

SOUTHERN NORTH ISLAND BEEKEEPING GROUP INC.

C/O Kate Smith (secretary)
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Media Release written by Kevin Gibbs,
Vice President Southern North Island Beekeeping Group Inc.

The Southern North Island Beekeeping Group Inc. applauded MPI for taking a firm stance on honey adulteration after reports MPI has prosecuted an Auckland based Company for 71 counts of allegedly adulterating honey and forcing a product recall upon it in 2016.

With the export value of mānuka honey reported to exceed 300 million dollars annually the fact someone has put our world leading honey export into question is definitely sad news but the fact that MPI has systems in place to track this down and the ability to prosecute should give overseas regulators and consumers huge confidence in the New Zealand Governments ability to control this kind of fraudulent activity. The hefty maximum penalties of 5 years imprisonment or \$500,000 fine in the case of a body corporate will also send a clear message to would be offenders.

This follows more good work for the honey industry by MPI. Following on from a consultation round of the New Zealand honey industry late 2018 MPI are currently reviewing the performance of the Mānuka Honey Standards to ensure they are operating as intended. The entire mānuka honey industry needs a repeatable and definitive standard for the valuable mānuka honey crop so this review of the standards and in particular the DNA component of the new standard is very important to mānuka honey producers and New Zealand as a whole. Mānuka honey is a chemically active product. There is a lot going on in it that is still not clearly understood such as how Mānuka honey unbinds the DNA or somehow eats up the DNA carrier within the honey over time and at what rate and what conditions allow this kind of activity to occur.

The newly formed Southern North Island Beekeeping Group is rapidly attracting members from all of New Zealand as it establishes itself as a leading advocate and educational body for all beekeepers and supporting industries as well as supporting industries as well as supporting several bee related research projects.

Bio:

Kevin Gibbs is a commercial beekeeping running 2000 hives in the Southern North Island mainly producing manuka honey.
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