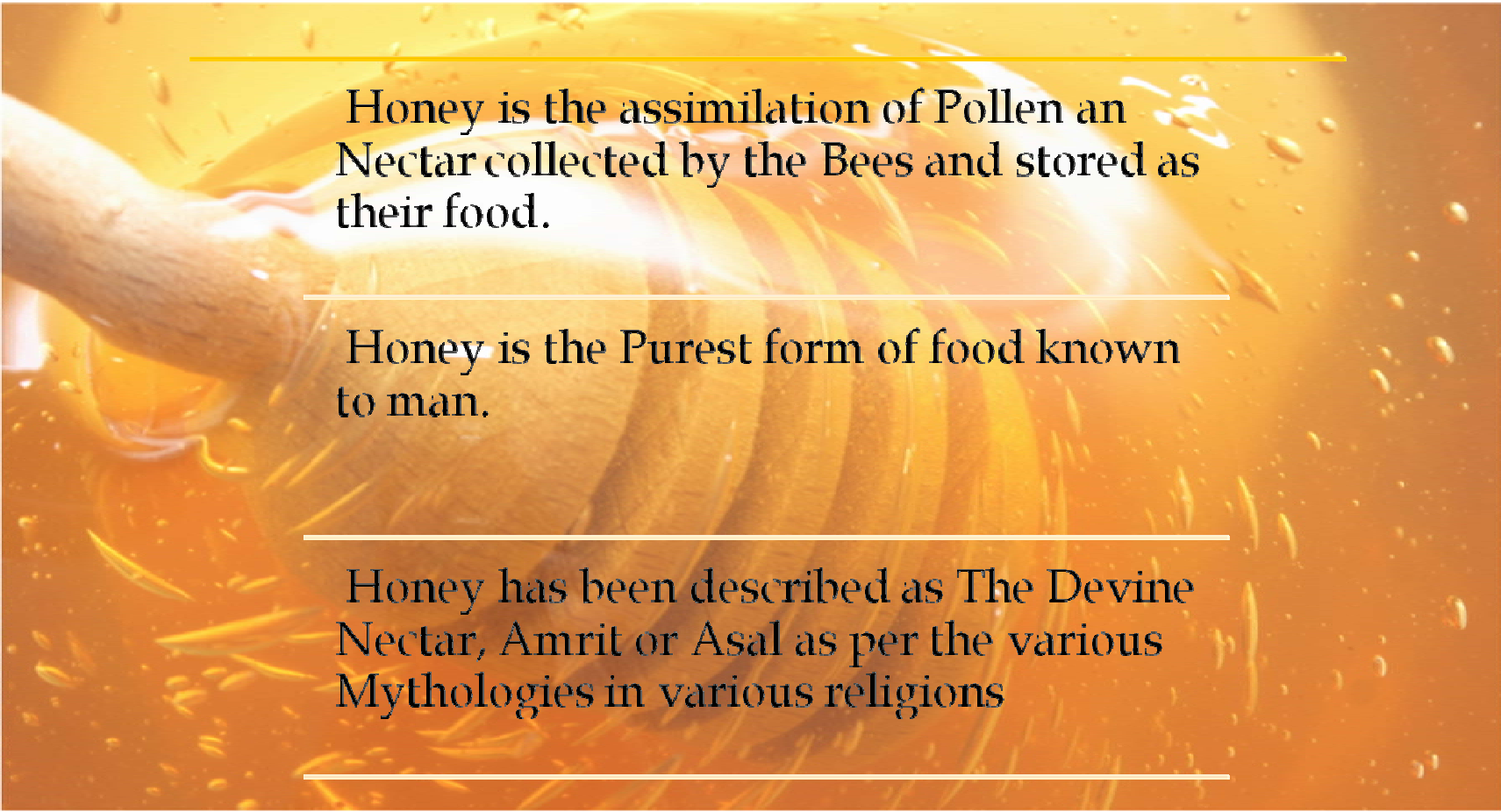


AN OVERLOOK ON THE INDIAN HONEY INDUSTRY

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WHAT IS HONEY



Honey is the assimilation of Pollen and Nectar collected by the Bees and stored as their food.

Honey is the Purest form of food known to man.

Honey has been described as The Divine Nectar, Amrit or Asal as per the various Mythologies in various religions

BENEFITS OF HONEY / BEEKEEPING

MICRO BENEFITS - HONEY

- Energy - Honey is a rich source of carbohydrates, recommended by many dieticians to provide one's muscles with the stimulant of energy that they require. A tablespoon of honey before physical activities can lead to an optimum level of performance being achieved at the activity.
- Beauty - Various beauty products avail the services of honey in the process of their manufacturing. It is antimicrobial and also a natural source of moisturizing one's skin.
- Health – Honey is a complete balanced food. Rich in Natural Minerals, Vitamins and Enzymes.
- Healing – Honey is an excellent Natural antibiotic. From being a natural remedy for many regular and not so regular ailments to being an immunity builder, honey has it all. Sought in most Natural and Ayurvedic medicine Therapies.
- Taste – Continuously proves that one does not have to compromise on taste for health. Whether used as a condiment or an ingredient, honey enhances the taste of food, without any attached guilt.

