



A GUIDE TO LABELLING OF NEW ZEALAND HONEY FOR EXPORT



IMPORTING COUNTRY

You must comply with the labelling requirements of the importing country.



FOOD STANDARDS CODE

You must comply with the labelling requirements in the Food Standards Code as explained in the draft "Guide to New Zealand Honey Labelling" - except for the following exemptions:

If the products are for export to a country with different requirements specified in legislation and the products comply with those requirements then the products do not have to comply with the relevant Food Standards Code standard for:

- date marking (standard 1.2.5) or
- nutritional information panels (standard 1.2.8).



FLORAL SOURCE OF HONEY

You must ensure that any label about the floral source of the honey is accurate.

Your label can only state that the honey is mānuka honey (eg use the words "mānuka" without any other qualification) if your honey meets MPI's definition for **monofloral** mānuka honey.

Your label can only state that your honey is multifloral mānuka (eg use the words "multifloral mānuka", "mānuka blend" or other words that imply that the honey is made from more than one honey type including mānuka), if your honey meets MPI's definition for **multifloral** mānuka honey.



TRADEMARKS

If you have a Trademark that includes the word mānuka and your honey does not meet MPI's definition, the label must be clear that (despite the Trademark) the honey is not mānuka. One way to could be to expressly state that it is not mānuka. Another way might be to clearly state what the floral source for the honey is and by using a typecast/font/position on the label which makes this wording stand out. There could be other ways.

