



**QUALITY MANAGEMENT SYSTEMS**

# **IT'S ALL ABOUT TEAM WORK!**

Well thought out systems add immeasurably to productivity, producer and consumer confidence.

**This leads to greater returns \$\$\$**

- **Our global honey consumers are becoming increasingly aware of product contamination in what has traditionally been held as a pure, healthy and natural product.**
  - **As producers and marketers, we find an increasing need to verify the authenticity and safety of our products.**
- **Basically the consumer wants to know, that they are receiving what they have paid for.**

Our challenge is to provide respected,  
audited systems that can validate  
**CONSUMER CONFIDENCE.**

Systems that trace the product from flower to  
table, with independent (preferably govt.  
guaranteed) inspections that verify the processes  
throughout.

**New Zealand is very proud of our pure  
products and added value chains.**

# COMPETITION ON THE SHOP SHELF

Not only do we have to compete with each other, we as an industry have to compete with all those other trendy manufactured food items.

**Today's consumers read labels and understand food safety issues.**

Do not underestimate the customer. We must be able to validate why natural, fresh and pure is still best....after all there should be no added extras in a pot of honey...**how does that stack up next to the vitamin enhanced magic spread next door?**

**In New Zealand, Our system starts  
with a legally binding**

# **HARVEST DECLARATION**

**this must be signed by all beekeepers.**

This states that the honey has been harvested in compliance with the NZ Food Safety Regulations (shared with Australia). It must also state that no antibiotics or illegal veterinary medicines have been used, and all apiaries have been operated in compliance with our strict National Pest Management Strategy.

**Non compliance  
or false declarations  
Would result in large fines.**



# TRANSFER CERTIFICATES

- **Each stage; extracting, processing and packaging of product for commercial sale or export, must be covered by a risk management plan (RMP or QMS).**
- **Transport and storage must also be included.**
- **These trace from beekeeper to processor and then on to market.**

# **CER (Closer Economic Relations) with Australia**

**Like the EU. New Zealand and Australia have  
Some shared Food Standards and Bio security  
accords. So we can work in tandem.**

**Honey comes under the Animals Products Act...  
Not quite as easy to track our honey as putting  
a microchip or tag on a baby cow in the paddock  
and tracking by computer scan all the way to the  
plate.**

As part of the RMP, a series of  
**INDUSTRY ACCREDITED LABORATORY  
TESTS**

**will be conducted covering a number of possible risk indicators including, chemical residues, toxins, heavy metal contamination,**

**PA's (pyrrolizidine alkaloids),**

**HMF (Hydroxymethylfurfural)**

**NPA (Peroxide and Non peroxide activity)**

**C4 Sugar contamination etc. The latest being GMO's!**

# **NO GMO'S IN NZ!**

We have a statutory Government declaration that there have been no general release of GMO's in New Zealand.

# **A NATIONAL BEE PRODUCTS STANDARD COUNCIL**

**has been established that develops and  
monitors standards and indicators.**

**This has been a time consuming and expensive  
process, but necessary in a world where all  
products are not equal.**

# UMF a registered audited quality control system



**To further protect our industry, we are developing with [www.oritain.com](http://www.oritain.com) a system using forensic geo technical chemistry from the environment.**

**This uses complex carbon isotopic mapping to verify the origins of our honey products using a “Honey Vault” data bank of floral source, internal chemistry indicators, geographic, climatic and soil data.**

As an industry we feel these systems have  
**more than added value**





# **RISK MANAGEMENT PLANS**

**Are installed so that we can continually assess our product and production systems to maximize quality and value.**

**With clear documented systems,  
we work to anticipate regulatory  
and consumer needs.**

**This has positioned us to be able  
to instantly respond to new food  
safety regulations and standards.**

**In New Zealand we are proud  
of our  
Pure Product,  
Systems and Industry integrity.**

# **OUR MAJOR THREATS**

**Honey adulteration  
and Honey Laundering.**

**For consumer confidence country  
of origin labels are becoming  
increasing important.**

**The risk management program that we have established and certified authenticity, we hope will mitigate these risks, and provide continued consumer confidence and loyalty.**

**Thankyou for taking the time to listen**

