

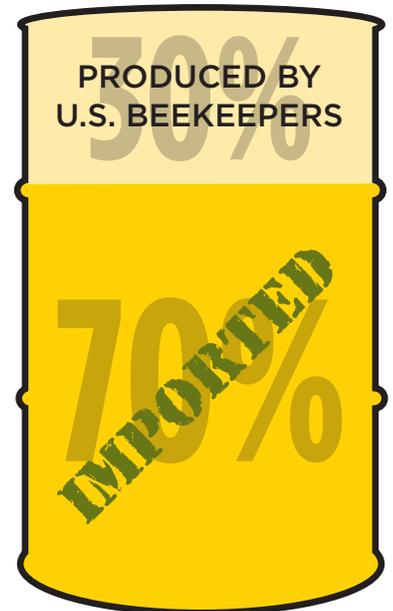
Your Customers Care About Honey Quality and Where Their Honey Comes From

Let Them Know Your Products are “Made with True Source Honey™”

Not all honey is legally and ethically sourced, and that’s a sticky problem.

The United States imports about 70 percent of the honey used in this country. A few years ago, honey was involved in one of the largest food fraud cases. Despite federal crackdowns, millions of pounds of illegally sourced honey (and honey of questionable quality) may still be entering the United States. Most suppliers are honest but some brokers and importers circumvent tariffs and quality controls, selling Chinese honey of questionable quality and origin. And, there’s no traceability.

By using True Source Certified® Honey and the “Made with True Source Certified Honey™” logo on your products, you are letting your customers know that you care about transparency and honey quality.



The United States consumes about 530 million pounds of honey each year.

Antibiotics banned by the U.S. Food and Drug Administration have been found in Chinese honey.

True Source Certification:

1. Traceability Confirmed by Third Party Audits
2. Purity Testing
3. Supports the U.S. Honey Industry
4. Supports Honest International Beekeepers



Problem: Honey is One of the Top Adulterated or Misrepresented Products in the Global Market

Solution: True Source Certified® Honey

What is True Source Certified Honey? The True Source Certified Honey Program was developed by industry leaders to support transparent, ethical and legal sourcing of honey. The True Source Certified program provides audits by NSF, an internationally recognized third party audit firm that certifies the source of honey from hive to manufacturer. And, it requires honey packers and exporters to maintain a system to analyze honey purity.

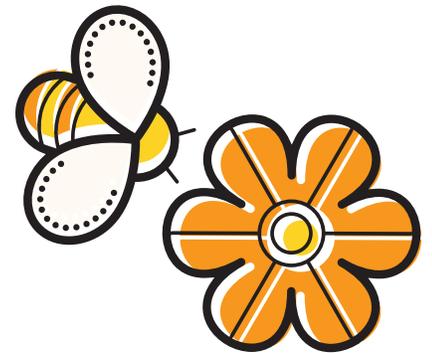
The “Made with True Source Honey™” certification program is designed to establish trust with consumers on the origins and quality of honey-containing products. The program is designed to promote 100 percent pure, traceable honey so it cannot be used on products that simulate honey.

For more information on how you qualify to use the “Made with True Source Honey™” logo on your products, contact:

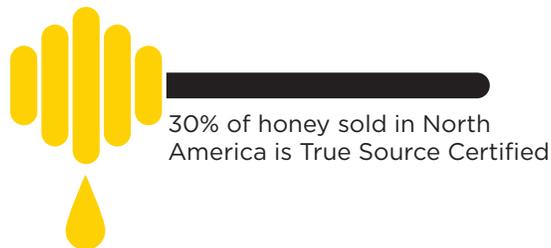
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Honey is found on almost every aisle of the grocery store – from honey breads to honey granolas to honey salad dressings to honey shampoos. The list goes on and on.



Bees may travel as far as 55,000 miles and visit more than two million flowers to gather enough nectar to make just one pound of honey.



For more information, visit TrueSourceHoney.com

