



Questions and Answers for Labelling of New Zealand Honey for Export

Does my honey need to meet New Zealand labelling requirements if it is being exported?

Yes - generally your product will still need to meet the labelling requirements appropriate for sale in New Zealand. This includes the requirements under the Australia New Zealand Food Standards Code, except for some exemptions which are explained in the “Honey and honey based products – Food standards exemption”: <https://www.mpi.govt.nz/document-vault/10817>

You can also choose to contact a labelling consultant for advice on domestic labelling requirements. A full list of labelling consultants can be found on our website: <http://www.foodsafety.govt.nz/registers-lists/fsp-consultants.htm>

How do I meet destination labelling laws?

It is the responsibility of the exporter to ensure that the label meets the requirements of the destination country. For further information we recommend contacting your importer for the destination country’s requirements. Refer to the appropriate country Overseas Market Access Requirements which sometimes contain labelling information.

What would my honey label need to say to comply with MPI’s definition for mānuka honey?

Labelling rules for mānuka honey for export		
	<i>If the final product meets:</i>	<i>It can be labelled as:</i>
1	The monofloral mānuka honey test.	Mānuka honey; or Monofloral mānuka honey.
2	The multifloral mānuka honey test.	The word ‘manuka’ can only be used with clear qualifications e.g. <ul style="list-style-type: none"> • ‘Mānuka blend honey’; • ‘Multifloral mānuka honey’; or • ‘Multifloral mānuka with other honey.’
3	Neither of the mānuka honey tests.	Cannot include the word mānuka on the label – except if a Trademark includes the word Manuka, but in this case the label must make it clear that the honey is NOT mānuka



If you want to represent honey as mānuka with no qualifications (i.e. the word “mānuka” or “mānuka” on the label stands alone), then the honey must meet the definition of monofloral mānuka honey.

If you want to represent honey as mānuka with qualifications (i.e. you have the word “mānuka” or “mānuka” on the label, along with the word “blend” or “multifloral”, or other words that indicate that there is an additional floral source present), then the honey must meet the definition of multifloral mānuka honey. The qualifications must be clearly visible.

To avoid doubt, when labelling mānuka honey that meets the definition of monofloral or multifloral mānuka honey, you can choose whether you want to use a macron on your labels (i.e. ‘mānuka’ or ‘manuka’). If you have honey that meets the definition of monofloral or multifloral mānuka honey, you can blend this honey with other honey. However, the final product can only be represented as mānuka honey or mānuka honey blend if it still meets the appropriate definition of monofloral or multifloral mānuka honey.

Will honey that is already labelled have to be relabelled to meet the new requirements that come into force on 5 February 2018?

For countries that DO NOT require an official assurance: for the first six months from 5 February 2018, honey that is already in retail packs and labelled with ‘mānuka’ (true to label) before 5 February may be exported without relabelling. After six months, any honey going for export that does not meet the definition would need to be relabelled in accordance with the new requirements prior to export.

For countries that DO require an official assurance : from 5 February 2018 all honey must meet the MPI science definition (supported by test results) before it can be labelled as such and an export certificate can be raised.

Grading

How does the definition for mānuka honey affect grading systems?

A number of honey companies use grading systems and content claims - numbers and symbols on the label that indicate particular qualities or contents of the honey. MPI has agreed that unless markets require otherwise, grading systems can continue to be used on honey labels, provided that there is evidence to substantiate the grade or claim, and that all other labelling requirements are met.