



Texas Honey Bee Education Association

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Vice-Chair:
Secretary:

Roger Farr
Chris Doggett
Leesa Hyder

Business Presentation on the Adopt-a-Hive Program

Sir or Madam,

I'm Terry Wright, a sidelinier (medium-sized) beekeeper in northeast Texas and a member of the board of the Texas Honey Bee Education Association (THBEA). I'm writing to ask you to join with the Adopt-a-Hive program to benefit your business, our local community, and Texas beekeepers.

Most people picture honey when they think of honey bees. My bees do produce good honey, and I am grateful. I've learned, however, that the most important benefit of keeping honey bees is the pollination services they provide to our food chain. Do you realize that honey bees pollinate 80% of flowering plants and are responsible for pollinating one-third of all the food we eat? Without honey bees we would be in serious trouble. Unfortunately, since 2007 beekeepers have lost 35-40% of their hives EACH YEAR! Beekeepers are able to split their hives to make up the losses, but such a high yearly loss rate makes it difficult to significantly increase the total number of managed hives in the United States.

The Texas Honey Bee Education Association focuses on educating Texas beekeepers to use best practices in managing their bees, on educating the public regarding the benefits of honey bees, and on funding research to improve honey bee longevity and productivity. A special emphasis area is on funding local youth beekeeping programs to increase the total number of beekeepers; currently Texas has about 5000 beekeepers of all sizes.

THBEA is a 501(c)(3) public charity and raises money primarily through donations to fund its programs and activities. Adopt-a-Hive is simply a way for local businesses to support honey bees through a suggested \$1000 donation to THBEA and a partnership with a local beekeeper, like me and the one sharing this presentation with you. THBEA will use each donation to advance beekeeper education, honey bee research, and youth beekeeping programs in Texas. More information is available at THBEA.com.

Your partnership (adoption) with a local beekeeper may include him or her selling local honey to you in specialty bottles which you can then co-label with your business information. Your

business will then have a unique gift with which to reward loyal customers or attract new business. Some Texas beekeepers have even done seminars for local businesses on the benefits of honey bees to society and then offered tours of their apiary. Your local beekeeper might even put your business' logo on one of their hives and provide photos and hive updates to you.

THBEA will provide your business with brochures for public distribution entitled *How You Can Help the Honey Bees*. These are take-away pieces to educate the general public and encourage them to take personal steps of action to benefit honey bees. Your business can label the brochures with your contact information.

Finally, THBEA will also provide a donation receipt and a press release to your business.

Please look over this information and consider how you can help us educate Texans about honey bees. I believe that this is a worthwhile project, and I invite you to join me in the Adopt-a-Hive Program.

The Texas Honey Bee Education Association will be glad to accept your check donation by mail to THBEA, 400 County Road 440, Thrall, Texas 76578 or via PayPal online at THBEA.com.

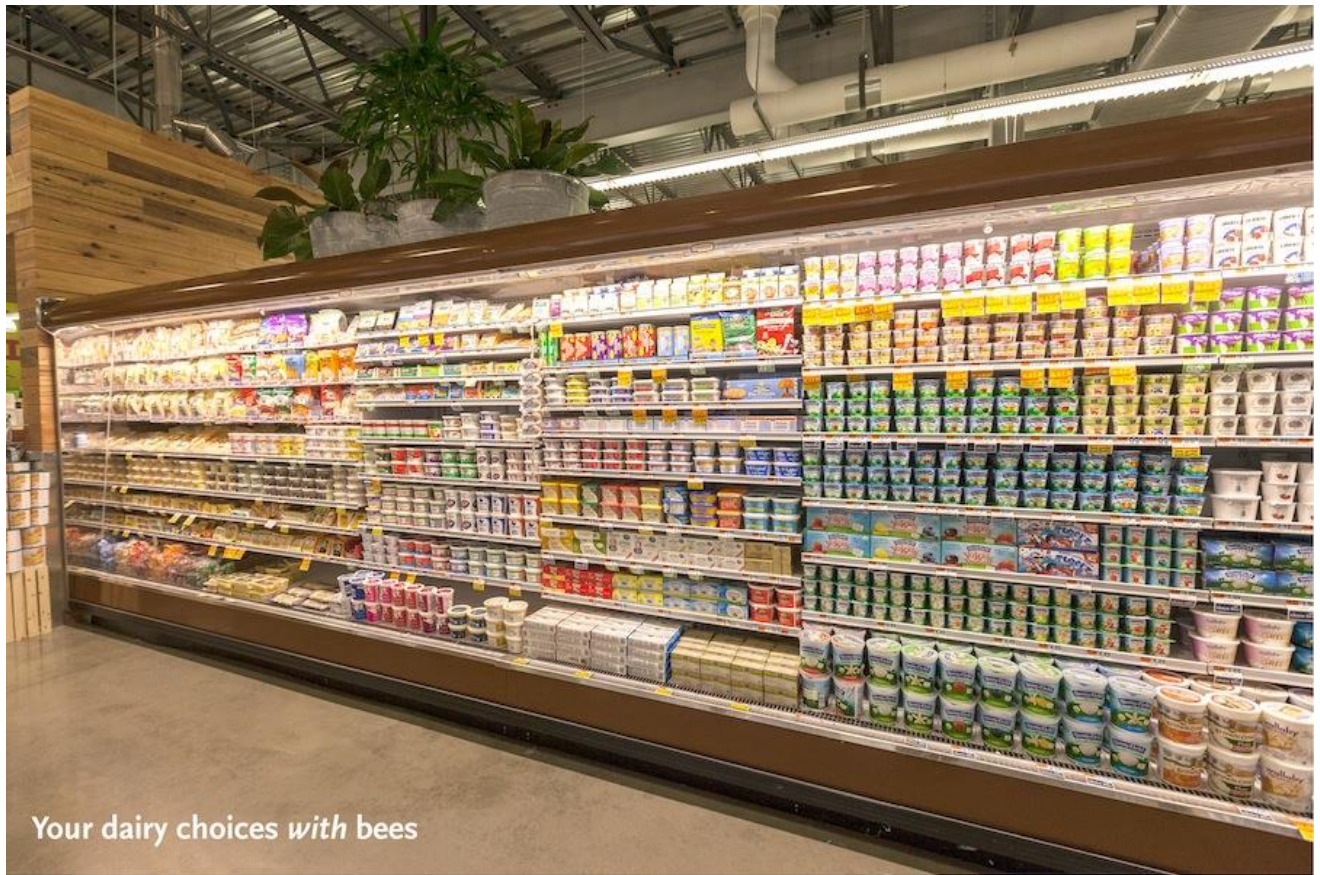
Thanks!

