

For Immediate Release

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Make Sure You Don't Buy Illegal Honey from China

Check Your Honey with a New Look-Up Tool on www.TrueSourceHoney.com

Washington, D.C. – November 14, 2013 – A new search function on www.TrueSourceHoney.com allows U.S. shoppers to be sure that they're not mistakenly buying honey that has been illegally shipped from China. In one easy step they can help ensure the safety and quality of their honey, while also supporting U.S. honey producers and beekeepers. In addition, retailers and manufacturers are able to trace their product back to the hive.

By going to www.TrueSourceHoney.com and clicking on the starburst at the top of the page, consumers can enter the UPC code on the back of their packaged honey to see if it is True Source Certified™.

Millions of pounds of illegally sourced honey may continue to enter the United States, despite continuing federal crack-down efforts. True Source Certification™ helps ensure honey's safety and quality because it traces the source of that honey from hive to table. The program has been applauded by honey industry leaders, including the American Honey Producers Association and the American Beekeeping Federation.

"The True Source Certified logo tells you that the honey you're buying was ethically and legally sourced," says True Source Honey Executive Director Gordon Marks. "If you don't see the logo, ask your retailer or honey company to join the program. And make sure that your favorite foods with honey – from breakfast cereals to snacks – are made by a manufacturer that purchases honey from a True Source Certified honey company."

Earlier this year, two of the nation's largest honey suppliers admitted to buying illegally imported Chinese honey, including some that was adulterated with unauthorized antibiotics.

About one-third of honey sold in North America today is now True Source Certified. Many large grocery retailers and club stores only use certified honey for store brands, including Costco (*Kirkland Signature*) and Target (*Market Pantry* and *Simply Balanced*).

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.

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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 www.TrueSourceHoney.com. Follow us on [Facebook](#).