

How To Exhibit Honey¹

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The present honey market situation requires more and more beekeepers to actively promote their product. Traditionally, one of the best ways to do this is through exhibiting honey at public gatherings such as fairs, mall shows, carnivals and other events. Below are some ideas to use when developing effective exhibits. This information was written with honey in mind, but is valid for displaying almost anything. Beekeepers might wish to focus on any of a variety of topics, including: producing and packaging pollen, propolis, and other bee products, producing package bees and queens or mapping floral sources of honey.

An Effective Exhibit:

- (a) Has one single idea.
- (b) Attracts attention.
- (c) Tells its own story.
- (d) Can be seen at a glance.

Plan Ahead:

- (a) Choose a theme (an idea) and stick to it.

- (b) Keep it simple.
- (c) Decide what to do before you start.

Considerations:

- (a) Purpose, or reason, for exhibit.
- (b) Who will see it.
- (c) What space is available.
- (d) What facilities? (Electricity, water, etc.)
- (e) Materials needed.

Attract Attention By:

- (a) Actual objects (honey as comb, liquid, chunk).
- (b) Models (A bee yard to scale).
- (c) Motion (Turn tables; bees in observation hive or models in motion).
- (d) Lights (Flashing or changing).
- (e) Color

1. This document is ENY109, one of a series of the Entomology and Nematology Department, Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences, University of Florida. Reviewed May, 2003. Visit the EDIS Web Site at <http://edis.ifas.ufl.edu>.
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(f) Audience participation (Prize for right answer. Buzzer sounds by making correct electrical connection. Lights go on if right button pushed).

(g) Free literature: Printed or mimeographed materials: facts about honey, its uses, recipes. Get these ahead of time from Beekeeping Associations.

Tell your story:

(a) By signs large enough to be seen:

From 3 feet - 1/4 inch letters

From 8 feet - 1/2 inch letters

From 15 feet - 1 inch letters

From 25 feet - 1 3/4 inch letters

From 30 feet - 2 1/2 inch letters

(b) By photographs: At least 8 x 10 inches
Dull finish

(c) By details:

1. Title at top (ALL CAPITAL LETTERS).
2. Letter line thickness about one-seventh the height of the letter.
3. Neat, legible lettering (Sign painter quality, or purchase letters cut out and ready to apply.).
4. One style of letter only.
5. Words running horizontally, to be read left to right, not vertically.
6. Short sentences or statements.
7. Colors (Black on yellow or white; white on dark blue, etc.).
8. Position: Not below 30 inches, nor above 96 inches from floor.

might want to consider use of other visuals like slides or even video tape. These technologies are constantly improving and are becoming more and more available.

There is little question that advertising a product through presentation of understandable messages more than pays for itself. Traditionally, this has not been done with honey because many believe the myth that the product somehow sells itself. As a honey promoter, you will be in the fore front of the beekeeping industry in the 1980s. The handwriting is on the wall; those who fail to promote their product will increasingly risk being consigned to the statistics generated by the great number of businesses that fail each year.

These are just some of the ideas to consider when developing displays in public places. In addition, you