

# Building your Brand

The Importance of Integrity

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# Honey: Worth Risking a Life





*Two Million Blossoms*



# The World's First Sweetener

*Two million blossoms in a jar.*

*Once worth its weight in gold*

*In Middle Ages could  
pay your taxes in honey & wax*

*Has been used in healing  
from earliest documents*



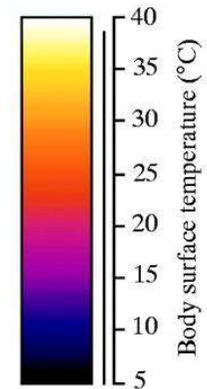
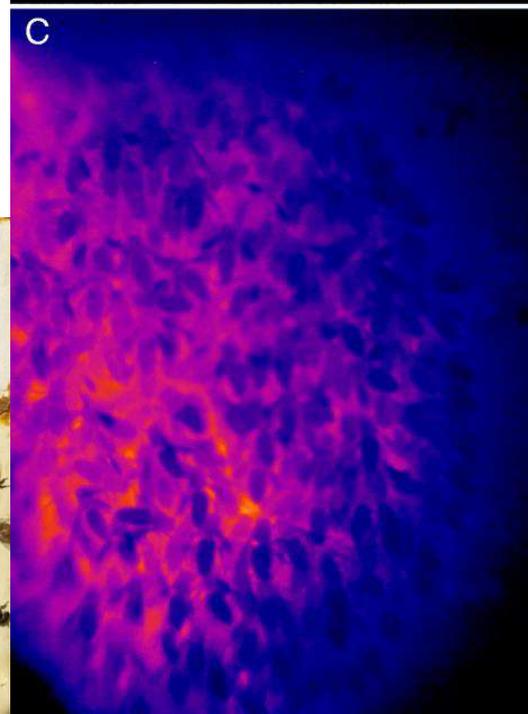
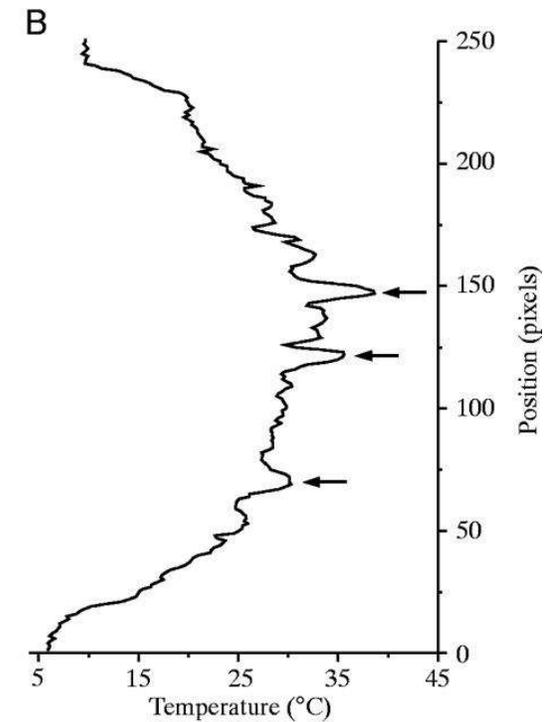
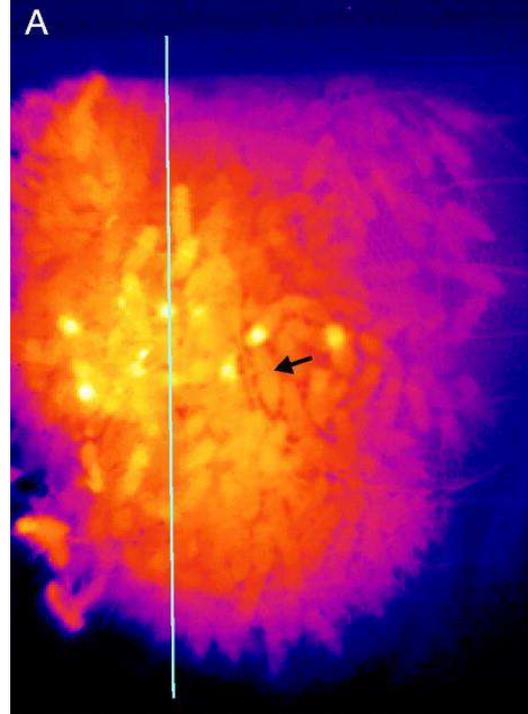
# What is Honey?

- Nature's first sweetener
- A global commodity: \$2 billion annually
- A supersaturated sugar solution with aromatic esters, flavonoids, amino acids & minerals
- A food product that varies dramatically in:
  - Color
  - Flavor
  - Sweetness
  - Consistency



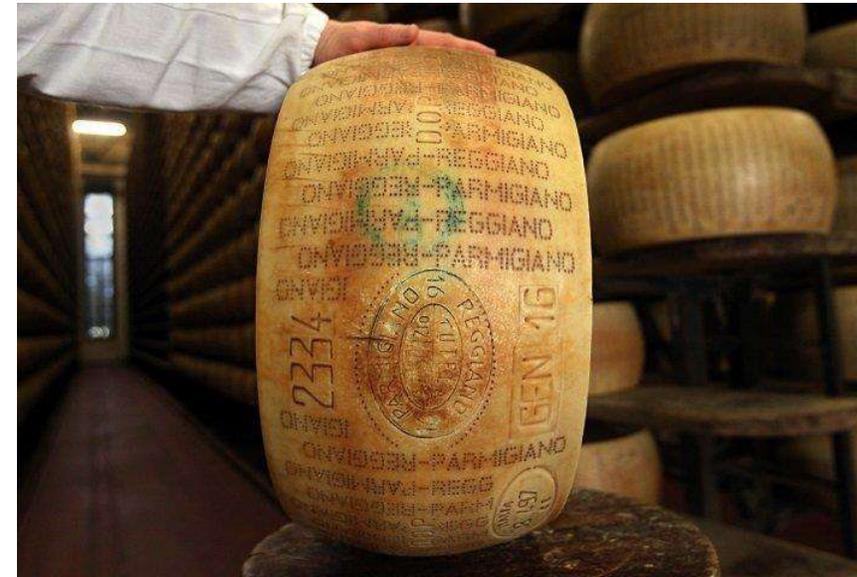
# Honey for the Bees

- A winter larder
- Survival strategy for cold climates
- The carbohydrate rich food source of colony
- In temperate climates, 50-80 lbs to survive winter dearth





Honey is the  
**3<sup>rd</sup>**  
most  
adulterated  
food product





CODEX ALIMENTARIUS



Food and Agriculture  
Organization of the  
United Nations



World Health  
Organization

“the natural sweet substance produced by honeybees from the nectar of blossoms or from secretions of living parts of plants or excretions of plant sucking insects on the living parts of plants, which honeybees collect, transform and combine with specific substances of their own, store and leave in the honey comb to ripen and mature.”

