

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



**American
Honey
Institute**

Saving Lives, Bees, and an Industry

**We need
honey advocates!**

**KANSAS STATE
UNIVERSITY**



**UNIVERSITY OF
Nebraska
Lincoln**

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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Education

Basic, advanced,
commercial, master
pathways



Research

Honey bee sustainability,
honey authenticity



Certification

Authenticity testing,
fully independent lab,
standards



Well-Being

Integrated therapy,
resettlement



Communications

Honeybee sustainability,
honey authenticity



You

Our success depends on
advocates like you



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.



Facilities

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



Certification & Policy

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



People

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



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.