

## Australian Manuka Honey is the bee's knees

- **Australian Manuka Honey scientifically proven to be highly active**
- **Mark of Authenticity provides total confidence for consumers**
- **No Varroa mite for Australian bees, so our beehives are naturally free of miticides**

People are praising Manuka honey as a 'superfood' for a good reason, with numerous scientific studies proving its unique antimicrobial (that is, germ-killing) and nutritional properties. It is used as a wound dressing against Golden Staph and other infections, and also to aid skin conditions, sore throats, gingivitis, gastric upsets, and more.

In an exciting development, several Australian Manuka honeys have been scientifically proven to be highly active when independently tested for MGO, DHA and leptosperin – the natural components that give Manuka honey its power and prove its authenticity.

The Australian Manuka Honey Association (**AMHA**) is the leading national body representing the Australian Manuka honey industry. It was formed to raise the profile of Australian Manuka honey, and employs cutting-edge science to set high quality and authenticity standards for this extraordinary gift from nature.

Through the AMHA's promotion of a standardised, consistent and transparent rating system, the Association plans not only to help consumers make informed buying decisions, but also to demonstrate that Australian Manuka more than stacks up to its competitors. The AMHA Mark of Authenticity will enable consumers to select genuine Australian Manuka honey with confidence.

Deputy Chairman of the AMHA, Joe Bainsi stated, "We are excited to be able to tell the world about our wonderful, pure, active Australian Manuka honeys. Although many people around the globe know of the amazing properties of Manuka honey, there are still many who don't realise that Australia has a long history of producing this wonderful product."

Australia is also the last remaining beekeeping country that is free of the Varroa mite – a parasite that sucks the blood of baby bees and spreads bee viruses. This scourge has been linked to colony collapse disorder and huge numbers of bee losses. So, unlike in other countries, Australian beekeepers don't have to use miticides in their hives, and our bees are less stressed by disease.

Our Manuka honey comes from pristine, natural environments, where our healthy bees collect pollen and nectar from Australia's incredible and unique flora. It is nothing but the sweet labour of one of nature's most remarkable creatures – the honey bee, which forages on Australia's many native Manuka flowers. *-End-*



## About the Australian Manuka Honey Association

Formed in October 2017, the Australian Manuka Honey Association (AMHA) was initiated by a group of leading expert Australian Manuka honey producers and exporters. The AMHA is now the peak national body for the protection and promotion of Australian Manuka honey.

In the short time since incorporation, the Association has:

- formulated (through its highly credentialed **Scientific Advisory Board**) *Criteria for Defining Australian Manuka Honey*, which details the Association's robust, scientifically based international guidelines that benchmark true Australian Manuka;
- developed a Mark of Authenticity for display on members' tested and approved products, providing businesses and consumers in Australia and internationally with confidence that the product is authentic Australian Manuka honey – *providing confidence in every jar*; and
- assembled a panel of industry authorities including leading scientific experts, the Honey Bee Cooperative Research Centre (CRC HBP), Australian Government Intellectual Property (IP) Officials, the Australian Honey Bee Industry Council (AHBIC) and Australia's most dedicated honey producers and packers to lead the charge in protecting Australia's right to promote its native Manuka honey by opposing any attempts to restrict or monopolise international naming or market rights.

**Australian Manuka Honey Association**  
***Protecting and promoting the global appeal and awareness of***  
***Australian Manuka honey.***

### Contact:

Paul Callander, Chairman

✉ [info@manukaaustralia.org.au](mailto:info@manukaaustralia.org.au)

☎ +61 0438990426

🌐 [www.manukaaustralia.org.au](http://www.manukaaustralia.org.au)

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