MACRO BENEFITS – BEEKEEPING



- EXCELLENT SOURCE OF EMPLOYMENT FOR THE RURAL UNEMPLOYED – Currently approx. 250,000 farmers in India are employed through Beekeeping.
- PROVIDES AN EXCELLENT SOURCE OF INCOME FOR THE LANDLESS FARMERS – Since Beekeeping is migratory in nature, even the landless farmers can take up this profession.
- NO FARM LAND IS WASTED AS APIARIES ARE KEPT ON THE BOUNDARIES AND NOT CULTIVABLE LAND.
- INCREASES CROP YIELD BY CROSS – POLLINATION – Can increase yields in some crops by upto 200%.



SOME PROBLEMS FACING THE HONEY INDUSTRY

- USE OF ANTI BIOTICS AND HONEY LAUNDERING

SOME ANTIBIOTICS USED ON HONEY BEES ACROSS THE WORLD

- CHLORAMPHENICOL
- FLUOROQUINOLONES
- TETRACYCLINES
- NIROFURANS
- STREPTOMYCINS
- SULFANOMIDES



COUNTRY SPECIFICATIONS FOR HONEY TESTING

- 1. EUROPEAN UNION STANDARDS
- UNITED STATES FDA
- SASO (SAUDI ARABIAN STANDARDS ORGANIZATION)
- CODEX / BIS
- FSSAI (INDIA)



EU SPECIFICATIONS FOR HONEY

- EU SPECIFICATIONS ARE THE MOST EXTENSIVE AND DETAILED - ACCEPTED TO BE THE HIGHEST INDUSTRY STANDARD.

LEVEL OF DETECTION FOR SOME ANTIBIOTICS AS PER EC COMMISSION:

- Chloramphenicol: 0.3 ppb
- Fluoroquinolones: 2 ppb
- Tetracyclines: 10 ppb
- Nitrofurans: 0.5 ppb
- Streptomycins: 10 ppb
- Sulphonamides: 10 ppb

COMPARISON BETWEEN LEVELS OF ALLOWED DETECTION OF ANTIBIOTICS IN HONEY AND OTHER ANIMAL PRODUCTS

HONEY BEING SINGLED OUT AS ONE OF THE
VILLAINS IN THE FOOD CHAIN: FAR FROM REALITY

HONEY

Tetracyclines – 10 ppb

Streptomycins – 10 ppb

Sulphonamides – 10 ppb

OTHER ANIMAL PRODUCTS

Milk (EU / USA) – 100 ppb /
300 ppb

Meat (EU / USA) – 500 ppb /
2000 ppb

Milk / Meat – 100 ppb



INDIAN SCENARIO

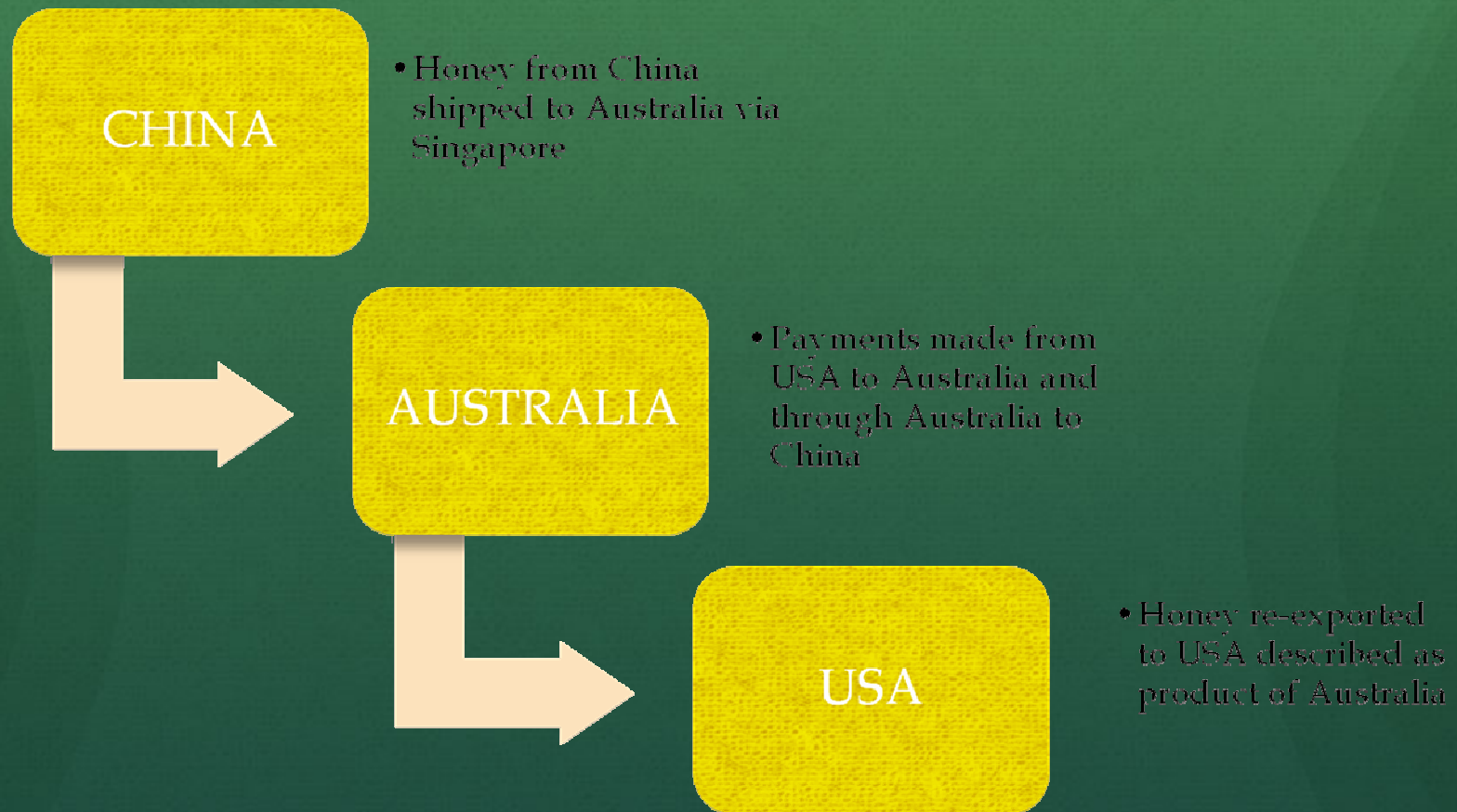
- INDIAN PRODUCTION OF HONEY APPROX. 65000 MT PER YEAR
- EXPORT / DOMESTIC CONSUMPTION 50%/50%
- ALL EXPORTED HONEY IS FREE OF ANTIBIOTICS
- SUPPORT ANTIBIOTIC FREE HONEY THOROUGH ETHICAL PRACTICES BY DOMESTIC PACKERS AND NEW UPDATED FOOD LAWS.
- FSSAI CAME OUT WITH AN ADVISORY ON JUNE 10, 2011 AFTER CSE INITIATIVE, BUT WE STILL AWAIT FINAL NOTIFICATION – EXPECTED WITHIN 2012

