

Selling Honey to a Local Market

One of the reasons people become involved with beekeeping is so that they can market the honey. Many beekeepers chose to sell their honey to a local market.

Beekeepers who choose a local market for their honey typically sell their product to friends, family members, and neighbors. They typically set up a roadside stand to display their product, selling the honey produced in their hives along side berries, apples, and vegetables that they have grown in their gardens. If they produce a quality product their honey may start to appear in stalls at farmers markets. Some small honey producers will gain enough local credit to sell their honey at local grocery stores. Beekeepers that sell their products locally typically only a few active bee hives. The key to a successful local marketing technique is to provide the customers with a quality product and good customer relation skills. Beekeepers that market their honey typically enjoy face to face contact with their customers. Often the sale of the honey has as much to do with friendship as it does with the product.

Beekeepers that sell their honey locally should take an active interest in their product. They should make sure that their display is kept clean. They should spend a significant amount of time designing the package. Bottles that are filled with honey should be made of clear plastic and glass. The bottle should be attractive, something that will catch a customer's eye. Glued on the bottle should be a label. The label be clear an easy to read. Clearly printed on the label should be the type of product, honey, and the name of the beekeeper who produced the honey. The bottle of honey should be something that the customer will want to display on the their kitchen counter or table.

If you are a beekeeper that is planning on marketing your honey at a roadside stand you should make sure that they have a sign that can be easily read by drivers. In large letters the sign should read Honey for Sale. The sign should be eye catching, but simple. If the sign is to complex, drivers won't be able to read it. Try to keep shade over your road side stand, a comfortable customer is one who is more likely to take their time and spend some their money purchasing your product.

Keep an eye on the honey you are selling. If you notice that one of the bottles on honey is starting to crystallize immediately replace it with a fresh bottle.

Many beekeepers claim that setting up a hive near their roadside stand helps attract customer interest. Successful beekeepers pass out literature that gives customers insight to the art of beekeeping seems to increase sales. Handing out cards that have recipes that use honey gives customers an idea about how they

can use the honey they are purchasing. Many beekeepers encourage handing out free samples and promote spending time getting to know potential customers.

When you are pricing your honey make sure you consider the demands on your time and the cost of all the products you are using to turn your honey into a marketable commodity.