# Honey is:

- The 3<sup>rd</sup> most adulterated food product
- “The addition of cane sugar or corn syrup and the mislabelling of geographic origin are common fraudulent practices in honey markets.”
- Study examined 100 honey samples from Australia (mainland and Tasmania) along with 18 other countries covering Africa, Asia, Europe, North America and Oceania.
- 27% adulterated

Article | [Open Access](#) | Published: 02 October 2018

### Authenticity and geographic origin of global honeys determined using carbon isotope ratios and trace elements

Xiaoteng Zhou , Mark Patrick Taylor , Helen Salouros & Shiva Prasad

*Scientific Reports* **8**, Article number: 14639 (2018) | [Download Citation](#) ↓

 **EurekAlert!**

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PUBLIC RELEASE: 5-APR-2012

### New research reveals food ingredients most prone to fraudulent economically motivated adulteration

*Olive oil, milk and honey represent some of the most vulnerable ingredients*

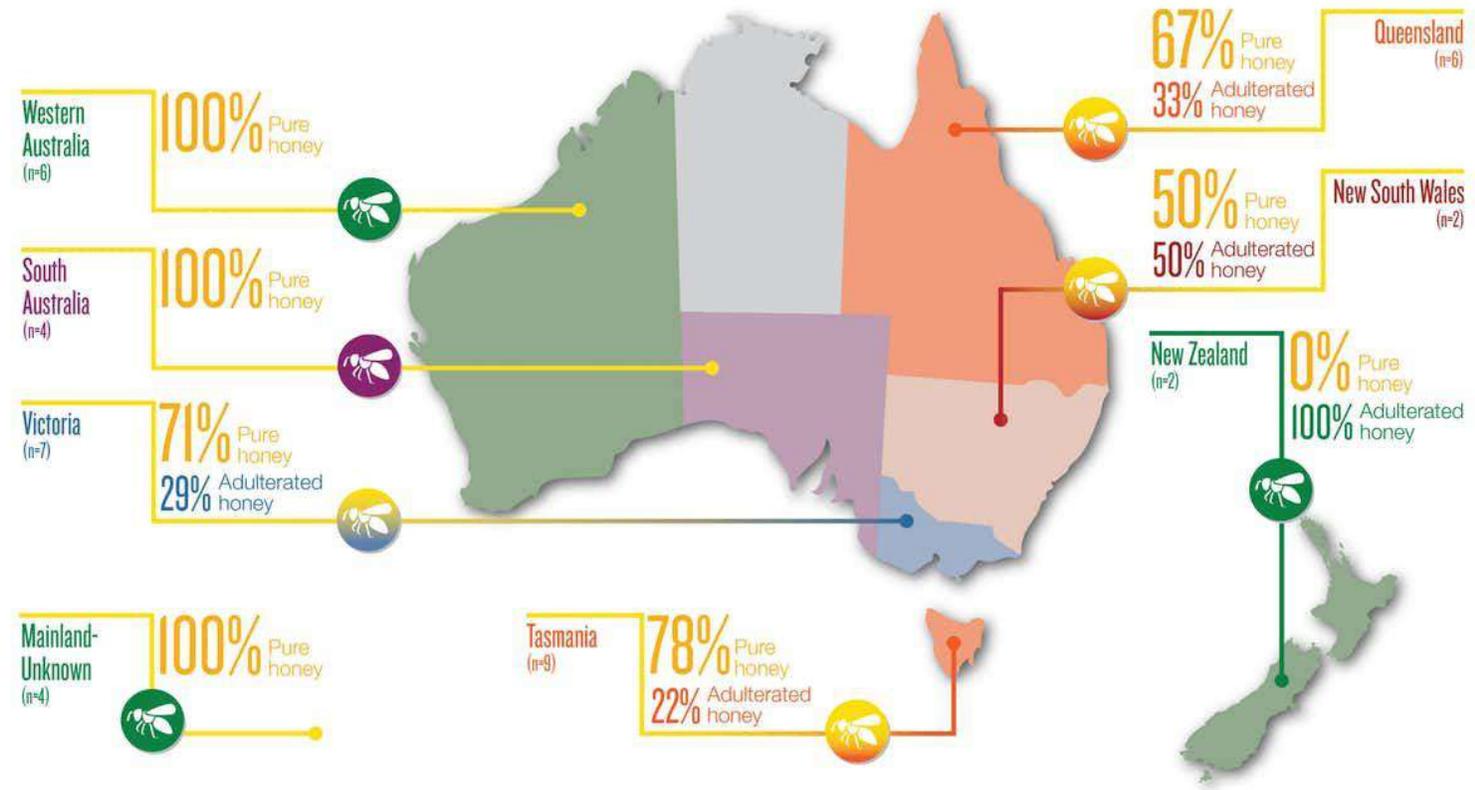
US PHARMACOPEIA



## 'Honeygate' deepens as new tests reveal 27% of brands are adulterated

October 3, 2018 3:08am EDT

- of the 95 commercial honeys tested, 27% were of “questionable authenticity”
- of the Australian-sourced commercial honeys, 18% were identified as adulterated with cane or corn syrup
- Blending with rice syrup allows circumvention of the C4 sugar ratio test
- Why many advocate for recognition of NMR testing



## Honey Adulteration in Australia

BEECHWORTH  
HONEY

Honey Beauty Food & Drinks Gifts About Us BeeCause

# 100% Australian Honey... Always!

Produced in Australia since the 1880s,  
from *our family to yours.*



The Beechworth Honey philosophy is for integrity, fairness and sustainability balanced with profitability. Our customers are our most important asset.

