



Now I've been told, I need to reach my inner self, find peace within and use politically correct terms when I write the "Swami Letter". After a few special *eggnog's* I have regained my senses so away we go!

We've been very fortunate as we have great people that work here, great customers and our health! I realize to some that may be enough but for those of you that are looking for honey price decreases you better have some of my *eggnog!* The weak USD will continue to impact honey as it has oil prices.



The presents under our tree this year have included, acquiring Miller Honey, expanding our TX plant, implementing a new ERP system, BRC accreditation at 2 of our 4 plants, improving our 100% lot testing as we expanded to foreign supplier accreditations, new bottling lines and a web site that rocks! **(Eggnog is working!)**

Our wishes for next year are world peace and politicians that actually use common sense! I better shoot for what might be possible. The world continues to need more sources of Honey; the USA needs to have an import system that works. I don't need hate mail from USA beekeepers, heck I hope they have the best crop ever, yet that still won't cover the USA needs! I think the current import system will help drive honey prices up this year! We hear from some of our suppliers that there are 2-4 month waits to clear all types of honey. *(You gotta be kidding!)*



There are too many things in life to be thankful for, I have always been a "half glass full" kind of guy so it is easy to remain positive. It's interesting to hear our competitors grumble about our team and its accomplishments. It's bizarre to hear our competitors tell you the customer how they will propose a plan to make our industry better, yet they need a forum to announce. Whatever happened to just doing the right thing. It's great that some want to join the party, but did anyone tell them that it's been going on for years! Let's get real with ourselves, we are not feeding the homeless and not curing cancer.....those are important! We process honey! For years we have challenged ourselves to be a better place to work, supply wholesome products and serve our customer's needs. Our growth is directly tied to you and your company's belief in ourselves. No sense in crying in your milk, just pull up your boot straps and get to work. Something not right, fix it, something new, learn about it! **Once and for all we are the only Honey Company in the USA that has foreign supplier accreditations and 100% lot testing!** As proud as I am for our teams work, I would give it all up for a cure for cancer.

2011 challenges will be the supply of honey through customs and honey use worldwide. Transshipped honey gets a lot of press these days, some warranted and some articles rehashed all year long. (Interestingly, fish is supposed to be the most transshipped product in the world, but I must have missed that article.) We all know honey is a more valuable commodity than fish – *eggnog* is really working regaining that inner peace!

As we enjoy our Holidays, may we embrace the men and women who fight for our freedoms as we would our children.
May the Spirit of Christmas be with you all; look out 2011 here we come!

I Remain **"The Swami"**Ernie Groeb
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