



American
Honey
Institute

Saving Lives, Bees and an Industry

We need
honey advocates!

KANSAS STATE
UNIVERSITY



UNIVERSITY OF
Nebraska
Lincoln

Driving Forces

Honey bees provide about
82% of all pollination in the U.S.



Economically Motivated Adulteration (EMA)

Need **independent certification program** to ensure authenticity of honey coupled with an effective communications program.



Foreign Threats

Honey **industry suffers** due to low-priced, foreign and adulterated honey. Need advocacy and policies to support domestic production.



Colony Losses

Challenges, from vectors to diseases, make managing colonies **increasingly difficult**. A united vision and focused research can turn this situation around!



Lifesaving Therapy

Improve the lives of active-duty members, veterans, farmers, and others in need of care through beekeeping. Advocate for this phenomenal, sometimes lifesaving therapy.



Workforce Development

Incorporate commercial beekeeping and applied learning in **training to grow workforce** and meet the national demands.



We need
honey
advocates!



Get
Involved!



Go to
entomology.ksu.edu/honey

- Share contact info for future eUpdates
- Become a partner
- Download resources and advocate

About Us

Centralizing effort to
**save lives, bees,
and an industry.**

Kansas State University, Valor Honey, the American Honey Producers Association, and other state agencies are building the American Honey Institute in Manhattan, KS.

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Purpose

To serve as the hub for all endeavors in the production of honey and the sustainment of pollinators, a vital agricultural industry. To build a network of educators, producers, and honey advocates across the U.S.

Mission

Lead, educate, inform, collaborate, conduct research, network, ensure product authenticity, develop and implement a wellness model.

Needs



Facilities

Places to learn, heal, thrive (i.e., workforce development) and create “productive collisions”.



People

Developing leaders, educators, and connectors through interdisciplinary activities and initiatives.



Certification & Policy

Equipment and processes to transform and standardize industry packing, distribution, and communication to buyers and consumers.



Awareness

From producer to consumer, creating advocacy to enhance pollinator security and profitable agricultural production systems.

Honey is the

3rd

most economically
motivated adulterated
product in the

WORLD

In the U.S.,
we consume
700 million
pounds of honey
but only produce
125 million.