



A guide to New Zealand Honey Labelling



This guide helps you to create a **honey** label to meet the rules of the Australia New Zealand Food Standards Code (the Code), Fair Trading Act and Weights and Measures Regulations.

This guide is for **honey extractors, packers, manufacturers and importers** who sell their honey in **New Zealand**. If you export honey, including to Australia, there are additional rules you must follow, but this guide will help you on your way to exporting.

To find out more about exporting honey see <https://www.mpi.govt.nz/law-and-policy/requirements/animal-products-act-notice/> and use the filter to locate General Export Requirements for Bee Products.

Why is this important?

You must label your honey so it meets the rules of the Code and the Fair Trading Act. Your product could be recalled or you could be fined if you get this wrong.

This guide will help you to get your honey label right for:

- honey packed ready to be sold to consumers,
- honey being sold in bulk.

Your verifier may check you have everything right on your label.

Introduction

What do you need to do?

- Make sure your product is 'honey'.
- Create your label.
- Make sure it meets the rules in the Code, the Fair Trading Act and the Weights and Measures Regulations.

How should I use this guide?

There are 2 parts to this guide:

1. **The example label** - this helps you know what needs to go on your label.
2. **The checklist** - this helps you make sure you've got the main parts covered so you meet the rules in the Code.

This guide has been written to help you know what needs to go on your label. We have split the guide into 3 colour coded sections – yellow, blue and green.

- **Yellow** — ensures your label is easy for consumers to understand.
- **Blue** — explains how to identify your honey.
- **Green** — helps consumers make informed decisions about your honey.

Where can I find more information?

For more information on the Code

- www.foodstandards.govt.nz
- This includes Standard 2.8.2 Honey, Standard 1.2.1 Requirements to have labels or otherwise provide information, Standard 1.2.7 Nutrition health and related claims, Schedule 4 Nutrition health and related claims.

Nutrition Panel Calculator

- <http://www.foodstandards.govt.nz/industry/npc/Pages/Nutrition-Panel-Calculator-introduction.aspx>

Getting Your Claims Right Guidance

- <http://www.foodstandards.govt.nz/publications/Pages/gettingyourclaimsrigh.aspx>

Nutrition, health and related claims

- <http://www.foodstandards.govt.nz/industry/labelling/Pages/Nutrition-health-and-related-claims.aspx>

For more information on the Fair Trading Act

- <http://www.comcom.govt.nz/fair-trading/>

Fair Trading Act factsheet unsubstantiated representations

- <http://www.comcom.govt.nz/fair-trading/fair-trading-act-fact-sheets/unsubstantiated-representations/>

For more information on the Weights and Measures regulations

- <http://www.mbie.govt.nz/info-services/trading-standards/legal-metrology>

MBIE guideline on weights and measures for packers and importers

- <https://trademeasurement.tradingstandards.govt.nz/for-business/packaging-andor-selling-goods-by-quantity/>

If you still need help, MPI recommends you contact a food labelling consultant to help write your label.

- <http://www.foodsafety.govt.nz/registers-lists/fsp-consultants.htm>

Your honey label must:

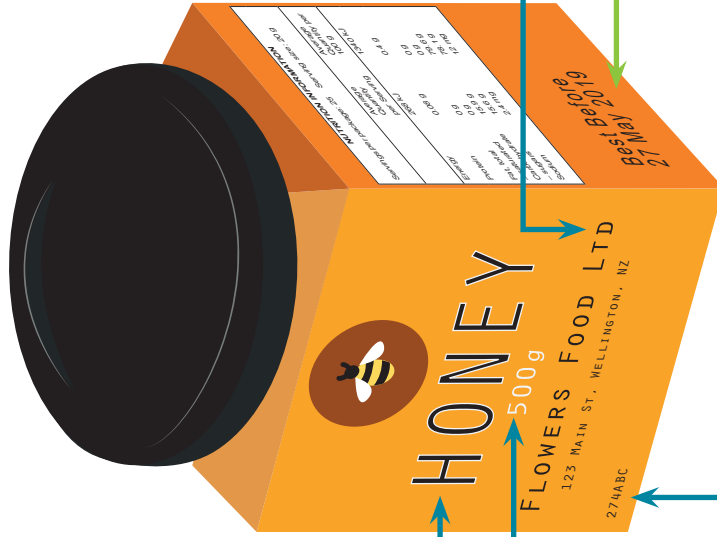
- be easy to read.
- be written in English.
- only have statements which are:
 - truthful, accurate and do not mislead consumers,
 - able to be proven,
 - meaningful to consumers.



You can't put anything in an advert for honey that is not allowed on your label. This includes pictures, words, and any other information in print or online (including websites).

What is honey?

Honey is a natural sweet substance produced by honey bees from the nectar of blossoms or from secretions of living parts of plants or excretions of plant sucking insects on the living parts of plants, which honey bees collect, transform and combine with specific substances of their own, store and leave in the honey comb to ripen and mature.



Identifying your food

Your label must clearly have:

- An accurate **name or description** of the food.
To sell your food as **honey**, it must:
 - be honey,
 - have the word 'honey' on your label,
 - have no less than 60% reducing sugars,
 - have no more than 21% moisture.

- If you choose to include the **floral type** of honey (e.g. mānuka or clover) on your label you must have evidence to be able to prove this statement.



Information, apart from the amount of food, can be put anywhere on the label.

- The **name and physical address of your New Zealand or Australian business.** A PO Box, website or email address by itself is not enough.