WHAT IS HONEY LAUNDERING / CIRCUMVENTION ?

- In September 2000, several US honey producers filed an unfair trade case against alleged dumping of honey from China.
- In May 2001, the US Commerce Department issued a notice to collect antidumping duties on the imports of Natural Honey from certain Chinese companies.
- The duty rates increased to 221% for imports from China.
- Since then many Chinese along with some US companies have been trying to illegally transship Chinese honey through third countries to circumvent the payment of antidumping duties.

HONEY LAUNDERING / CIRCUMVENTION:

First proven Case in 2002



REASONS / EFFECTS OF HONEY LAUNDERING

- Evasion of antidumping duty to the effect of 220%.
- Loss to the US exchequer.
- Higher realization for Chinese honey being declared as other origin.
- Creation of alias exporting countries like Singapore and Malaysia.
- Many exporting countries like Thailand, Vietnam, Russia and India put under the scanner.

ACTION TAKEN BY THE US AUTHORITIES

- Extensive check by the USFDA / Customs for mis - declaration of country of origin.
- Severe punishment for deliberate evasion of duties or honey circumvention.
- Several high profile cases already on-going in the USA, some to the tune of USD 40 Million – the highest duty evasion case in US history.
- Many perpetrators - Americans, Germans, Chinese already jailed.

EFFORTS TAKEN BY THE INDUSTRY

The True Source Honey Program





ABOUT TRUE SOURCE

- True Source Honey, LLC is an effort by a number of honey companies and importers in the USA to call attention to the problem of illegally sourced honey.
- To encourage action to protect consumers and customers from these practices; 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 reputation of this sector.
- The main aim is to eradicate the circumvention of cheap honey from third countries through a system of third party audits and transparency in traceability.
- True Source Honey Program also espouses a global standard for high-quality honey that does not allow for adulteration with added syrups or other sweetener extenders, or use of inappropriate additives in honey production.
- The Program so far has received a lot of recognition and promotion throughout the Honey World and concerned Government bodies who have encouraged all companies involved in the honey business to go in for this voluntary certification.



THE NEED FOR CERTIFICATION: INDIAN PERSPECTIVE

- India, due to its bio-diversity produces approx. 65000 MT per year.
- India is becoming an increasingly important supplier of high quality, mild honey with versatility for the North American market.
- India has been identified as a potential point of transshipment for Chinese honey en-route to the United States.
- True Source Certified was aimed to help identify and certify honey that has met the expectations of Government, Industry and Consumers: Fully traceable, high quality honey of pure Indian origin.
- True Source Certified would help to preserve the image of Indian honey and that of legitimate Indian exporters and validate the livelihood of approximately 250,000 beekeepers.



“ IF SOMETHING ELIMINATED BEES FROM OUR PLANET,
MANKIND WOULD SOON PERISH.”

- ALBERT EINSTEIN

THANK YOU