



**HONEY
SAVES
HIVES®**



Take Full Advantage of National Honey Month

Make your retail customers aware of National Honey Month in September and help them leverage this sweet opportunity for increasing honey category sales!

- Educating shoppers about the role of honey and honey bees in sustaining our global food supply is the key to unlocking added sales - focus on how *Honey Saves Hives*.
- Collaborate with your retail customers to tell shoppers that when they purchase honey, they are directly supporting the beekeepers who keep honey bees healthy and productive.



National Honey Board resources pave the way

The National Honey Board generates significant media coverage during September centered around *Honey Saves Hives* messaging.

- This year's *Honey Saves Hives* ambassador, celebrity TV chef Carla Hall, will bring added attention to honey and honey bees throughout September!
- Capitalize on retailers' social media channels to share information, usage ideas and videos while directing shoppers to learn more at HoneySavesHives.com.
- Utilize our extensive collection of educational videos on the NHB YouTube channel.

National Honey Board support

The NHB has funds available to assist retailers with educational messaging via digital ads, in-store communications, email blasts and more during September.

- Contact Don Ladhoff, Retail Program Coordinator (don@honey.org) to discuss specific opportunities with your retail customers.

