

The Merits of A John's Raisings and Honey On My Mind Partnership: An Examination

Prepared for: John Harrison, Owner
John's Raisings

Prepared by: Alexander Schmidbauer, Research & Development
Honey On My Mind

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Introduction

The purpose of this proposal is to examine the merits of a business partnership between John's Raisings and Honey On My Mind. Following the dissolving of the partnership your farm had with a country-wide pollination service, an opening has formed for your chief pollinator in 2016 and beyond. Honey On My Mind is the most appropriate choice for filling the void left, and can satisfy both the current requirements and any future needs of John's Raisings in terms of pollination.

Explanation of Problem

In 2015 John's Raisings went into contract with a new pollination service following the death of their previous partner. The pollination service deposited 8 honey bee hives on location at the Hazelwood Road farm on wooden pallets. For the duration specified in the contract, the company left the hives there to pollinate your crops during the growing season. The company in question never came back to check on the bees or to ensure your needs were being met by their services. In that time, your business was on multiple occasions interrupted by the bees left behind, with no help from the company paid to maintain them. Due to improper management on that company's behalf, the bees proved to be a nuisance that cost you more in lost time than their utility. In addition, you faced the potential for legal action from employees of your farm for an unsafe working environment.

In September 2015, the pollination company came to collect the bees, causing damage to your crops by their large trucks in the process. The company took the bees in the middle of the day, ensuring the bees foraging at the time would be left behind (Had the company waited until night, this problem would be non-existent). The company left with the 8 hives. The next day, bees were found at the spots previously holding the hives. Again, this caused delay to your operation. A third party was called to deal with the left over bees, as the pollination company's policy forbids them from coming back after hives have been extracted from site. The third party contacted Honey On My Mind, a local apiary, to fix the issue. Honey On My Mind arrived at the property and after discussion, began the process of extracting the remaining bees from the location.

Honey On My Mind used two nucleus hives to collect the remaining bees over the night. The next day Honey On My Mind returned to the location to collect the bees. You expressed to us, Honey On My Mind, your displeasure in the pollination company's services, and hinted at a potential partnership between our two companies.

In addition to the pollination contract, when the previous partner passed away, you were left with no supplier of honey or wax for your farm market. Market research on the subject indicates you have great demand for the aforementioned products, as local doctors are beginning to name your farm market to patients as a proper source to find local honey. With no supplier of honey or wax, one must be found soon.

Solution to the Problem

A simple solution to both problems comes in the form of a partnership with Honey On My Mind. With similar interests in mind, and identical values, the two companies would greatly profit from this partnership.

Due to the local nature and focus of Honey On My Mind, we can provide unparalleled service to your company. Our primary apiary is less than fifteen minutes from your farm property, ensuring we can maintain the bees found on your property with ease, and are available at any time.

Our bees are more suited for this climate than any you would find outside the area. Unlike other pollinators that travel the country with their bees, our bee strains pass extremely rigorous in house screenings to ensure they are the best suited and adapted to the Ohio climate and environment. Any bee strains found to be lacking in our standards of hygiene or resource management are immediately removed from the gene pool. Because of these strict standards, our bees no longer have to be treated to prevent pests or diseases.

In addition to fulfilling your pollination needs, Honey On My Mind can provide for the honey and wax needs within your farm market. Currently we sell honey to a select clientele due to low supply to meet the extreme demand. However, with a location in your farm for pollination, we expect to see our supply catch up to the current demand and beyond; allowing us to fulfill your needs. Our honey and wax products are award winning, having won numerous times at county fairs, including two grand champion awards. The ability to direct our current customers to your farm market would greatly increase the exposure of your other products. The claim the honey was made on your farm will also increase interest. Besides honey and wax, we are currently exploring the market of homemade soap to sell, a potential for your market we can discuss at a later time.

Qualifications and Experience

Honey On My Mind has been in operation since 2008. Currently, Honey On My Mind has two partners and five locations, operating in two states. Honey On My Mind has been seeking out potential apiary locations to jump start our queen breeding program. As of the 2015 statewide inspections (Ohio), we are the only company licensed to sell and distribute honey bees in Columbiana County. Demand has increased sharply within the past three years for local queens as we have educated the public on the benefits of locally bred queens. In addition, we have begun demonstrating the value of our genetic stock to potential buyers, and have been met with great enthusiasm.

Queen breeding requires a larger amount of bees than hobbyists can reasonably manage, and as such Honey On My Mind is in the process of expanding our operations to include more locations. As mentioned before, we currently handle five locations, including our primary research facility. One location is in West Virginia, to handle stock found within that state (more rigorous inspections must be met to allow bees to cross state lines). The other three are not primary locations, but instead act as overflow locations. The overflow locations are meant to hold queen stock and to provide alternative resources during peak blooming sessions.

Like the overflow locations, John's Raisings would not be considered a primary location of our hives, but rather a pollination site for legal purposes. Only during the time required to meet your services would our hives be located at your company's property.

Budget and Costs

Our budget should not concern your end of the deal, but rest assured we do have the financial ends to meet above and beyond your expectations. As Honey On My Mind is a registered company, we must meet tax requirements. We will be willing to work with you to ensure you actually save money for contracting a local small business when tax season comes.

Costs for the pollination will be \$80 per hive every season they are at your property. This is the average for this state, but with the addition of the tax incentives and personalized service this is a value.

For honey and wax, if they are to be sold at your market, you will receive our standard 15% seller's fee. The specifics for amounts of each item to be first provided to your market can be worked out at a later time.