We develop mutually rewarding business relationships with the hard working Australian beekeeping families who entrust their product to us. In so doing, the company tries to lead by good example to ensure that business development is not earned through the exploitation of others or of the environment.

# Honey adds value

- Natural sweetener
- Wholesome
- Healthy
- Often associated with simpler times
- Conjures feeling of home made
- Implies Quality



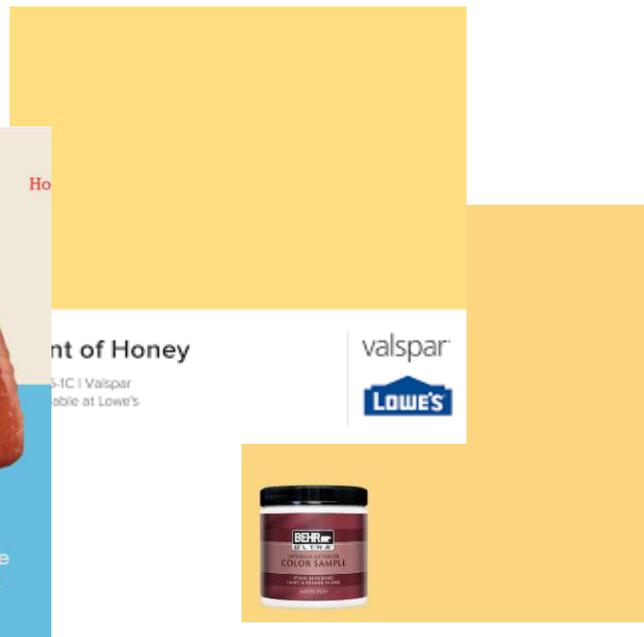
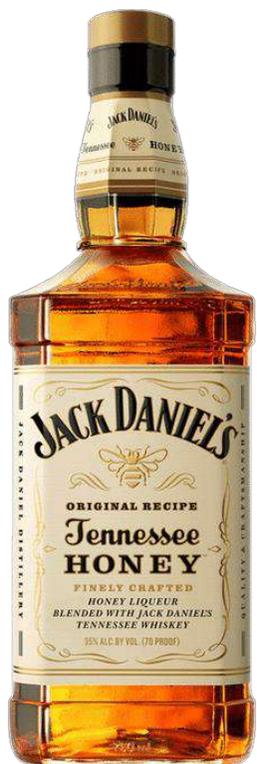


### HONEY TREASURES

Our creamy, lush formula blooms with a delicious fragrance of royal jelly, honey & propolis, bringing to life our wholesome care that strengthens hair & helps prevent split ends & breakage.\*

With every wash, reveal stronger hair that's rejuvenated with healthy, rich shine.

\*When using the Garnier Whole Blends Repairing system of shampoo & conditioner



# Honey often used in branding



## Nutrition Facts

Serving Size  $\frac{3}{4}$  cup (28g)  
Servings Per Container about 12

Amount Per Serving	Honey Nut Cheerios	with $\frac{1}{2}$ cup skim milk
<b>Calories</b>	110	150
Calories from Fat	15	15
	<b>% Daily Value**</b>	
<b>Total Fat</b> 1.5g*	<b>2%</b>	<b>2%</b>
Saturated Fat 0g	<b>0%</b>	<b>0%</b>
Trans Fat 0g		
Polyunsaturated Fat 0.5g		
Monounsaturated Fat 0.5g		
<b>Cholesterol</b> 0mg	<b>0%</b>	<b>1%</b>
<b>Sodium</b> 160mg	<b>7%</b>	<b>9%</b>
<b>Potassium</b> 115mg	<b>3%</b>	<b>9%</b>
<b>Total Carbohydrate</b> 22g	<b>7%</b>	<b>9%</b>
Dietary Fiber 2g	<b>8%</b>	<b>8%</b>
Soluble Fiber less than 1g		
Sugars 9g		
Other Carbohydrate 11g		
<b>Protein</b> 2g		

Ingredients: Whole Grain Oats (includes the oat bran), Sugar, Modified Corn Starch, Honey, Brown Sugar Syrup, Salt, Tripotassium Phosphate, Canola and/or Rice Bran Oil, Natural Almond Flavor, Vitamin E (mixed tocopherols) Added to Preserve Freshness.

Vitamins and Minerals: Calcium Carbonate, Zinc and Iron (mineral nutrients), Vitamin C (sodium ascorbate), A B Vitamin (niacinamide), Vitamin B<sub>6</sub> (pyridoxine hydrochloride), Vitamin B<sub>2</sub> (riboflavin), Vitamin B<sub>1</sub> (thiamin mononitrate), Vitamin A (palmitate), A B Vitamin (folic acid), Vitamin B<sub>12</sub>, Vitamin D<sub>3</sub>.  
**CONTAINS ALMOND; MAY CONTAIN WHEAT INGREDIENTS.**

# One of the Good Guys

- Actually contains honey as a sweetener
- Try to help pollinators (though it sometimes goes astray)

Animals

The great bee bumble: Cheerios wanted to help. Its plan went terribly wrong.



\$4.95  
EQUITY  
TRADES

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50¢  
OPTIONS  
CONTRACTS

## Our passion for honey starts at the source

Honey is more than just an ingredient – it's the flavor at the heart of Honey Nut Cheerios. And that's why we work hard to source every drop of our honey from dedicated beekeepers who love honey as much as we do.



## Our handpicked beekeepers care about the future of their bees

Most of the beekeepers who make our honey run family businesses that depend on their bees to make a living – and that's a lot of responsibility. With an average of about 2,600 hives, our beekeepers may have as many as 156 million bees to look after.



