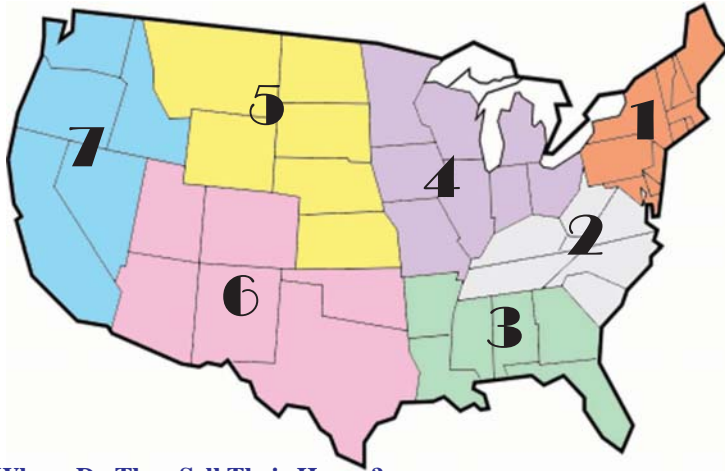


MARCH - REGIONAL HONEY PRICE REPORT



Below is the past seven years data on where our reporters sell their honey. We have 17 outlets listed, and, yes, there are more. We asked where else, and several additional outlets were mentioned – Feedstores, coffee shops, hardware stores, church fairs, to their family, annual holiday fairs, restaurants, and orchard stores where they pollinated. 25 places to sell honey. You shouldn't have any left this year.

Sales from home took a leap this year, rising more than 20% over last year, and about 15% above the average. Gift store sales are increasing, as are sales to customers at work. Both of these are refreshing and if you don't already, take a look locally. We think it's the local in local farm markets that's driving those sales increases with more people selling there, but selling about the same amount of their crop. We also think that local small packers are taking advantage of the local honey for the same reasons and buying from more local beekeepers, who aren't, incidentally, selling more but rather keeping it home. Local honey is selling well at fairs and internet sales continue to grow in terms of amount of honey sold there.

Where Do They Sell Their Honey?

% of Reporters Selling at these locations								% of Their Honey Sales at these locations								Locations Honey Sold at
2012	2013	2014	2015	2016	2017	2018	2012	2013	2014	2015	2016	2017	2018			
77	77	72	83	61	67	87	36	73	31	39	46	38	31	Home (inside or roadside stand)		
16	19	14	24	14	20	13	19	34	43	32	42	34	37	Local community - sponsored farm market (i.e. Sat. & Sun. sales)		
29	28	26	22	24	20	31	40	31	29	20	44	30	29	Local Farm Market business that's seasonal (Fall only, for instance)		
29	26	25	28	27	19	26	33	35	26	30	37	38	42	Local Farm Market business that's year-round		
4	5	6	6	3	7	5	33	19	10	15	25	19	15	Flea Market		
39	35	83	22	22	35	31	24	20	22	19	27	22	18	Health Food/Organic store		
10	7	11	13	3	9	18	8	6	10	14	25	13	9	Gift Store		
16	17	13	11	2	14	16	21	17	12	19	80	22	34	Bakeries/Food Establishments		
14	5	10	9	10	16	16	28	5	16	34	38	18	9	Local High-End Retail Outlets (gourmet stores)		
31	27	32	35	15	33	35	16	27	25	20	37	24	23	Local, Small 'Mom & Pop' Retail Outlets (grocery & gas)		
17	4	7	11	7	14	18	35	13	28	45	44	43	24	Local Small Packer or Producer/Packer		
2	3	3	4	2	3	3	100	67	78	83	45	55	35	Huge Packer, they pick up		
11	9	8	11	9	7	10	41	51	37	45	45	48	43	Wholesale only to larger stores, you deliver to warehouse		
11	5	13	7	2	14	11	9	5	5	9	30	12	5	Breweries/Beer or Mead makers		
10	6	8	6	3	7	6	10	5	8	4	10	10	17	Internet, direct retail, mail order		
41	41	33	19	27	36	47	21	18	13	12	34	24	25	Work, direct retail		
6	16	10	7	2	16	6	6	16	13	7	27	5	17	Local/State Fair, with club		

*Total percentage of sales does not come out to 100% because of multiple outlets.

