

# 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

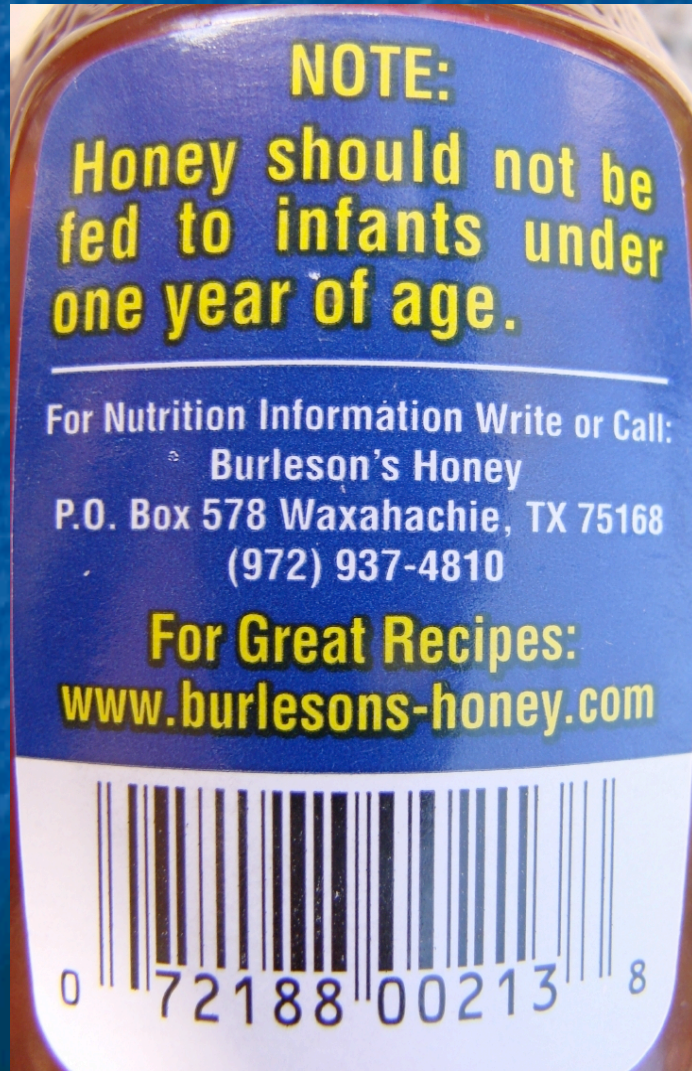






# Nutrition Labels

100,000 units sold



<b>Nutrition Facts</b>	
Serving Size 2 Tbsp (35g)	
Servings Per Container about 22	
Amount Per Serving	
<b>Calories</b> 50	
	% Daily Value*
<b>Total Fat</b> 0g	<b>0%</b>
Sat Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 360mg	<b>15%</b>
<b>Total Carb</b> 13g	<b>4%</b>
Fiber 0g	<b>0%</b>
Sugars 11g	
<b>Protein</b> 0g	
Not a significant source of Calories from Fat, Vitamin A, Vitamin C, Calcium and Iron.	
*Percent Daily Values are based on a 2,000 calorie diet.	
<b>INGREDIENTS:</b> HIGH FRUCTOSE 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.

*The Bee Charmer*

*Janet Rowe*

*2009*

*Sofia's Bees*

