



# Why protect the term 'Mānuka Honey for New Zealand



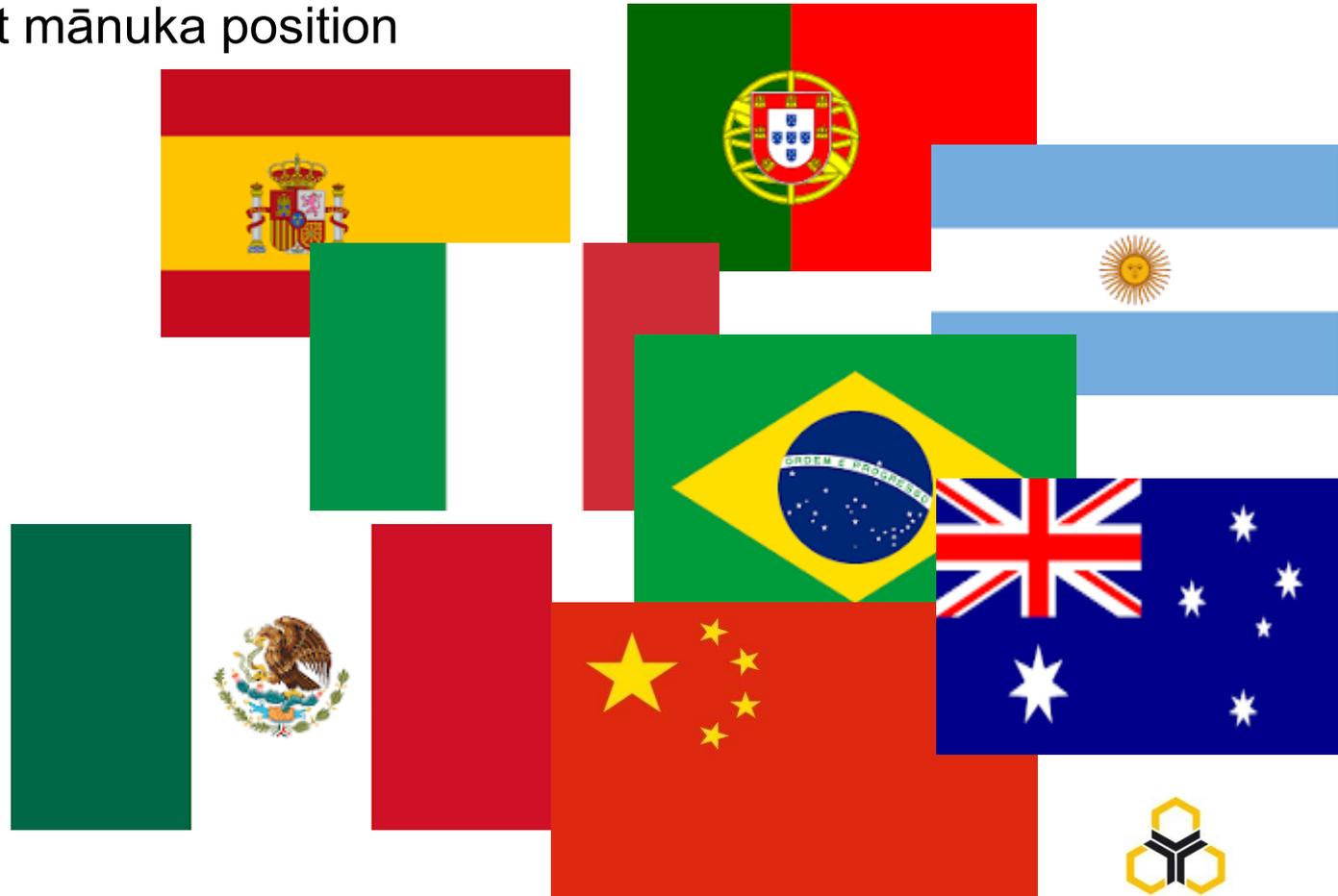
**UNIQUE MANUKA FACTOR**  
HONEY ASSOCIATION

# Why Protect the term 'Mānuka Honey'



- List of Countries currenting planting leptospermum Scoparium, looking for that mānuka position

- Spain
- Portugal
- Italy
- Argentina
- Brazil
- Mexico
- China
- Australia



# Italy



To Whom it May Concern,

Good morning, this is [redacted] food (local family business) from Italy. I am writing in hope to seek your advice regarding on manuka and honey production.

We are honey producers, supplying local market here in Perugia. We would like to plant manuka (*Leptorium scoparium*) in order to run a test, to see if is possible to produce a honey which will be in the standards of the Manuka Honey.

