



# Abuzz With News

MAY 2019

## Site Honey

From hive to honey pot and back to you. We hope you enjoy your bees hard work. Don't forget too you are welcome to visit our Centre and receive 20% off any purchase you make.



## Dear Farmer

Another honey season has finished, the beekeepers are setting the bees up for winter..

The season showed good production of clover and bush honey but the manuka honey crop was poor with less than half MPI compliant.

2019 sees our celebration of 75 years young and includes a refresh of our Visitors Centre, reintroduction of a cardboard honey pot and our original 11lb Light Amber honey pot enjoying new popularity as our sunshine yellow 500g Multi-flora Honey.

The new year also saw the retirement of my Dad, Ian Berry, after a lifetime in beekeeping. He has always enjoyed spending time with site owners, farmers and orchardists around Hawke's Bay and we know you will join us in wishing him a long and happy retirement.

I hope the winter is kind to you all and look forward to working with you in the future

Best regards

Pam Flack

General Manager

## ARATAKI HONEY HAWKE'S BAY

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## On 15th March 2019 in the 75<sup>th</sup> year of the business, Ian Berry announced his retirement.

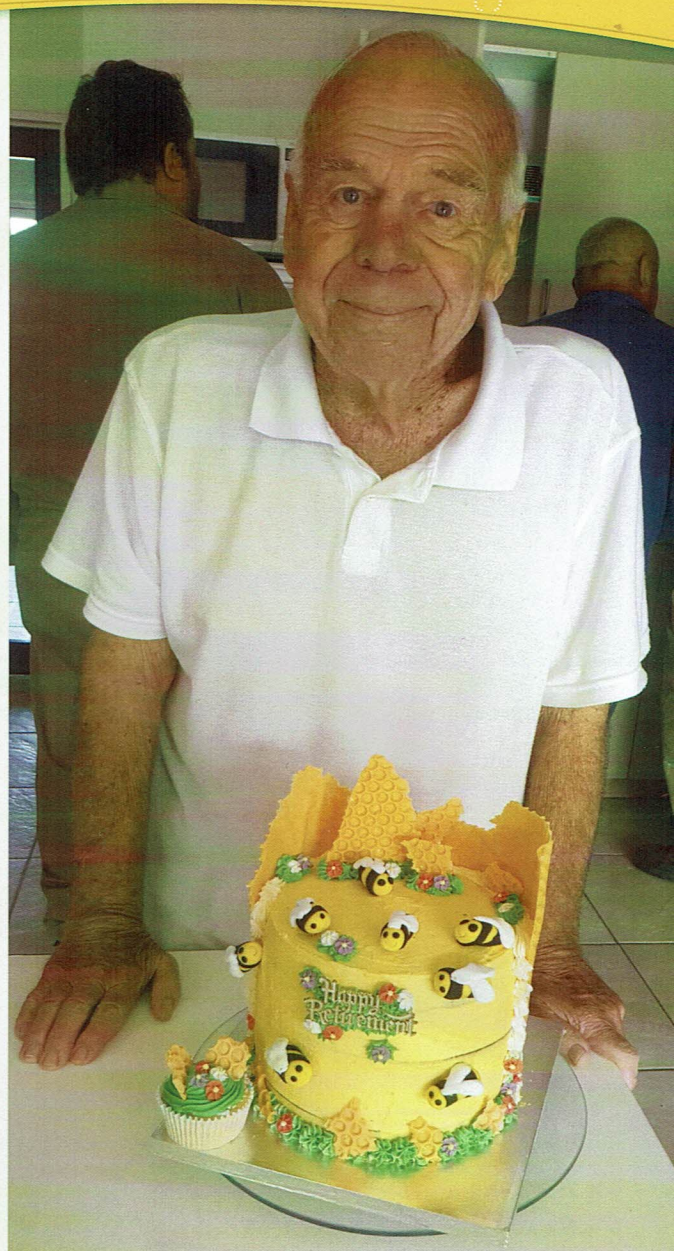
Ian had a bout of pneumonia early in the New Year and at 87 years old he decided that the time had come for others to do the work!

Ian's legacy will forever remain a part of Arataki Honey – and not just because he lives over the road and can still keep an eye on us all!

Ian was born in Nireaha in 1931 and started beekeeping aged about 10 years when his father gave him and his younger brother Alan a beehive each. Ian bought Alan's hive for one pound, doubled his hive numbers and went on to be one of the most knowledgeable and respected beekeepers in New Zealand. Alan kept the pound and went on to a career in accountancy.

In his years at Arataki Honey Ian has taught many, many beekeepers the knowledge and love of honey bees. He has passed on his skills in honey production and processing. Ian has ensured that his strong principles in business management have been adhered to and while the company has grown it has remained a New Zealand owned family business.

Ian has been married to Pat for nearly 65 years. Together they raised a family and offered love and support to their six children, nineteen grandchildren and nineteen greatgrandchildren. Ian sometimes worried that the needs of the business left Pat shouldering the family responsibilities but their children and grandchildren all value the employment opportunities that Arataki Honey has provided and the work ethics that Ian taught them from an early age. Ian's daughter Pam now manages Arataki Honey, Hawke's Bay, but all six children have worked in the business with three having



beekeeping as their main career paths. Many of the grandchildren have funded university studies working for the company and today the team includes three grandchildren working full time in beekeeping, retail and accounts.

