

Texas Beekeepers Association

Chapter 131 Update - Communications Plan

Purpose

The Texas Beekeepers Association (TBA) and the Texas Apiary Inspection Service (TAIS) both desire to update, enhance, and provide future flexibility to the laws related to keeping bees in Texas.

Communication to Texas beekeepers regarding existing beekeeping laws and the proposed changes will be a key component of achieving passage of the final bill.

Tools

Reaching the entire TBA membership and the entire beekeeping industry in Texas is a large task. Therefore, we will use many methods and tools to reach out to all Texas beekeepers with factual information regarding the existing beekeeping laws, the proposed changes, and the impacts of these changes on hobby and commercial beekeepers.

The **first step** in this communications plan is to obtain the final wording of the proposed changes to section 131 from Legislative Counsel, the people who actually draft the final bill. We hope to receive this in November.

The **second step** is to send the following communication and information to the various audiences:

What	When (approx.)	To Whom
Introductory letter from TBA President Chris Moore	Two weeks after final wording	All TBA members and registered Texas commercial beekeepers
Information packet containing: <ul style="list-style-type: none">summary of existing Texas bee lawsbenefits/impacts of proposed changesFAQs and answers	Four weeks after final wording	All TBA members and posted on TBA website
PowerPoint presentation (3-5 slides) on the proposed changes and their benefits/impacts	Available December/January	All TBA club presidents - TBA volunteers available to make club presentations
Follow-up letter from Chris Moore asking beekeepers to contact their Texas legislators in support of the bill's passage	February/March 2017	All TBA members and registered Texas commercial beekeepers

The **third step** is on-going communication. Beekeeper engagement and timely updates on the legislative process are keys to passage of the final bill.

- We now have an RSS feed on the TBA website where individuals can subscribe to receive updates on the legislative process and general information on the proposed updates to chapter 131. To subscribe go to the TBA website, navigate to the blog and, then click on the link to subscribe to the RSS feed called "Ag Code 131" on the right-hand side.
- An e-mail box is now available to submit personal questions on the proposed changes. Individuals can expect a prompt answer to their question. If the question is of broad interest, it will also be posted to the TBA website. The e-mail address for questions is "131Questions@texasbeekeepers.org".