

Apimondia 2009

"International Honey Market Challenges and Opportunities, September 2009"

Ronald P. Phipps

President, CPNA International, Ltd.

Co-Chairman, Committee for the Promotion of Honey and Health

Abstract: I will discuss:

- 1) Status of the international honey market at the conclusion of the major honey crops in the Northern Hemisphere;
- 2) Consequences to the honey market of a) the vulnerability of bees to various diseases and disorders, b) the global economic crisis, and c) global warming;
- 3) The need for the honey industry to follow the lead of other industries marketing agricultural products and establish realistic, reasonable international residue tolerance levels and reproducible testing parameters that allow the industry to both protect bees and the health of consumers;
- 4) The opportunity for more creative marketing of honey, including using honey's health benefits as a marketing tool.