On Ian's retirement his youngest brother Russell spoke of the huge contribution that Ian had made to Arataki Honey. Their father, Percy, suffered from health issues in the 1950's and it was up to Ian to provide the skills, management and sheer hard work to maintain and build the company. Without his many hours of work there would not be an Arataki Honey today.

Ian's work ethics and his dedication to beekeeping in Hawke's Bay are the foundation of our company. We hope he will continue to be proud of Arataki Honey in the years ahead.





## SOME WORDS FROM IAN

My father, Percy Berry established Arataki Apiaries at Arataki Road, Havelock North, in June 1944. After I left school in 1946, I worked with my father and joined with him in 1954 to form Arataki Apiaries Limited, later Arataki Honey Limited.

Since those early days we have built up a business with a reputation for being an honest and reliable firm where it is a good place to work, where we could be depended on making our payments when we said we would. Also, we have supported our local community in many ways such as providing quality honey at reasonable prices and maintaining a pollination service to three generations of orchardists and farmers.

My family spent a lot of time and effort helping and guiding the National Beekeepers' Association of New Zealand and I am proud of the fact that three of the family have been awarded life memberships for their work done for the Association and the beekeeping industry.

By sticking to strong principles the firm of Arataki Honey Limited, with its two divisions in Hawke's Bay and Rotorua, has become a very strong company, with a wealth of knowledge on how to earn a good income from bees while at the same time playing our part in looking after staff, customers, suppliers, the community and shareholders. All without calling on overseas investors for money or running the business on a basis that involves looking after its own business no matter what harm that may do to the industry, other beekeepers or the many other New Zealanders who depend on beekeepers for their livelihood.

*Ian Berry*



## HONEY MARKET SOFTENS

As the production season ends it's timely to reflect on a couple of key factors in the honey market.

Firstly, the MPI standard for Manuka honey introduced in February 2018 requires minimum standards on 4 chemical markers and 1 pollen DNA test. This is the first full season this has been in place, so it's difficult to forecast how hives in Hawke's Bay will yield. If manuka flowers at the same times as Kanuka or pastoral clover then the purity will be down. 2018 provided quite favourable test results for our Manuka sites but 2019 is well down in volume and less than half the tonnage has met the standard.

Secondly, the Manuka 'gold rush' has lead to a proliferation in hives and beekeepers. Nationwide hive numbers have gone up threefold to almost 1 million. Most apiaries won't produce Manuka honey and having a

market for pastoral and bush honey seems to be overlooked in the calculation of these start up businesses. Prior to the MPI Manuka standard large quantities of this commodity honey must have been blended in and sold as Manuka honey. Suddenly the market is awash with honey and the value now becomes a commodity price on the world honey market.

With prices as low as \$4-\$5 per kg many beekeepers will find the returns less than the cost of production. Manuka prices are still holding up but the greatest volume of production could almost halve in primary value. For the future, the industry will require efficient productivity rather than rely on the inflated prices of the last few years.

It's hard to see 1 million hives being sustainable.

*Rhys Flack*  
Export Sales Manager

## RECORD NUMBER OF BEEHIVES NOW IN NEW ZEALAND

It was interesting to read recently that beehive numbers world wide continue to decline, but here in New Zealand the trend is still in the other direction.

Travelling around Hawke's Bay it would appear that a good proportion of them are in this district. Operators from outside Hawke's Bay are moving large numbers of beehives into the area to over winter, remaining here until the early summer before heading into manuka honey production throughout the North Island. As a result available pollen sources are overwhelmed and per hive production of honey is decreasing.

Longer term this may balance out as honey prices fall to levels not seen for 15 years. We are hoping that this will relieve some of the pressure locally.

We recently farewelled our Manager and Director, Ian Berry. We are certainly going to miss his vast knowledge on all things relating to beekeeping. We wish him well in his retirement.

As we deliver this years site honey we are reminded of the benefits, of on-going pastoral and clover crops, to both our businesses. Thank you to all farmers and site owners for the continued access to your property.

Wasps are again becoming a problem for us in certain areas. We are happy to destroy nests, so if you have a problem give us a ring.

*John Walsh*  
Beekeeping Manager

## Arataki News



### NEW TO MARKET

Two new 'back to the future' products have been recently added to the Arataki range. A new 1kg Clover Honey in a coated cardboard pot and 340g Clover Comb Honey. Both of these delicious products are now available from the Visitor Centre.



### HAWKS'S VISIT

Players from the 2019 Hawks's team popped into shoot some hoops with some of their fans at the Visitor Centre during the April school holidays. We have some general admission tickets available to the home games. If you would like some just bring your newsletter with you and see any of the team in the Visitor Centre or Office.



### WASP WATCH

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## ARATAKI HONEY LTD, HAWKE'S BAY DIVISION

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