

Department:

Agriculture

Course Description:

This course is designed to provide an introduction to the legal requirements of honey product packaging and quality control of the product. The course will also cover packaging and marketing strategies to maximize profits. Other value-added products will be introduced for diversification of sales possibilities.

Course Competencies:

Upon completion of the course, the student should be able to:

1. Demonstrate correct labeling of honey containers
2. Explain the uses of various types of honey containers
3. Develop a marketing strategy using different types of business outlets
4. Explain the importance of and techniques for quality control of the product
5. Describe the types of value-added products available to beekeepers

Course Content:

- A. Labeling requirements
 1. Pure honey
 2. Organic honey
- B. Packaging honey
 1. Plastic containers
 2. Glass containers
 3. Novelty containers
 - a. Honey sticks
 - b. Honey bears
 4. Bulk containers
- C. Wholesaling and retailing
 1. Wholesale outlets
 - a. Large honey companies
 - b. Grocery stores
 2. Retail outlets
 - a. Self-operated sales
 - 1) Home store and roadside stand
 - 2) Farmers' markets
 - 3) Fairs
 - b. Internet sales

- 1) Building a Web site
 - 2) Online auctions
- D. Marketing the product
1. Brand name
 2. Location
 3. Image
 4. Pricing
 5. Advertising
 6. Web pages
- E. Quality control
1. Sterile environment
 2. Temperature controlled storage
 3. Grading of honey
 4. Certified scales
 5. Certified kitchens
 6. Polariscope
- F. Value-added products
1. Beeswax
 - a. Wholesale to supply houses
 - b. Candles
 - c. Cosmetics, lotions, salves, lip balm, soaps
 2. Pollen
 3. Comb honey
 4. Creamed honey
 5. Infused honey
 6. Entering honey in competitions

Learning Assessments:

Course competencies will be assessed by the use of live demonstrations, oral or written exams, and a written presentation of a marketing strategy.

Instructional Materials:

Value-Added Products from Beekeeping, Krell, FAO Agricultural Services Bulletin No. 124, 1996.
ISBN: 92-5-103819-8
Various audio-visual materials and handouts.

**Guidelines for Requesting Accommodations Based on
Documented Disability or Medical Condition**

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

On-Campus Students: At enrollment, any on campus student may complete a form that will allow them to self-identify any disability.

Off-Campus Regional Students: Self-identify your disability and accommodation needs with the Regional Coordinator and/or instructor, preferably prior to the first class meeting.

Online Students: Self-identify your disability and accommodation needs by contacting the Disabilities Coordinator. Students must provide their own programs to allow accessibility on their home computer.

Any student may also identify their disability by completing an online form located on the HCC homepage under Students Services/Resources/Disabilities. Questions should be directed to the Disabilities Coordinator.