



# Attention Beekeepers

## ***What does honey have in common with fine wine?***

The answer is *Terroir* – a sense of place. Like fine wine honey has colour, fragrance and taste that is unique to the location where it was produced.

This uniqueness is due to the blossoms the bees foraged, the soil the plants grew upon, the microclimate around the bee yard, as well as the beekeeper's skill at processing and handling the honey.



Pollination biologist and champion of local foods, Susan Chan, is hosting an information session for beekeepers at Club 580 located at 168 Hastings St. N. Bancroft ON Saturday **March 2, 2013** from 12:00 pm to 4:00 pm. (Club 580 is at the north end of Millennium Park which is north of The Best Western Sword Motor Inn on the main street of Bancroft.)

Come join Susan and experience for yourself the *terroir* of 21 different honey samples from around our region. This will be a hands-on session where you can taste and savour the aroma of the various honeys. You will be amazed by the unique subtleties from one sample to the next. Susan is interested in discussing how beekeepers in Ontario could use knowledge of terroir to improve the quality of their product, expand sales, engender customer loyalty and stand out from the competition.



This will be a Saturday luncheon meeting specifically for beekeepers. Please come and join us for an afternoon of informative and stimulating conversation with Susan Chan and fellow beekeepers. For more information please contact Roger Kelly at 613-338-2535.

There is no charge for this information session. Lunch will be provided at 12:30 pm. Please pre-register by **Friday February 22<sup>nd</sup>** in order to reserve a spot.



Register by email: [2ukellys@gmail.com](mailto:2ukellys@gmail.com) or call 613-338-2535. Give us your name, telephone number and the total number of persons planning to attend.

This meeting for beekeepers is sponsored by Harvest Hastings, The Bancroft Area Stewardship Council and Kellys' Wild Blueberry Farm.