



## Mexico has the power to increase its global share of the honey production market

*Mexican producers will be able to ensure fraudulent honey is not used by obtaining certification that validates the traceability and authenticity of the product.*

**Mexico City, August 7, 2024** – Mexico is among the top 10 exporters of honey worldwide and during the past year, more than 48,000 beekeepers were employed, according to the National Institute of Statistics and Geography (INEGI), <sup>1</sup>in coordination with the Ministry of Agriculture and Rural Development (SADER) and the Cuautitlán Faculty of Higher Studies, of the National Autonomous University of Mexico.

In recent years, an average annual production of 59,000 tons of honey was recorded, however, this product, recognized worldwide for its quality and flavor, faces a serious threat: fraudulent/artificial honey. That is, that which is adulterated and is a mixture of syrups, sugars and other products, which lack nutritional properties and health benefits, in addition, they can contain harmful substances such as antibiotics, heavy metals and pesticides.

In this sense, NSF, an independent global organization, highlights that it is important that manufacturing companies and the entire supply chain immersed in this segment have a certification that validates the traceability and authenticity of the product. This will allow and add high value to the product, increasing its market share and exports.

An example of this, in 2022 honey exports in Mexico represented around \$122 million, with the main export destinations being the United States, Switzerland, Germany, and Saudi Arabia, among others.

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<sup>1</sup> Source:

<https://www.inegi.org.mx/app/saladeprensa/noticia.html?id=8974#:~:text=Para%20el%20a%C3%B1o%202023%2C%20la%20producci%C3%B3n%20ap%C3%ADcola%20del%20pa%C3%ADs>



NSF in Mexico is currently boosting the honey market to make Mexican companies more competitive. The agency is the exclusive certification body in Latin America offering the True Source Honey certification, which confirms that the honey was naturally sourced and its authenticity has been tested.

"Mexico is a country that produces and exports high-quality honey. At NSF we are betting on producers to have a certification that allows them to increase their business in international markets. By having the distinction and certification of honey from a reliable source, they can be opening better business opportunities in the world," said Yenny Hernandez, Manager for Product Claims & FCE in LATAM, NSF.

The great opportunities that a Mexican company has when it becomes True Source Honey certified are:

- Gain access to new markets by independently verifying the authenticity of your honey.
- Accelerate the opportunity to gain more customers, with the ability to use the True Source Honey mark on the packaging and advertising of your products.
- Help educate consumers and strengthen demand for honey that has been transparently sourced and proven to be authentic.

Therefore, it is important that regulations are promoted in the localities that create and develop the product, which guarantee the quality of the product for the local and global market. In this way, Mexico will be strengthened as the main exporter of honey, generating greater business and growth opportunities in other markets that use honey as a "base ingredient" in the production of their products.

## About NSF

NSF is an independent global services organization dedicated to improving human and planetary health. For 80 years, it has developed public health standards and provided world-class testing, inspections, certifications, consulting, and digital solutions to the food, water, life sciences, and consumer goods industries. NSF operates in 180 countries and is a Pan American Health Organization and a World Health Organization.

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