



Guidance for Sellers at the Honey Show.

The Honey Sales stand at the Royal Cornwall Show is always well attended and attracts a lot of public interest. It can be a full on job being your retail outlet at the show, so here are a few guidelines to help the volunteers sell your honey on your behalf, and ensure you get properly paid.

It's not just honey we're looking for, as candles and other wax products such as polish, wax wraps, and wax blocks etc. are always popular. However, due to the legislation associated with the selling of cosmetic products, we **cannot** offer items such as soaps, creams, lip balms and other cosmetic items for sale.

Boxes:

We do not have the space to put every jar on display, so we endeavour to make an appealing display from a sample of every honey supplied, usually about 8 – 12 jars at a time. As one jar is sold, we immediately restock from the delivered boxes to keep the stand looking full and appealing. Boxes are stored behind the stand and may be placed near ground level to save space, so:

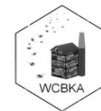
- If possible, please supply honey for sale in plastic crates or sturdy boxes. Thin cardboard suffers in the damp marquee and can often become difficult to handle, especially when part full.
- If you supply in crates and want them back, please label them clearly with your name!
- Again, if possible, avoid mixing jar sizes or product types in a box, as it makes it very difficult to restock the stand on the fly, and to stock take at the end of the Show.
- To help us keep your honey in the public eye, sticking a jar label on the outside of the box really helps us identify which box we need to restock from.

Sales Sheets:

The sales are recorded by counting the honey and other items you supply before the show opens, recording these on your sales sheet, then after the show closes, counting the unsold stock.

Sales = stock in minus stock returned.

- Please ensure that all honey delivered to us is ready for sale with legally correct labelling. We simply do not have time to correct or add labelling at the stand. Labels missing or incorrect means that your honey will be taken off sale completely. One trip hazard – every year someone puts the wrong labels on their jars, with 12oz jars getting 1lb labels. Easy mistake to make, but it will result in your honey being withdrawn.
- On setup Wednesday, please don't dump boxfuls of honey at the stand then run away. We cannot accept deliveries until the stand is set up and ready to go. We



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need to perform proper due diligence by counting them all in with you in attendance before we accept them for sale. You will be asked to sign your form, together with the Sales Team “counter” to agree the numbers. This is to ensure that all sales over the weekend are properly accounted for, and you get paid appropriately. There is always a rush as we set up on Wednesday so please be patient.

- Likewise, please be patient on Saturday. We cannot start to count the returns until the show closes, and errors here will result in you being incorrectly paid. Once your stock returns have been verified, and the sales sheets signed again by both parties, please take your honey away promptly, so that we can begin the task of decommissioning the stand.
- We find it very helpful to have your jar label fixed to your sales sheet at stock return time. That way, it is much easier to associate a counted jar with the vendor that provided it. Hunting across labels to match producer names with names on the sale sheet can lead to mistakes, especially when the name on the sheet and the name on the jar doesn't match. (e.g. “Fred Bloggs” on the sheet / “Sunny Cottage Honey” on the jar. Group apiaries – you are the worst for this!)

Sales of honey in standard jars is at the agreed price for that year, to be fair to all. Specialist honey, wax goods or items by weight such as cut comb are priced by the vendor. It is essential that we can identify what you have sold by counting what you have left. Remember, not everything will sell out! We aim to make sure that you are properly paid, and this critically depends on the information you put on the sales sheet.

- The sales sheets must be fully filled in correctly. Be careful how you minimise any information. For example:
 - 72 Jars Semi Set in 12oz – fully acceptable
 - 24 x 1lb plus 40 x 12oz, all on one line – NOT acceptable. Please separate these items onto two lines
 - 20 Sections, each at £12 – acceptable
 - 24 cut combs, various weights, £150 in total – NOT acceptable. Please put each different price onto a separate line e.g.
 - 12 cut combs priced at £5.50
 - 6 cut combs priced at £6.50
 - 6 cut combs priced at £7.50
 - Fully acceptable.

Tasting:

Tasting sells. There is always a crowd around the tasting, and most sales are made by someone licking their lips and saying – “Oh, I'll take a jar of that”. Your taster is therefore your best advert.

- A taster is required for each type of honey you sell. For example, if you have semi set and runny, then please provide a taster of each.



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- PLEASE supply tasters with the same labels as the jars you plan to sell, as it is difficult to match up honeys where the labels have changed.
- Please supply tasters in the size of jar you sell. (If you have the same in more than one size, please use the largest). It is embarrassing when a buyer selects a honey from a small taster only to be told that it is only for sale in large jars.
- Please make sure your tasters are easy to find. If a taster is buried in a lower box, or a lower layer, then it is likely that the sales team will take a jar from the top of your first box and open it for tasting – for which you will NOT be paid.

Non honey items:

The sales stand always looks better with a range of other hive products and items for sale. These must be itemised on the sales sheet and be unambiguously described.

- Don't rely on too generic a description. There may be several "large candles". Saying 6 inch cylindrical cast candle / Large fir cone candle / small skep candle makes it easier to reconcile returns at the end of the show.
- All sales items must conform to any legal requirements. E.g.
 - Each candle must have product traceability, caution and flammability labels
 - Polishes must have product traceability, caution and flammability labels
 - Wax wraps must have product traceability and comply with the Food Standards Agency Legislation on Food Contact Material Regulation 1935/2004.

We really want to sell your honey - please work with us so that we can!