

BeesCene report for the Semi-Annual Meeting
March 19, 2021

All is well on our end with the newsletter. I've been happy with the level of contributions from a wide variety BC beekeepers in the last few issues – we've moved well away from using filler in the magazine because there often isn't any room for it. There's been great feedback and I have been glad to hear that readers are reaching out to contributors with comments and stories of their own. The newsletter should be seen as a vehicle for increasing dialogue among our membership.

Advertising in the newsletter is down a little in the last while, but I think we can bring it back up again. We had two new businesses commit to advertising this year, and we're in the middle of a bigger advertising push that will continue over the next few months. We do have an amazing commitment from many businesses, and some that have been supporting the journal and our Association for many years. Please support our advertisers as they cover much of the cost of producing it, and take note of companies that renew year after year.

The cost to produce the newsletter has been higher for the last 18 months or so – we've been producing a bigger journal with more colour pages. The level of advertising has nearly been keeping pace with this increased cost for the most part, but we hope to raise the level of advertising as mentioned to keep costs to the Association down.

We're also putting together quotes for recycled paper stock (as well as checking printing prices in general) from various printers around the province. I haven't got a complete list yet as I'm waiting to hear back from a few more printers, but so far it looks like if we switched to 100% recycled paper (also FSC certified) in a similar quality that we're using now, there would be an approx 40% increase in cost. Our current printer is working on sourcing a more affordable high grade newsprint (similar to what we use now) and they anticipate having some to test on their machine by the time we are ready to print our summer issue. I can put a short report in the next BeesCene with some of this information.

Finally – I have extra BeesCenes piling up because of the lack of in-person meetings. Please get in touch if you'd like to have some mailed to use for distribution at beekeeping courses if you're running them, at club meetings, or if you know someone that would be interested. I'm happy to send them out. Another thing we have considered is to send sample copies to libraries around the province, it can be good advertising/outreach for the Association.