



ADVERTISING, PUBLICITY AND SHOWS REPORT - 2011

ADVERTISING

Due to the financial situation we have lost a few of the regular advertisers. Other than that there is nothing else to report.

PUBLICITY AND SHOWS

Although always shown separately it is easier to report on them together. The trailer has made a terrific difference to the haulage of publicity material. No longer do I have to clean out the van and load it up with the counter, shelves and sales material. It also means that I am prepared to travel to different shows and set up a walk through display or combine the trailer and gazebo in a display.

During 2011 I attended a number of shows, the main ones being, The Royal Highland Show in June and The Scottish National Honey Show in September. Others were Kinross Agricultural Show, Food Festival at Bannockburn, Allotment Association at Battleby, St. Andrews Botanic Gardens Apple Day, St. Andrews Flower Show, Cupar Flower Show.

Although not with any publicity material I attended the BBKA Spring Convention and National Honey Show at Weybridge. Both are very good for making contacts which will be of benefit to the SBA.

There have been a number of poor honey seasons and this has reflected on the number of exhibitors attending the honey shows. Hopefully 2012, Centenary Year, will see the members making a big effort to enter more shows, especially the Royal Highland and Scottish National.

Enid Brown