

Warning - Are You Selling Fraudulent Honey?

Your Customers Care About Honey Purity and Where Their Honey Comes From

Not all honey is legally and ethically sourced, and that's a sticky problem.

The United States imports about 70 percent of the honey used in this country. Most imported honey is high quality and is honestly sourced. A few years ago, however, honey was involved in one of the largest food fraud cases in this country. Despite federal crackdowns, millions of pounds of illegally sourced honey (and honey of questionable quality) may still be entering the United States. Most suppliers are honest but some brokers and importers circumvent tariffs and quality controls, selling Chinese honey of questionable quality and origin. And, there's no traceability.

The True Source Certified® Honey program was developed to promote 100 percent pure, traceable honey in the marketplace. Audits conducted by an internationally recognized third party firm certify the source of honey from hive to table. And the program confirms that packers and exporters maintain a system to analyze honey purity.

About 30 percent of the honey sold in America is now True Source Certified. Many of the largest grocery retailer and club stores now only use True Source Certified Honey for their store brands, including Costco (Kirkland Signature) and Target (Market Pantry and Simply Balanced).

Is the honey on your shelves True Source Certified?

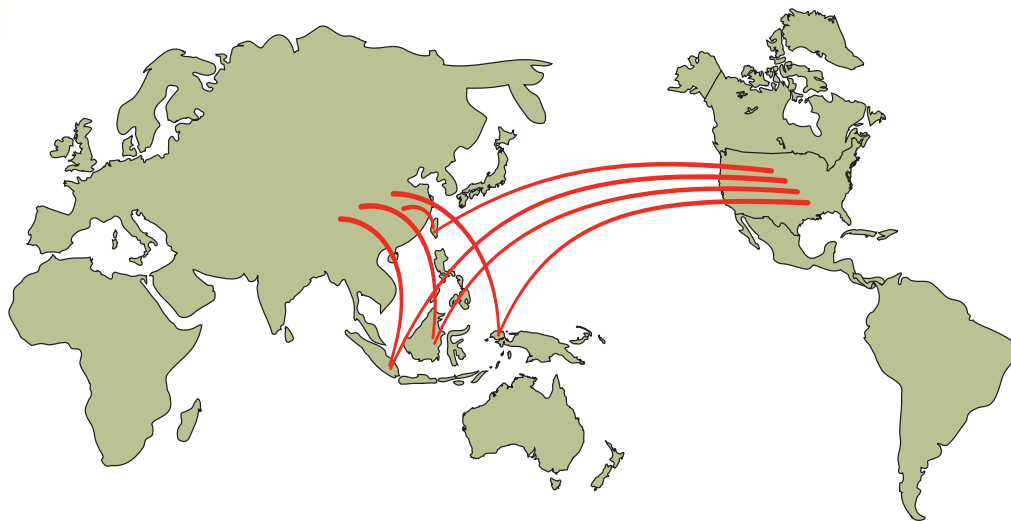
True Source Certification:

1. Traceability Confirmed by Third Party Audits
2. Purity Testing
3. Supports the U.S. Honey Industry
4. Supports Honest International Beekeepers



The United States consumes about 530 million pounds of honey each year.

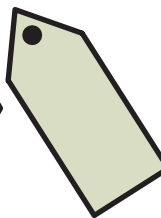
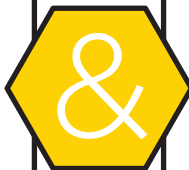
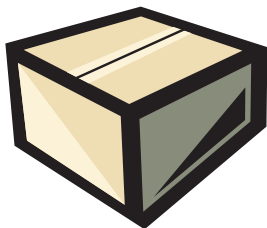




TOP SCHEMES TO AVOID PAYING DUTIES:

Circumvention:

Shipping Honey to a Different Country and Altering Paperwork to Declare Honey Has a Different Country of Origin.



Misrepresenting & Mislabeling:

Stating Honey as “Rice Fructose” or “Sugar Syrup” on Importation Documents to Avoid Paying Duties and then changing the labels to “Honey” once the product has cleared US Customs and entered the United States.

Are you Selling True Source Certified Honey?

When you don't know the origin of your honey, it's impossible to be assured of its quality. Make sure your honey is ethically sourced and of the highest quality:

1. Ensure that your store brand honey is True Source Certified® and tell your customers by displaying the True Source Certified logo on your packaging.
2. Ask your honey suppliers if their honey is True Source Certified. If not, ask them why? The True Source Honey initiative is a cost effective program open to all honey packers, importers, exporters and beekeepers who are willing to take the necessary steps to ensure ethical sourcing and honey quality.
3. Support manufacturers who use the Made With True Source Honey logo on their products.



30% of honey sold in North America is True Source Certified



For more information, visit TrueSourceHoney.com