

# Members' Update



UNIQUE MANUKA FACTOR®  
HONEY ASSOCIATION

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China Bee Products Industry  
Conference 2016

*The Classification which utilises world-leading science was showcased at the two-day Conference in Chengdu.*

## Presenting our Science in China

The Association released the Manuka Classification System to an international audience at the China Bee Products Industry Conference. The Classification which utilises world-leading science was showcased at the two-day Conference in Chengdu. Considered to be China's leading honey event, the Conference attracted key regulators, purchasers, sellers and distributors of honey from China and

Japan, as well as leading researchers from Europe and South America. Chengdu is located near the habitat of the famous Chinese panda. A programme of speakers covered a range of presentations from how to ensure a sustainable and stable supply of product, through to analysis and detection of honey adulteration. Presenting the new Manuka Classification System on behalf of the Association

were the organisation's Administrator John Rawcliffe and Dr Terry Braggins of Analytica Laboratories. The presentation titled: Continuous Scientific Research into Manuka Honey provided an overview of the Association's advanced science programme and showcased in video format New Zealand's pristine environment.



To view highlights from the [presentation](#) plus the [opening video](#), go to the [UMF Honey Association's Youtube channel](#). You can also find us on LinkedIn.

#### Key points of the Association's presentation:

- With the support of the Association's members, the organisation has achieved rapid advances in the application of science using high resolution mass spectrometry. As a result of that investment, products claiming to contain genuine Manuka Honey can now be readily authenticated.
- Provided an overview of *Leptosperin* which is one of a number of key signature compounds found in Manuka Honey. It is relatively stable and cannot be easily synthesised.
- Showcased the prototype portable testing unit which was unveiled at the Primary Production Select Committee late last year.
- Outlined the journey the Association has been on which included: addressing the need for a better way of identifying genuine Manuka Honey; the processing and collection of nectar; understanding what is unique in the nectar and determining key signature compounds; developing analytics and computer-generated modelling to identify genuine Manuka Honey.
- Gave an overview of the Association's research and chemical testing programme for authentication of New Zealand mono-floral honey types
- Explained the Manuka Classification system for grading Manuka Honey quality.

The Association's members continue to take a proactive stance in the market, through their commitment to the ongoing support of research. To view highlights from the [presentation](#) plus the [opening video](#), go to the [UMF Honey Association's Youtube channel](#). You can also find us on LinkedIn.