Bees have to visit 2.6 million flowers to make a pound of honey



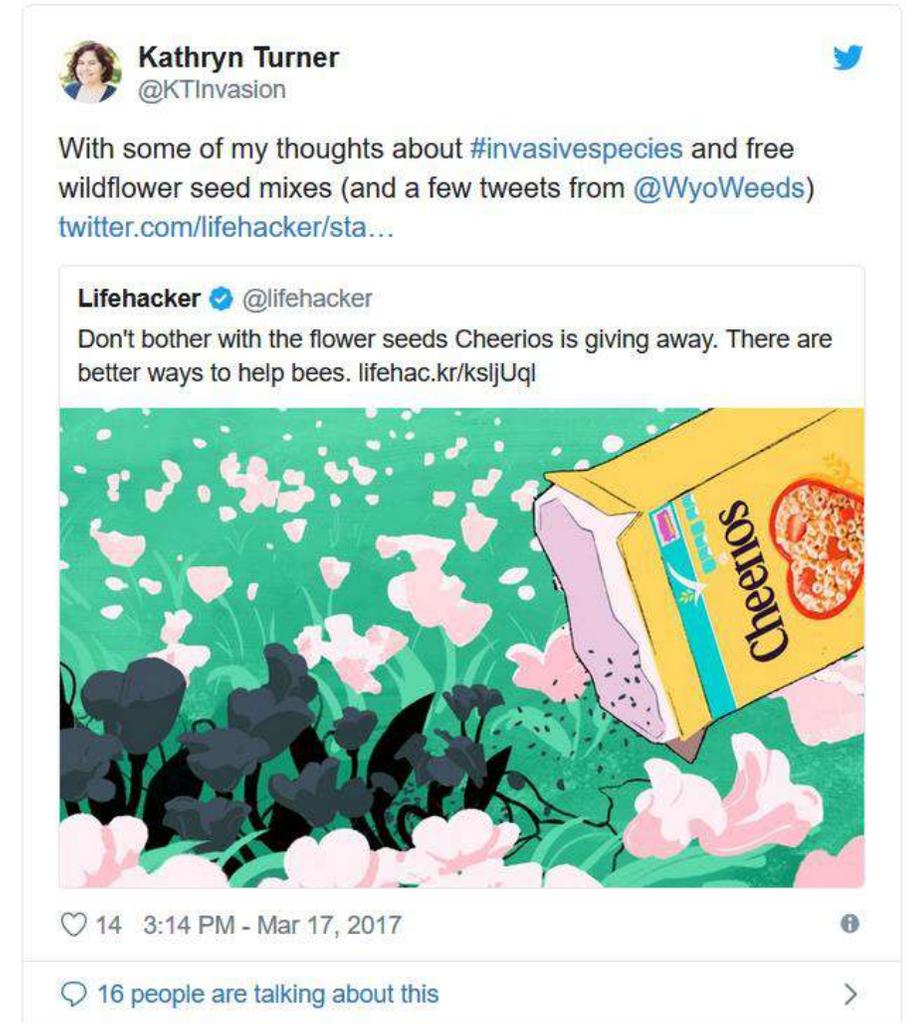
A beehive can produce up to 200 pounds of honey a year



A honeybee could fly around the world on just two tablespoons of honey

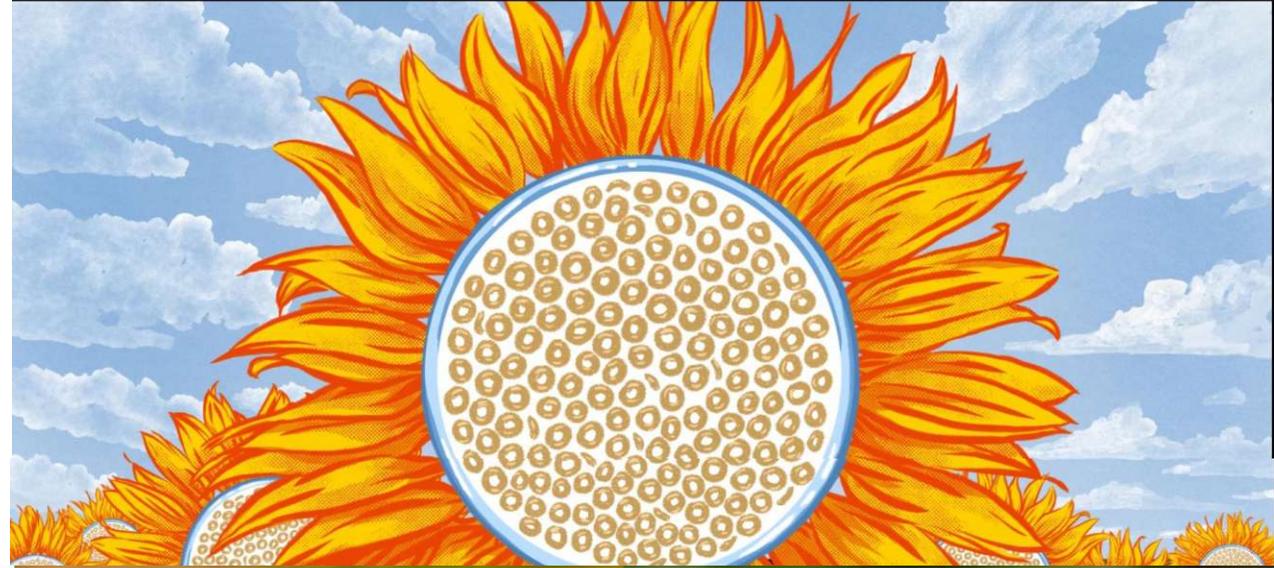
“But like every tasty toasted oat in every Cheerios box, the rescue plan had a hole.”

- Sent out 1.5 million pollinator seed mix packets in cereal boxes “bring back the bees” campaign
- Seed packet listed invasive “Forget-me-nots” banned in some states as a noxious weed and California poppies that can outcompete natives outside its natural range
- Tweet → interview with @lifehacker viewed 3 million times → live radio show → picked up by newspapers like Washington Post and even London Times



# The Danger of Miscommunication

- Seed packet never had the invasive forget-me-not, but was supposed to have the woodland forget-me-not
- Turned into a follow-up article on Life Hacker about the danger of common names.
- Original article read 3 million times now; follow-up only 50K



Left: *Myosotis scorpioides*, invasive weed. Right: *Myosotis sylvatica*, seed industry standard. Images from Ivar Leidus and Aka.