Would be great if you can give us some advice regarding:

- what could be the best leptorium scoparium species for this purpose;
- what is the ratio of the plantation/bee hive (how many beehives per hectare)
- and in case, one day we will have some production, if is possible to certify the product and what are the steps.

I look forward to hearing from you.

Thanks and best regards;

[redacted]



# Spain



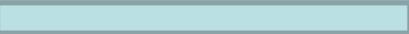
Dear Sirs, Ladies,

The purpose of this email message is to get information about investors specialized in manuka honey production.

In Europe manuka honey is becoming an increasingly demanded product. Spain has ideal climate conditions to grow mauka bushes and therefore is the outstanding country to produce manuka honey at large scale for its sale in Europe. Our company is specialized in the marketing and sale of exclusive local agricultural products and as such we know which lands in Spain are suitable and available for immediate purchase or rent. Also we have excellent relationships with the local beekeeping community which is in a continuous information exchange with the Department of Beekeeping of the University of Córdoba, one of the most advanced in its field in Europe (Centro Andaluz de Apicultura Ecológica = Andalusian Centre of Ecological Beekeeping). Manuka honey production in Spain will in any case be on an ecological basis.

We are interested to get into conversations with New Zealand manuka honey producing companies or investors to assess the possibilities of expanding their business in Europe from Spain. It is a business model that has been tried out already with success in Chile, which has similar climate conditions as Spain. Your help will be very much appreciated.

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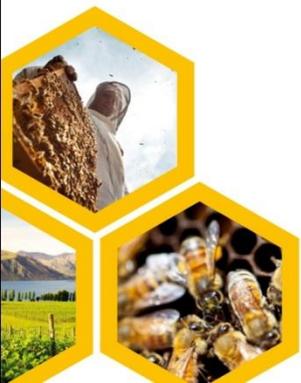


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# Serbia



Dear Sir/Madam,  
I can see that you have been investing in Manuka plantations. Since we managed to grow nearly around 2.000 seedlings here in Serbia /\* southeastern Europe \*/ and we are looking for a potential investor to expand production I was wondering if you could consider investing or connecting with someone who is willing to. I know it sounds a bit strange but it appears that it can be grown in this part of the world



# BOFFA MISKELL LIMITED 2017. THE MĀNUKA & KĀNUKA PLANTATION GUIDE



## The **Mānuka & Kānuka** Plantation Guide

April 2017



## The **Mānuka** Growing Guide

June 2018



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- **Across Serbia**, there is strong interest in growing mānuka (*Leptospermum scoparium*) and to diversify or supplement farm incomes, or as a new primary income. Along with environmental benefits, landowners are considering the potential for mānuka and to generate income from honey or oil production. These products have unique and highly valued properties, so the potential income can be substantial. Income can also be earned from other sources such as regional councils which can provide funding assistance for new plantations, especially for conversion of erosion-prone land. However, there are many variables that determine the income actually achieved and the highly publicised revenues may not materialise if a site does not have the right conditions.





- **Since around 1600 seedlings are needed per hectare and there can be up to thirty hives per hectare estimated yields are about 300 kg of honey depending on the applied agrotechnics and successful microclimate control as well as all the other elements as mentioned above (collection of nectar and pollen is being conducted during three months of Manuka flowering). It is therefore our intention to produce honey at a quality level that would grant an average cost of about 100e per kilogram**



# The Provincial Growth Fund Application



- **MHAS is seeking PGF funds to continue to protect the term ‘mānuka honey’ in major markets, the EU, UK, USA and China. The project has four limbs:**
  1. **The creation of a charitable trust to act as the interim owner of Intellectual Property.** Trust would form a framework for:
  2. **Systematic consultation across Maori and other beekeeping/honey industry groups to establish a long-term framework for the ownership and management of the proposed portfolio of IP around the world, respecting and reflecting Maori interests throughout the process. Funding is sought for this consultation process, with the support of TPK and honey industry groups;**
  3. **Continued investment in the science and technology used to define and attribute manuka honey to New Zealand.** This work (designed in consultation with MPI) is to allow the industry to meet offshore filing expectations around the industry’s ability to demonstrate both the origin and quality of our manuka honey, working within MPI’s established regulatory framework
  4. **Establishment of certification trade-marks and (where possible Geographic Indications) for manuka honey.**
- **The benefits of this application**, if successful, for the rural and Maori economies is very large. It would cement returns from investment in manuka planting as well as beekeeping and create an enduring and secure source of value. Estimates suggest additional value of an additional \$2.2 billion of value created by 2033 if the term ‘manuka honey’ is protected, compared to no protection of the term being in place.