- A **Best Before** date. This is optional if your honey has a shelf life of 2 years or more.

- **Storage/use instructions** for consumers to keep or make the food safe. Not usually required for honey.



If you have included a content statement on your label you need to ensure that the statement remains true for the life of your honey. To achieve this, consider if you need to add a **Best Before** date and/or storage instructions on your label.

- A **lot/batch identification** which enables you to trace your product if it needs to be recalled.

- The **amount of food** in g or kg must be in text 2mm or bigger and be near the name or description of the food.

Nutrition information panel (NIP)

- Which shows the amount per serving and amount per 100g.
- Your NIP must meet the rules about layout and content as stated in the Code, without modification. The layout is shown below for a 500g jar of honey:

NUTRITION INFORMATION		
Servings per package: 25		Serving size: 20 g
	Average Quantity per Serving	Average Quantity per 100 g
Energy	272 kJ	1360 kJ
Protein	0.08 g	0.4 g
Fat, total	0 g	0 g
– saturated	0 g	0 g
Carbohydrate	15.9 g	79.6 g
– sugars	15.8 g	78.1 g
Sodium	2.4 mg	12 mg

Best Before
27 May 2019

Small packages within an outer package

Small packages of honey not designed for individual sale, e.g. 'snap packs' do not need to meet labelling requirements, as long as they are sold within a packaging outer which meets labelling requirements and it is clear that the individual packs are not to be sold separately.

Outer carton and bulk honey labelling

Honey being transferred between bee keepers and pack houses, or honey sold in bulk form (but not retail) must be labelled or accompanied with sufficient information to allow the purchaser to comply with the requirements of the Code when packing for retail sale.

What claims can I make on honey?

You can make some claims about your honey sold as food so long as you meet the following rules:


Type of claim	Is it allowed?	Rules to be met
<p>Health claim</p> <p>A health claim is a claim which states, suggests or implies that a food or a property of food has, or may have, a health effect*.</p> <p>You can't make therapeutic claims † e.g. antibacterial, Non Peroxide Activity, Total Activity</p>	✗	<ul style="list-style-type: none"> • The rules in Standard 1.2.7 for health claims, including therapeutic claims, can't be met for honey so can't be made. • Honey does not meet the nutrient profiling scoring criteria. • Therapeutic claims are not allowed to be made about any foods
<p>Nutrition content claim</p> <p>A nutrition content claim (e.g. low sodium) is a claim that is not a health claim AND is about:</p> <ul style="list-style-type: none"> • the presence or absence of any one of: <ul style="list-style-type: none"> ◦ a biologically active substance ‡, ◦ nutrients, ◦ energy, or • glycaemic index or glycaemic load 	✓	<ul style="list-style-type: none"> • Be able to prove the claim you have made. • Meet the rules set out in Standard 1.2.7 and Section 3 of Schedule 4. • Add the nutrition information for your claim to your NIP. • Claim is not misleading or deceptive.
<p>Other statements</p> <p>e.g.</p> <ul style="list-style-type: none"> • contains 250mg/kg methylglyoxal 	✓	<ul style="list-style-type: none"> • Statement is truthful, accurate and is not misleading or deceptive in any way. • Statement can be proven. • Statement is meaningful to the consumer.

* Health effect means an effect on the human body.

† A claim which refers to the prevention, diagnosis, cure or relief of a disease, disorder or condition. Note: you can't compare honey with therapeutic products.

‡ A biologically active substance is a substance other than a nutrient which has an effect on the human body.

Checklist

Complete one checklist per product If the item is not applicable for your product, write N/A in the comments box	Must have this	Depends on the product	Is it on your label?	Comments
Name or description of the food	✓		☐	
If your food is honey you must use the exact name from the Code	✓		☐	
Floral type stated		✓		
Name and physical address of your New Zealand or Australian business	✓		☐	
Lot/batch identification	✓		☐	
Information required for content statement to be true for the life of your honey		✓	☐	
Best Before date	✓		☐	
Storage instructions	✓		☐	
Amount of food (weight declaration)	✓		☐	
Text 2mm or bigger	✓			
Nutrition information panel (NIP)	✓		☐	
Amount per serving	✓		☐	
Amount per 100g	✓		☐	
Listed the energy and 6 main nutrient components	✓		☐	
Serving per package and serving size	✓		☐	
Layout from the Code followed	✓		☐	
All of the rules about making nutrition content claims in the Code are followed (only applies if you have chosen to make a nutrition content claim).	✓		☐	
 The guidance document “Getting your claims right” has a helpful checklist for making nutrition content claims.				
Your label is easy to read	✓		☐	
Your label is in English	✓		☐	
Other statements		✓	☐	
Must be truthful, accurate and not mislead consumers	✓		☐	
Able to be proven	✓		☐	
Meaningful to consumers	✓		☐	

Checklist for bulk honey only

Complete one checklist per product If the item is not applicable for your product, write N/A in the comments box	Must have this	You choose how to provide this	Is it on your label?	Comments
Name or description of the food	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
If your food is honey you must use the exact name from the Code	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
Floral type stated		<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Lot/batch identification	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
Name and physical address of your New Zealand or Australian business	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
On the label		<input checked="" type="checkbox"/>	<input type="checkbox"/>	
In the documentation that goes with the sale of the honey		<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Amount of food (weight declaration)	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
Text 2mm or bigger	<input checked="" type="checkbox"/>			
Provide all other labelling information when requested so the purchaser can label their honey for retail sale	<input checked="" type="checkbox"/>		<input type="checkbox"/>	