## How Social Media Can Destroy Your Business

We live in a  
connected world

- It's important that your actions and your employees' actions reflect the integrity of your company
- Think about the "long game" instead of the "short game"

It takes a lifetime to build a good reputation, but you can lose it in a minute.

Will Rogers

quote fancy

The background of the entire image is a repeating pattern of small, stylized blue birds on a bright yellow background. The birds are scattered across the frame, some facing left, some right, and some slightly angled. They have a simple, rounded body shape with a small beak and a tail. A solid blue horizontal bar is positioned at the top of the image, containing the main title text.

# Social Media Can Make & Break

**How One Stupid Tweet Blew  
Up Justine Sacco's Life**

At 10:19 a.m. ET on Friday, [Justine Sacco](#), a PR director at [InterActiveCorp \(IAC\)](#), posted this tweet shortly before an 11-hour flight from London to Cape Town, South Africa.



**Justine Sacco**  
@JustineSacco



Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

Reply Retweet Favorite More

4

RETWEETS

2

FAVORITES



10:19 AM - 20 Dec 13 from Hillingdon, London

As she made the long journey from New York to South Africa, to visit family during the holidays in 2013, Justine Sacco, 30 years old and the senior director of corporate communications at IAC, began tweeting acerbic little jokes about the indignities of travel. There was one about a fellow passenger on the flight from John F. Kennedy International Airport:

“ ‘Weird German Dude: You’re in First Class. It’s 2014. Get some deodorant.’ — Inner monologue as I inhale BO. Thank God for pharmaceuticals.”

Then, during her layover at Heathrow:

“Chilly — cucumber sandwiches — bad teeth. Back in London!”

And on Dec. 20, before the final leg of her trip to Cape Town:

“Going to Africa. Hope I don’t get AIDS. Just kidding. I’m white!”

She chuckled to herself as she pressed send on this last one, then wandered around Heathrow’s international terminal for half an hour, sporadically checking her phone. No one replied, which didn’t surprise her. She had only 170 Twitter followers.

# On a quiet news day, this became twitter fodder

**Just before 5:30, a woman in Miami started the hashtag #HasJustineLandedYet.**



**CK**  
@GoodGirlRoxy

@ArykanotErika @shortstack81 #HasJustineLandedYet

10:24 PM - 20 Dec 2013

← Reply ↻ Retweet ★ Favorite

**But Sacco was still in the air and offline — and unable to c the tiny piece of media that had become Twitter's obsessi**



**Kieran Healy**  
@kjhealy

I don't think America has watched a landing this closely since Apollo 13 re-entered the earth's atmosphere in 1970. #HasJustineLandedYet

04:02 AM - 21 Dec 2013

← Reply ↻ Retweet ★ Favorite

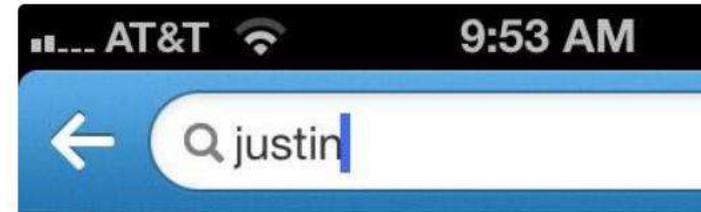
**Sacco was getting more attention than a major celebrity.**



**Matt Binder** ✓  
@MattBinder



congrats on this major accomplishment re:  
[#HasJustineLandedYet](#), Twitter:



Justine Sacco

Justin Bieber

Justine

## How One Stupid Tweet Blew Up Justine Sacco's Life

I also began to

marvel at the disconnect between the severity of the crime and the gleeful savagery of the punishment. It almost felt as if shamings were now happening for their own sake, as if they were following a script.

Eventually I started to wonder about the recipients of our shamings, the real humans who were the virtual targets of these campaigns. So for the past two years, I've been interviewing individuals like Justine Sacco: everyday people pilloried brutally, most often for posting some poorly considered joke on social media. Whenever possible, I have met them in person, to truly grasp the emotional toll at the other end of our screens. The people I met were mostly unemployed, fired for their transgressions, and they seemed broken somehow — deeply confused and traumatized.

## Charismatic Bird: The Mustached Kingfisher

- An elusive bird not seen in decades until Sept 2015
- Team from the American Museum of Natural History (AMNH) heard its call while surveying wildlife in the mossy jungles of Guadalcanal, the biggest isle in the Solomon Island chain
- It's not rare, just lives in hidden habitat and only active at dawn & dusk

*“Initially it was a surreal, childlike sense of a mythical beast come to life”*

- Chris Filardi.

Science

## Moustached Kingfisher Photographed for First Time

*After evading scientists for decades, the adorable “ghost bird” of the Solomon Islands is finally ready for its close up.*



By Emily Silber  
September 29, 2015

### Popular Stories

[How to Make Hummingbird Nectar](#)

[How to Tell a Raven From a Crow](#)

[Learn to Identify Five Owls by Their Calls](#)

[Hummingbird Feeding FAQs](#)

[Are Birds Actually Government-Issued Drones? So Says a New](#)



One of the first-ever photographs of the elusive Moustached Kingfisher, and the first male of the species ever observed. Photo: Rob

Mob mentality often sets in



A little less than 2 weeks ago, I captured a poorly known bird, photographed it, and then euthanized and prepared the bird as a scientific specimen. This was neither an easy decision nor one made in the spur of the moment.

For a quarter century I have worked to sustain wild country, the nations of non-human organisms thriving there, and our own species' interactions with these places—the ragged, untrammelled edges of a world increasingly dominated by our collective patterns of consumption.

Our recent fieldwork was not just about finding the Moustached Kingfisher. This was not a “trophy hunt.”

... this is a bird that is poorly known and elusive *to western science*—not rare or in imminent danger of extinction.



