

TIMELINE

Project Start Date: April 1 2022

End Date: September 1, 2023

MAJOR MILESTONES	DATES THEY OCCUR
<ol style="list-style-type: none"> 1) Identify and recruit beekeeper students 2) Marketing Class 3) Presentations and Demonstrations 4) Label Design 5) Harvest and Bottle Honey 6) Begin Marketing of Honey 7) Deliver completed Market Research Plan 8) Evaluations 	<p>4/2022 May 2022 and May 2023 April 2022-May 2023 April 2022-Sep 2022 October 2022-Sep 2023 November 2022 August 2023 Jan 2023-August 2023</p>
ACTIVITIES TO BE COMPLETED	
<p>Mentoring Tuesdays (relates to #2)</p>	<p>Tuesdays, April 2022 to September 2023 9:30 am to 12:30 pm.</p>
<p>Farm Market Demonstrations at the Hamakua Harvest Festival (relates to #5)</p>	<p>May 2022; May 2023</p>
<p>5 In-person or virtual Beekeeping presentations in K-12 schools (Honokaa, Laupahoehoe or Hilo) (Relates to #3)</p>	<p>April 2022-September 2022</p>
<p>In School Label design contest with classes interested (Honokaa, Laupahoehoe, and Hilo) (Relates to #4)</p>	<p>August 2022-Sep 2022</p>
<p>Design new labels with students and for business (relates to #4)</p>	<p>April 2022-Oct 2022</p>
<p>Order new jars (relates to #5)</p>	<p>April 2022</p>
<p>Print new labels and promote marketing of honey (relates to #4, #5, #6)</p>	<p>Nov 2022</p>
<p>Online Research (Relates to #7)</p>	<p>May 2022-Aug 2023</p>
<p>Surveys and Interviews (Relates to #8)</p>	<p>April-July 2023</p>
<p>Prepare Market Plan (relates to #7)</p>	<p>July 2022-July 2023</p>