Terry

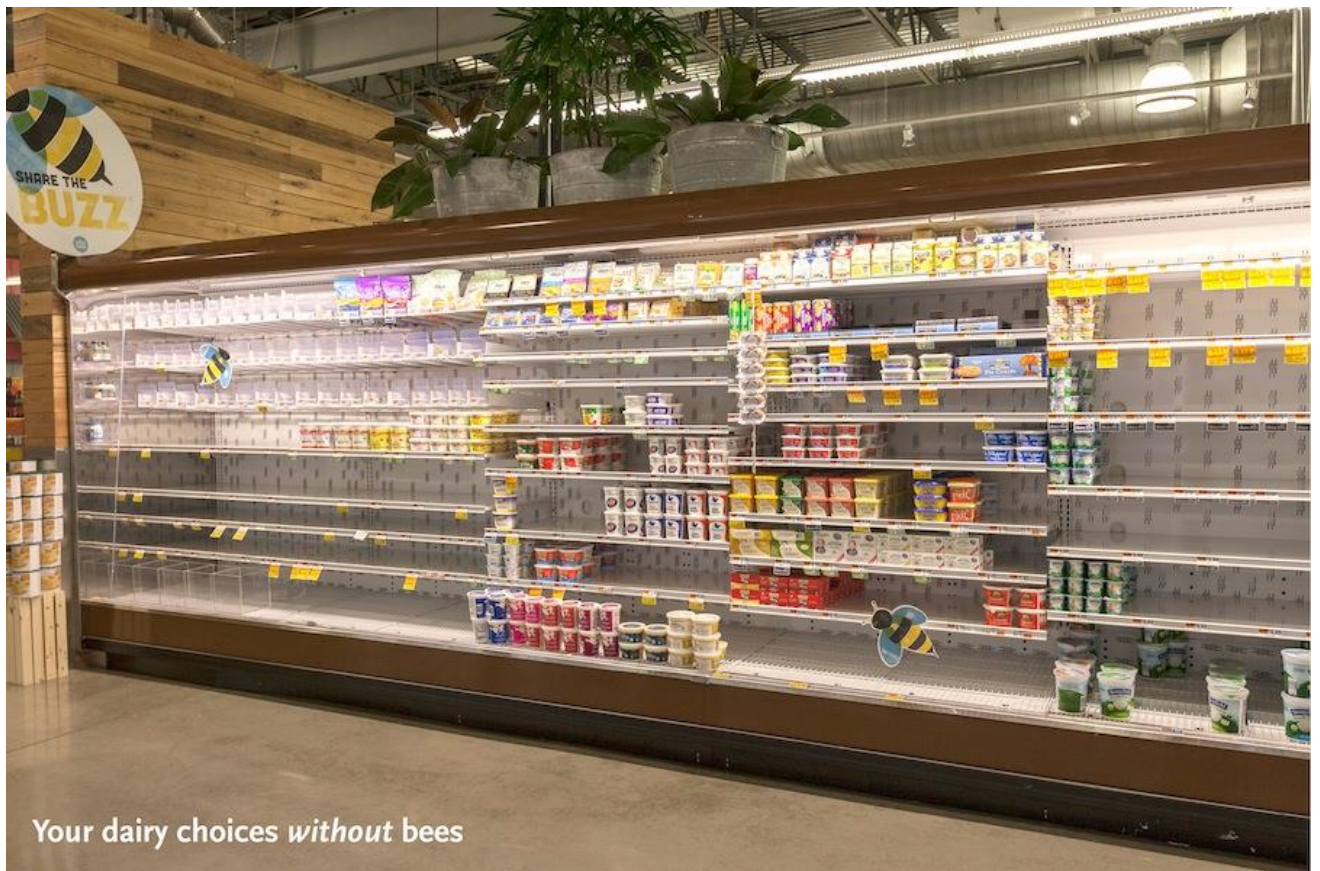
Terry Wright

Texas beekeeper, Adopt-a-Hive Coordinator, and THBEA Board Member 2020





Your dairy choices *with* bees



Your dairy choices *without* bees