## Why I Collected a Moustached Kingfisher

*The field biologist who has spent 20 years working in the Solomon Islands explains the reasoning behind his decision.*



By Christopher E. Filardi  
October 07, 2015

### Popular Stories

[How to Make Hummingbird Nectar](#)

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[Learn to Identify Five Owls by Their Calls](#)

[Hummingbird Feeding FAQs](#)

[Are Birds Actually Government-Issued Drones? So Says a New](#)



The male and female of the Bougainville Moustached Kingfisher are shown in this J. G. Keulemans print from 1905. A closely related bird, the Guadalcanal Moustached Kingfisher, proved more elusive; a male of that form was not seen for the first time until two weeks ago, 110 years later. Illustration: J.G. Keulemans (1842 - 1912), *Novitates Zoologicae*

Opinion

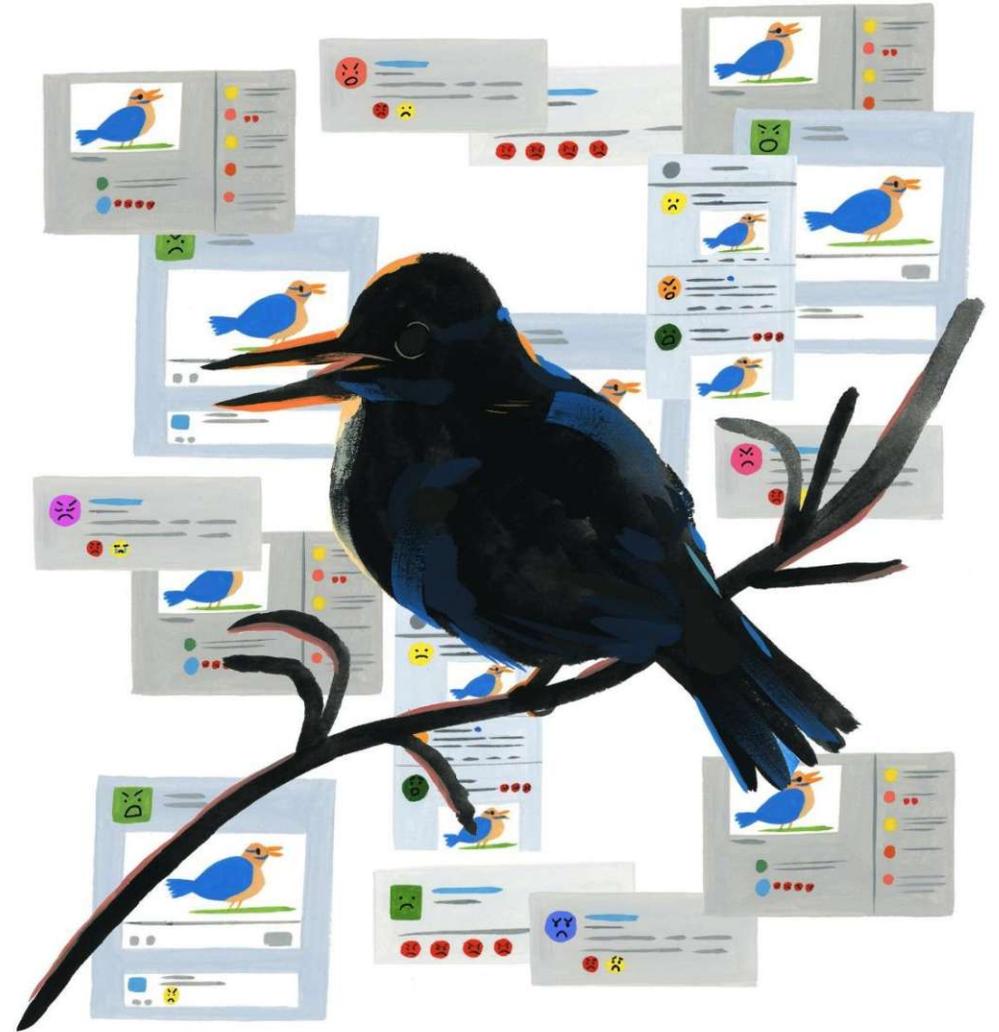
# The Ornithologist the Internet Called a Murderer

By Kirk Wallace Johnson

Mr. Johnson is an author of nonfiction.

I couldn't find him on Facebook or Twitter. The man seemed to have vanished. ...When I finally found a working number for him, he was reluctant to talk. Three years ago, his life was overturned by an online mob that accused him of murder. The fact that the mob's outrage was driven by ignorance didn't make it any less frightening.

While the expedition was still underway, the museum released the first photographs of the bird, which seemed to be mugging for the camera. The mustached kingfisher became a viral celebrity, under headlines like "ridiculously gorgeous."



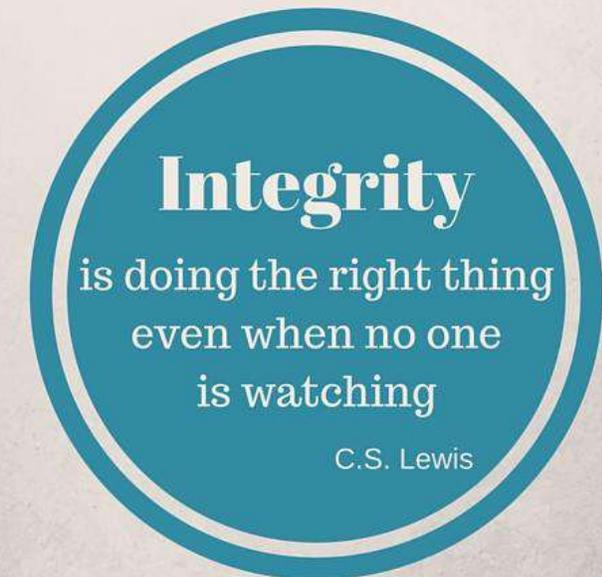
# Hog Nosed Rat



# Integrity is Important

- Many today have very little brand loyalty, unless they believe in the company
- Company core values matter to customers, especially with non-essential purchases
- When a business does something that's out of line with their ethics, it's hard not to notice.
- What defines you and your company?

