

## Part 5: Labelling of monofloral and multiflora mānuka honey

### 5.1 Definition of monofloral mānuka honey

- (1) A batch of honey is monofloral mānuka honey if all of the following attributes are detected using laboratory tests carried out in accordance with Part 6:
- ≥ 5 mg/kg 2'-methoxyacetophenone; and
  - ≥ 1 mg/kg 2-methoxybenzoic acid; and
  - ≥ 1 mg/kg 4-hydroxyphenyllactic acid; and
  - ≥ 400 mg/kg 3-phenyllactic acid; and
  - DNA from mānuka pollen (< Cq 36 which is approximately 3 fg/μL DNA).

### 5.2 Definition of multifloral mānuka honey

- (1) A batch of honey is multifloral mānuka honey if all of the following attributes are detected using laboratory tests carried out in accordance with Part 6:
- ≥ 1 mg/kg 2'-methoxyacetophenone; and
  - ≥ 1 mg/kg 2-methoxybenzoic acid; and
  - ≥ 1 mg/kg 4-hydroxyphenyllactic acid; and
  - ≥ 20 mg/kg but < 400 mg/kg 3-phenyllactic acid; and
  - DNA from mānuka pollen (< Cq 36 which is approximately 3 fg/μL DNA).

### 5.3 Restrictions in relation to labelling export honey as mānuka honey

- (1) Operators who process honey for export and exporters of honey must not:
- label honey as 'mānuka', 'monofloral mānuka', or any other term that implies that the honey only consists of mānuka honey, unless it meets the definition of monofloral mānuka honey under clause 5.1; or
  - label honey as 'multifloral mānuka', 'mānuka honey blend' or 'mānuka honey mixed with honey of other floral sources', or any other term that implies that the honey consists of a mānuka honey blend unless the honey meets the definition of multifloral mānuka honey under clause 5.2.
- (2) To avoid doubt, where monofloral mānuka honey or multifloral mānuka honey is blended with honey of other floral sources, the final blended product must not be labelled as mānuka honey unless that final blended product meets either the definition for monofloral or multifloral mānuka honey under clauses 5.1 and 5.2 and is labelled in accordance with sub clause (1) of this clause.
- (3) Where an operator or exporter has a registered trademark or a registered legal entity name containing the word "mānuka" and intends to include that trademark or registered legal entity name on the label of honey that does not meet either of the definitions in clause 5.1 or 5.2, the operator or the exporter must:
- ensure that the appearance of the trademark or registered legal entity name on the labels does not amount to a representation or an inference that the honey is mānuka honey; or
  - include information in the labels which sufficiently clarifies that the honey is not mānuka honey.
- (4) Except as provided in sub clause (3), where an operator or exporter has a trading name containing the word "mānuka", the operator or exporter must not include that trading name on the label of honey that does not meet either of the definitions in clause 5.1 or 5.2.
- (5) Exporters must only export mānuka honey that is labelled in accordance with sub clauses (1) – (4).