



Press Release

July 19, 2011

True Source Honey, LLC Announces Apimondia 2011 Exhibit Booth #C58

Washington, DC - True Source Honey, LLC, a honey industry coalition group dedicated to ethical honey sourcing practices, announces it will have an exhibit booth at the upcoming 2011 Apimondia Congress and exhibition running from September 21-25, 2011 in Buenos Aires, Argentina.

Apimondia 2011 is a global event which takes place every two years where beekeepers of the world gather together along with apicultural researchers, supplies manufacturers, honey-traders, packers and other apicultural sector representatives. The attendance at this event is expected to top 10,000 participants from more than 70 different countries. Numerous opportunities will exist for different supply chain members to connect with each other by attending seminars, workshops, presentations, round table discussions, booth exhibits, and other various communication venues.

In addition, True Source indicates that Intertek, the global quality and safety services company it has appointed to provide its independent third-party traceability inspections and audits, will also be in attendance with an exhibit booth in close proximity (#C53). Through the partnership and work between these two entities, consumers may remain confident in the reputation and integrity of one of the few remaining natural food products, honey. By attending events such as 2011 Apimondia, True Source and Intertek hope to expand the awareness and success of this industry wide solution against unethical honey sourcing practices.

###

For inquiries:
Alan Graham
True Source Marketing
620-947-3173
info@truesourcehoney.com

About True Source Honey

The True Source Honey, LLC is an effort by a number of honey companies and importers 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 U.S. honey sector. For more information, visit www.TrueSourceHoney.com

About Intertek

Intertek is a leading provider of quality and safety solutions serving a wide range of industries around the world. From auditing and inspection, to testing, quality assurance and certification, Intertek people are dedicated to adding value to customers' products and processes, supporting their success in the global marketplace. Intertek has the expertise, resources and global reach to support its customers through its network of more than 1,000 laboratories and offices and 30,000 people in more than 100 countries around the world. For further information please visit www.intertek.com