1. Acting in an “upright, moral, honest and consistent way.”
2. Integrity means to be undivided, or whole



## WHY = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and thinking differently

## HOW = The Process

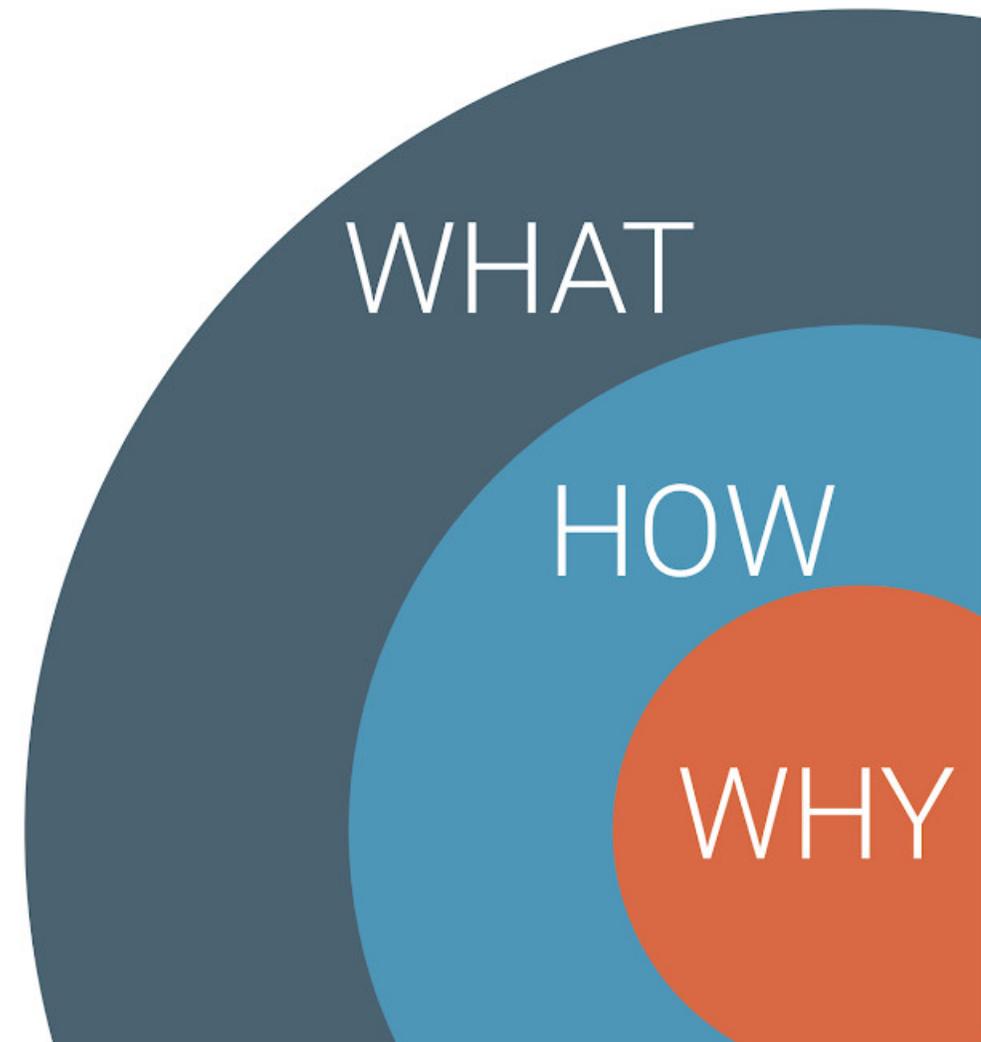
Specific actions taken to realize the Why

Apple: Our products are beautifully designed and easy to use.

## WHAT = The Result

What do you do? The Result of the Why. Proof.

Apple: We make computers



# Build a Brand Strategy

- Define your purpose
- Be consistent
- Connect with your customers emotionally
- Remain flexible
- Get your employees involved
- Reward your loyal customers
- Know your competitors

THE TWO MOST IMPORTANT  
DAYS IN YOUR LIFE ARE  
THE DAY YOU ARE BORN,  
AND THE DAY YOU FIND  
OUT WHY.

MARK TWAIN

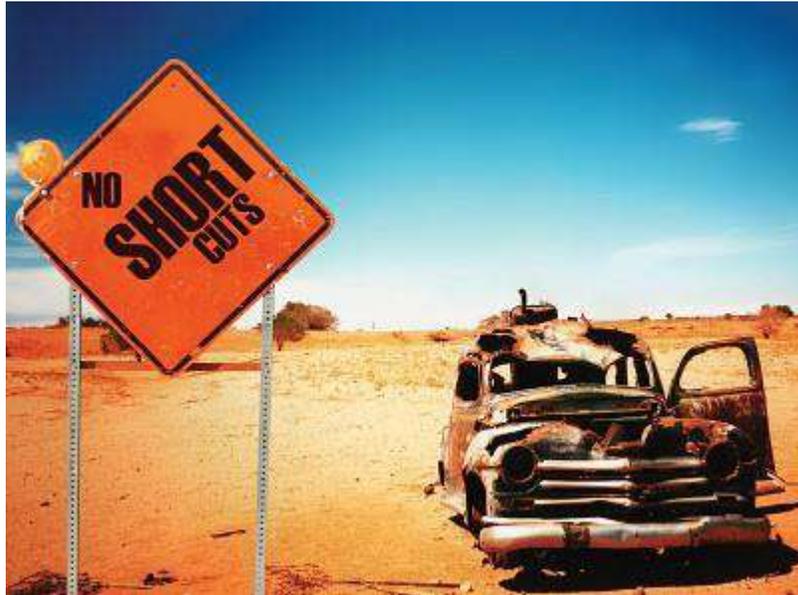
Public speaker, scientist,  
and writer

- **CORE VALUES:**  
I value honesty,  
communication, and  
scientific accuracy
- **PURPOSE:** build a bridge  
between science and  
practice



# Expanding our View

- Develop coalitions with like minded individuals
- Give back to the community, building on our core values



- Create networks of support
- Be generous with our knowledge
- Connect individuals, even when there is no self-benefit

