



# Texas Honey Bee Education Association

**Chair:** Roger Farr  
**Vice-Chair:** Chris Doggett  
**Secretary:** Leesa Hyder

---

## Beekeeper Introduction to the Adopt-a-Hive Program

Fellow Texas beekeepers,

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

Adopt-a-Hive is simply a way for local businesses to support honey bees through a suggested \$1000 donation to THBEA. You, the beekeeper, could approach one or more local businesses with whom you have a relationship and ask each to make a one-time cash donation. THBEA will use the donation to advance beekeeper education, honey bee research, and youth beekeeping programs.

You, the beekeeper, may then advance your relationship with the business owner by offering to provide (sell or give) your honey to the business in specialty bottles which they could then co-label with their business information. You win with low cost advertising of your honey, and the business has a unique gift with which to reward their loyal customers. Some beekeepers have even done seminars for local businesses on the benefits of honey bees to society and offered tours of their apiary. You might even put the logo of the business on one of your hives and provide hive photos and updates to the business. You, the beekeeper, determine how involved you'd like your "adoption" to be.

THBEA will provide you and the business with brochures for public distribution entitled *You Can Help Texas 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. You and the business can label the brochures with your contact information.

The enclosed materials will give you more details on the Adopt-a-Hive program.

I'm asking beekeepers around the state to start Adopt-a-Hive programs right where you live. I've just started the first one in Gilmer, TX, where I live. The presentation I used to introduce the program to local businesses is in the following pages. It is short and to the point, but the pictures of the produce and dairy sections, with and without honey bees, caught the eyes of business leaders. Frankly, they had never really thought about the large benefit we receive from honey bees through their pollination services to produce nearly one-third of our food.

There are different approaches to presenting the Adopt-a-Hive program to businesses. You do not have to do a lot of “selling,” since businesses are always looking for ways to get their names out into the community. Honey bees are great ambassadors to help build relationships! I think banks, grocery stores, hardware stores, and feed and home stores are good prospects. I’ve had two local businesses partner with me, each donating \$500 to THBEA. One of these was a floor and lighting store and the other was the county Farm Bureau agency.

For you the beekeeper, you get the opportunity to let people in the community know you exist and that you sell “local” honey. You are also a representative of beekeeping in your local community, and you may have opportunities to educate the community on the benefits of honey bees. THBEA has several resources that can help you present the information effectively.

Finally, THBEA will provide a donation receipt and a press release to the business to use in their local newspaper. THBEA will also say “thank you” to you, the beekeeper, with a beekeeping educational gift.

Please look over this information and hopefully join me in this worthwhile project.

Thanks!

A handwritten signature in black ink that reads "Terry Wright". The signature is written in a cursive, slightly slanted style.

Terry Wright

Texas beekeeper and THBEA Board Member 2020