# So You Want To Sell Honey.....

A short Guide for understanding and implementing some of the rules for selling food products.

## Outline

Choosing a name, getting a DBA
Processing your honey
Labels
Licensing
Liability Insurance
Beekeeper Etiquette

### Do you need a DBA? Are you going to use your own name? "John Smith's Honey"

#### If not

- Visit the County Clerk's office in the county where your business resides.
- Choose your name wisely Make sure it is not similar to someone else's.
- Choose your type of business, proprietor, sole proprietor, partnership, LLP, LLC, etc.

### **Processing your Honey**

Honey for sale must be processed in a commercial kitchen.

Extracted in a commercial kitchen.
 Bottled in a commercial kitchen.

### What makes a kitchen commercial?



### Some of the requirements

Three hole sink

All surfaces must be non porous and cleanable. *Walls, ceilings, floors, tables, countertops light fixtures, etc.* 

Separate entrance



### Packaging can be misleading

### Labels

1 Common name of product 2 Net quantity or content statement 3 Name and address of manufacturer 4 List of Ingredients 5 Rules about placement and size



### Pure Texas HONEY

PO Box 1148 Wyler, Texas 75098 214-695-3425 Texasbeecharmer@aol.com



NET WT. 16 oz (454G)

#### CLOVER VALLEY

### PREMIUM GRADE A

DISTRIBUTED BY DOLGENCORP, LLC 100 MISSION RIDGE, GOODLETTSVILLE, TN 37072

FOR NUTRITIONAL INFO, WRITE ADDRESS ABOVE OR CALL 1-888-309-9030.

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NOTE: DO NOT FEED HONEY TO INFANTS UNDER 1 YEAR OF AGE.

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NET

100% SATISFACTION GUARANTEED 999-309-9050 Burleson's

One

CLOVER

Product of U.S.A., Argentina, Canada, Brazil, Vietnam, Mexico, and India.

U.S. Grade A . Fancy

Packed by T.W. Burleson & Son, Inc. Waxahachie, Texas 75168

NET WT 12 OZ (340g)

### **Nutrition Labels**

100,000 units sold

#### NOTE: Honey should not be fed to infants under one year of age.

For Nutrition Information Write or Call: Burleson's Honey P.O. Box 578 Waxahachie, TX 75168 (972) 937-4810

For Great Recipes: www.burlesons-honey.com



Nutrition FactsServing Size 2 Tbsp (35g)Servings Per Container about 22Amount Per ServingCalories 50% Daily Value\*Total Fat 0g0%Sat Fat 0g0%Trans Fat 0gCholesterol 0mg0%Sodium 360mg15%

Total Carb 13g4%Fiber 0g0%Sugars 11gProtein 0gNot a significant source of Calories from<br/>Fat, Vitamin A, Vitamin C, Calcium and Iron.<br/>\*Percent Daily Values are based on a<br/>2.000 calorie diet.

INGREDIENTS. HIGH EDUCTOSE CORN

## Licensing

 DBA County courthouse
 Food Manufacturer's License Texas Department of State Health Services
 FDA Food Facility Registration # US Dept of Health & Human Services
 Texas Sales and Use Tax Permit Texas Comptroller, Austin

## Liability Insurance

Consider the possibilities.....

Where will you market your honey?
Will you sell other "bee" related items?
Who will your customers be?
Will you need retention samples?
Will you have a recall plan?
Litigation

### **Beekeeper Etiquette**

Most beekeepers would agree that they have learned the most about beekeeping from other beekeepers. Consider your actions before you try to market your honey where another beekeeper already has product. It may well be viewed as discourteous behavior among other beekeepers. There are lots of opportunities to sell your product without being disrespectful to another beekeeper.

