



For Immediate Release

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**Beekeepers Fight Illegally Shipped Honey by
Registering in the True Sourced Honey Program**

Washington, D.C. – May 12, 2014 – North American beekeepers can help fight the threat of illegally shipped honey from China, and also defend and support the U.S. and Canadian honey industries, by registering their operations today with the True Source Certified Program™ (TrueSourceHoney.com). That’s the message from the honey companies who are True Source Certified, a group that now represents about one-third of honey sold in North America.

Almost 200 beekeeping operations have already registered with the program, and the non-profit True Source initiative has introduced a new on-line registration system to make it even easier for beekeepers to participate.

“Beekeepers recognize that the True Source program is beneficial, because it helps their customers and defends honey’s reputation, and because illegally shipped honey can undercut fair market prices and threaten a beekeeper’s business,” said True Source Honey Executive Director Gordon Marks.

“We encourage beekeepers to go to TrueSourceHoney.com and learn more about the program, and to register on the member site at TSHmember.com/northamericanbee.html,” he said.

The True Source Certification program has been applauded by U.S. beekeepers and honey industry leadership because it provides traceability from hive to table, helping ensure the food safety and security of the honey used in North America.

True Source Certified honey packers are required to follow strict sourcing standards that require full disclosure to an independent auditor. To achieve certification, packers must purchase their honey from legitimate honey producers – never from an unknown source. Once a beekeeping operation registers with True Source, certified packers can count the pounds they purchase from that operation as compliant with the standard. Beekeepers pay a registration fee

of \$150, valid for three years, to help cover annual random inspections. These inspections include a traceability exercise that follows the honey to the original beekeeper supplier. While beekeepers themselves are not “certified”, they can share with customers that they participate in the program, and their name is included in the registration list on the website.

“Companies that become True Source Certified are taking a strong public stand against illegal sourcing of Chinese honey,” said Marks. “Honey packers that become True Source Certified are held to the highest sourcing standards – verified by outside auditors to ensure that all honey purchases are openly declared and that no illegally circumvented Chinese honey enters their supply chain.”

The U.S. imports more than 60% of the honey it needs from other countries. Most is from high-quality, legal sources. But some honey brokers and importers illegally circumvent tariffs and quality controls, selling honey to U.S. companies that is of questionable origin. This threatens the U.S. honey industry by undercutting fair market prices and damaging honey's reputation for quality and safety.

A search function on [TrueSourceHoney.com](https://www.TrueSourceHoney.com) allows U.S. shoppers, retailers and manufacturers to be sure that they're not mistakenly buying honey illegally shipped into the United States that may be adulterated.

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True Source Honey, LLC is an effort by a number of honey companies and importers to protect consumers and customers from illegally sourced honey; and to highlight and support legal, transparent and ethical sourcing. The initiative seeks to help maintain the reputation of honey as a high-quality, highly valued food and further sustain the U.S. honey sector. Visit [TrueSourceHoney.com](https://www.TrueSourceHoney.com). Follow us on [Facebook](#).