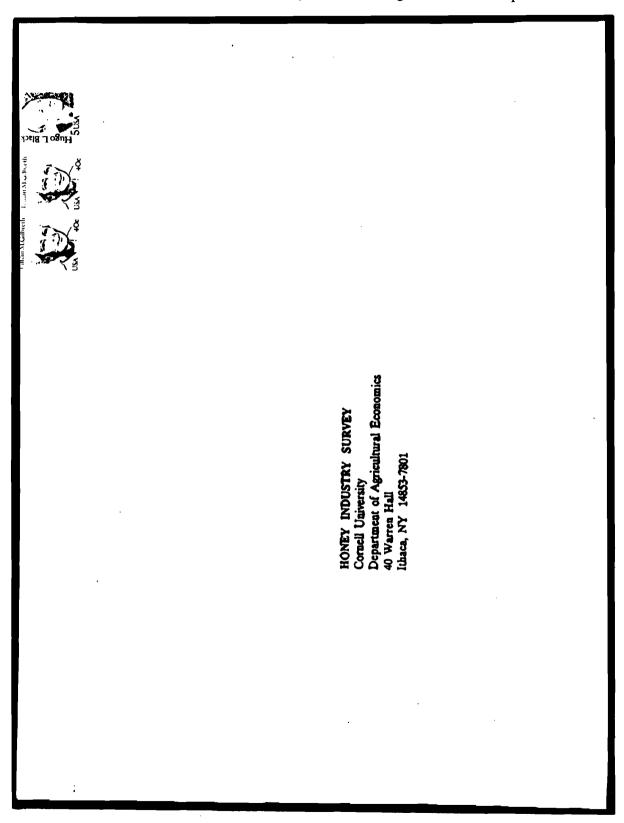
If you have any questions regarding this study or this questionnaire, please contact:

Lois Schertz Willett
Assistant Professor of Agricultural Economics
Department of Agricultural Economics
40 Warren Hall
Cornell University
Ithaca, NY 14853
(607) 255-4489

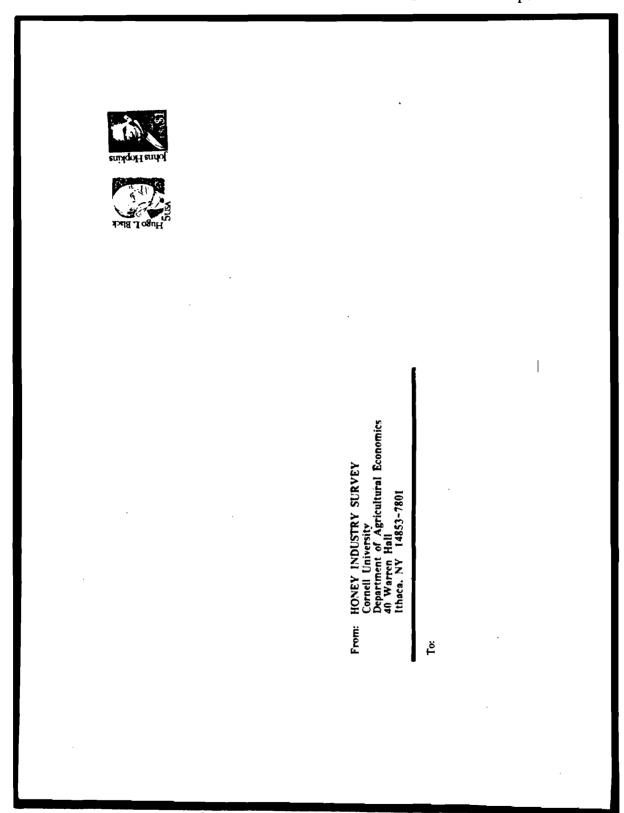
THANK YOU FOR YOUR COOPERATION. PLEASE MAIL THIS QUESTIONNAIRE TO US IN THE ENCLOSED POSTAGE PAID ENVELOPE.

26

Appendix B: National Survey- Third Mailing - Return Envelope

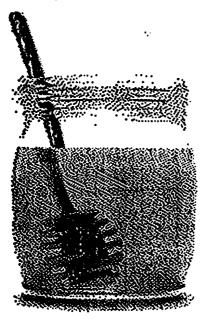


Appendix B: National Survey- Third Mailing - Outer Envelope



Honey Industry Survey Cornell University 40 Warren Hall Ithaca, N.Y. 14853-7801





March, 1990

I still need to hear from you. We need your help in a study of the nation's honey industry.

I realize that the last few weeks may have been a busy time for you but your response is important to this study of the honey industry. If you have already completed the quesitonnaire, please accept my sincere thanks. If not, please complete the questionnaire as soon as possible.

This is the first study to be implemented on the honey industry that will be used to formulate and provide program support for all aspects of the honey industry. The study results will be submitted by the Economic Research Service of the U.S. Department of Agriculture to members of the U.S. Congress who have required that such a study be conducted. The information will also aid the National Honey Board's development of research, advertising and promotion programs which will best serve the industry.

We need your response. If you need a replacement questionnaire, please call me collect at 607-255-4489 and I will mail you another. Thanks for your help.

Willet

Sincerely,

Lois Schertz Willett

Assistant Professor

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