# Honey Bees = Resilient Pollinators

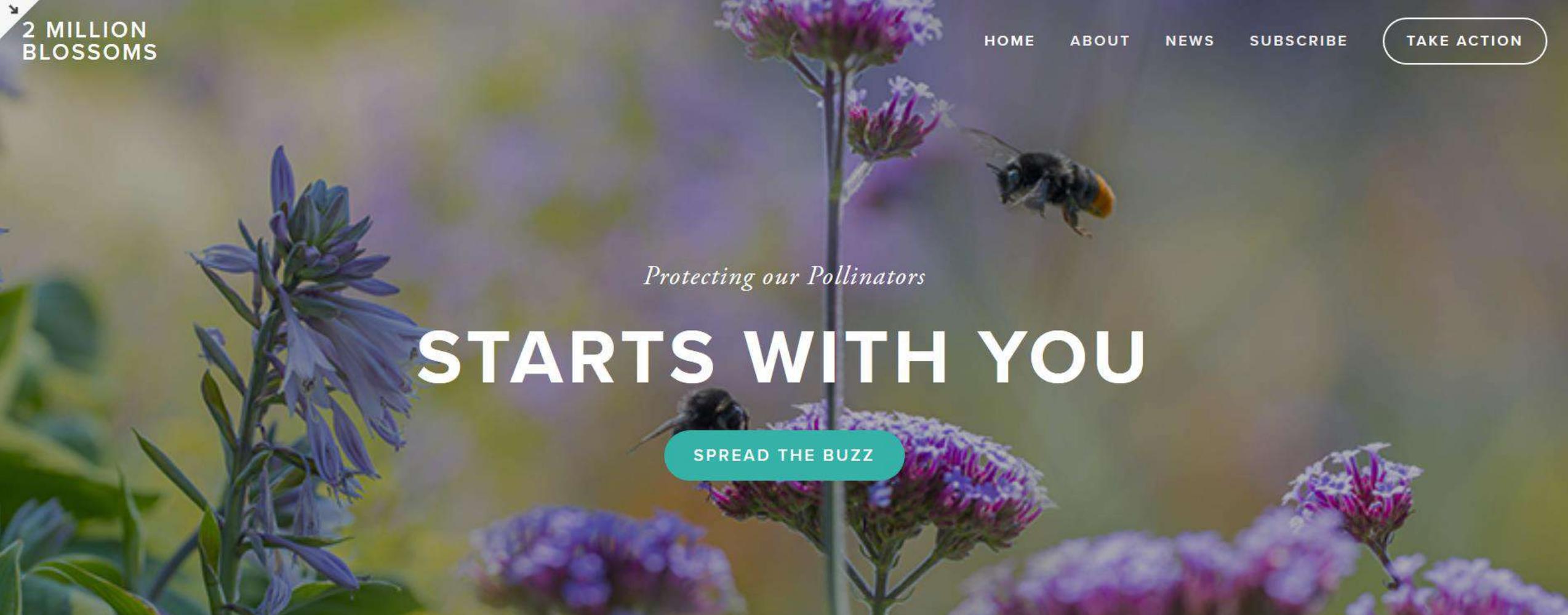


*Other Pollinators Often Go It Alone*

# Build it from the Ground Up

- Don't compete with the giants dominating the field
  - Extant bee journals have long history, but focus on practical beekeeping
- Find a niche and/or broaden beyond
  - Grow movement "save the bees" beyond just honey bees
  - Audiences overlap, but share similar core objectives
  - Find common ground and goals → habitat
- Distinguish yourself from others in the market
  - Emphasis on long form articles
  - Highlight less known pollinators
  - Visually appealing, with unique graphics and design → coffee table appeal





*Protecting our Pollinators*

# STARTS WITH YOU

SPREAD THE BUZZ

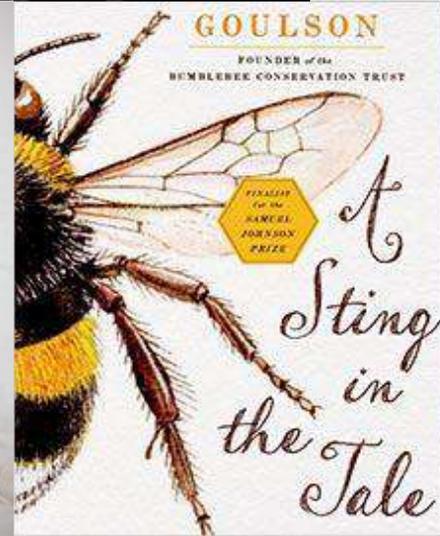
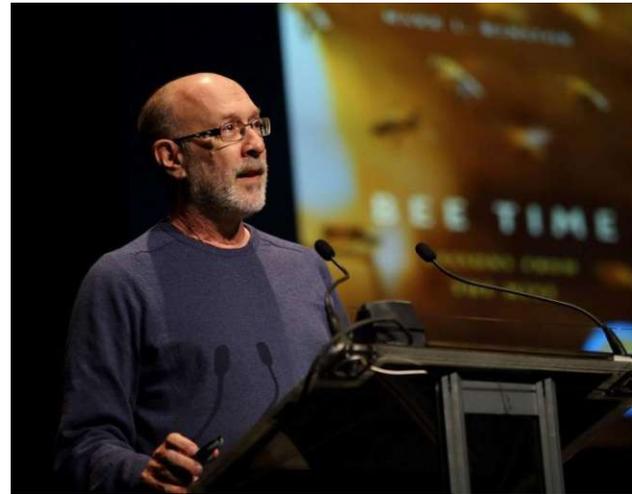
Only when creatures are named, do we care.

[www.2millionblossoms.com](http://www.2millionblossoms.com)

# 2MILLION BLOSSOMS

*protecting our pollinators*

- Launching Jan 2020
- Contributors include:
  - Marla Spivak
  - Mark Winston
  - Dave Goulson
  - Craig Childs
  - Kim Flottum
- Dedicated to all pollinators:
  - Beyond the Hive
  - What's Bugging
  - Digging in the Dirt
  - Smart Ag
  - Latest in Bee Science
- Always seeking great cover photos
- Always interested in articles



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