REPORTING REGIONS								SUMMARY			History	
	1	2	3	4	5	6	7	Range	Avg.	\$/lb	Last Month	Last Year
EXTRACTED HONEY PRICES SOLD BULK TO PACKERS OR PROCESSORS												
55 Gal. Drum, Light	1.90	2.19	2.35	2.60	2.23	2.35	3.00	1.80-3.00	2.34	2.34	2.27	2.30
55 Gal. Drum, Ambr	1.68	2.16	2.10	2.43	2.07	2.03	2.50	1.35-2.65	2.14	2.14	2.11	2.21
60# Light (retail)	214.50	182.80	201.67	217.40	159.00	192.14	220.00	155.71-280.00	203.57	3.39	193.95	197.81
60# Amber (retail)	217.78	191.71	200.00	206.40	210.60	206.25	226.67	162.00-265.00	207.71	3.46	196.89	203.17
WHOLESALE PRICES SOLD TO STORES OR DISTRIBUTORS IN CASE LOTS												
1/2# 24/case	85.44	75.50	90.80	61.67	57.84	90.00	85.15	57.60-121.20	80.90	6.74	81.76	81.16
1# 24/case	126.69	107.95	130.15	117.07	106.32	136.88	128.40	84.00-180.00	124.39	5.18	120.98	120.90
2# 12/case	111.46	96.47	109.35	106.24	97.44	110.40	114.00	78.00-159.24	108.45	4.52	107.68	112.82
12.oz. Plas. 24/cs	104.90	85.44	93.50	84.17	74.40	112.40	97.20	66.00-168.00	96.59	5.37	97.69	95.40
5# 6/case	131.95	109.75	132.90	132.80	102.30	132.00	133.06	90.00-186.00	128.11	4.27	124.21	125.29
Quarts 12/case	168.89	133.05	144.61	180.00	125.64	142.79	132.00	119.00-204.00	146.90	4.08	140.58	145.41
Pints 12/case	117.95	82.75	86.00	132.00	111.34	82.65	84.00	65.00-186.00	97.17	5.40	90.93	89.61
RETAIL SHELF PRICES												
1/2#	5.46	4.29	4.70	4.65	3.26	4.75	6.50	2.92-8.00	4.94	9.89	4.65	4.59
12 oz. Plastic	5.98	5.00	5.29	5.08	4.71	6.49	6.30	3.65-9.00	5.64	7.52	5.87	5.97
1# Glass/Plastic	7.62	6.85	7.49	6.81	5.84	7.26	9.20	4.79-12.00	7.42	7.42	7.33	7.57
2# Glass/Plastic	13.51	11.04	12.53	11.58	11.36	12.00	15.00	8.00-23.00	12.69	6.35	12.28	12.13
Pint	12.89	9.12	9.14	12.95	9.00	9.94	10.13	6.00-16.00	10.16	6.77	9.89	9.33
Quart	17.09	16.38	16.22	19.63	16.80	17.90	19.37	11.00-28.00	17.43	5.81	16.91	17.29
5# Glass/Plastic	27.79	25.30	35.31	24.86	24.79	27.63	35.00	17.99-43.25	27.73	5.55	27.54	25.92
1# Cream	9.15	8.62	11.25	5.95	6.92	5.60	10.25	5.50-18.00	8.68	8.68	9.96	8.89
1# Cut Comb	12.86	9.42	9.00	8.89	15.00	6.50	14.25	5.00-22.00	11.26	11.26	10.46	10.71
Ross Round	10.03	6.73	9.42	9.00	9.42	10.25	12.49	6.00-12.50	9.60	12.80	9.94	9.15
Wholesale Wax (Lt)	7.23	4.98	5.60	6.13	6.00	4.56	7.75	3.00-12.00	6.36	-	6.45	6.30
Wholesale Wax (Dk)	6.65	4.64	4.18	5.97	6.24	3.17	6.24	2.00-12.00	5.49	-	5.32	5.49
Pollination Fee/Col.	87.50	80.00	78.33	75.00	80.00	90.00	63.75	50.00-120.00	79.81	-	80.86	86.14