

MANUKA HONEY STEERING GROUP

This message seeks your support for a law change to allow the manuka honey export industry to form a product group under the Horticulture Export Authority Act 1987(HEA Act). A member of the Manuka Honey Steering Group has given us your address as someone to inform. The Coordinator of that Group is Stephen Franks, from Franks & Ogilvie.

The Minister of Agriculture needs to know there is enough support from the industry to justify spending official and Parliamentary time on the necessary law change. If the HEA Act is changed, the next step will be to get industry agreement on the definition of the product group to apply to go under the HEA (i.e. all export manuka honey or only NPA export manuka honey). That consultation and decision is unlikely to occur before the middle of this year at the earliest.

This email is therefore primarily for the manuka honey export industry (beekeepers who produce manuka honey, or manuka honey exporters). If you are not a manuka honey producer or exporter but would like to be kept informed, please reply with your contact details.

*If you are in the manuka honey export industry please complete the form below by replying to this email, or by fax or post to Franks & Ogilvie at the address above by **Friday 12 February 2010**.*

The law change itself will not affect you, but after the change there will be proposals you should understand. You can get more information or opinions from the FAQ and Progress Report attached or from any member of the Steering Group listed at the end of the Progress Report.

SUPPORT FORM:

We, as members of the export manuka honey industry record as follows:

- (a) We understand the HEA would enable our industry to set out mandatory standards for marketing descriptions of export manuka honey, and to minimise amounts of misleading or fraudulently described manuka honey products in overseas markets;
- (b) We believe that such agreed standards must apply across all agreed export manuka honey product descriptions. Standards must be routinely enforced. We understand that export licensing under the HEA Act can achieve that while minimising unnecessary enforcement costs;
- (c) We describe our product mix and scale below, and expect to be members of a product group that would be formed under the HEA Act; and
- (d) We ask the Minister to extend the coverage of that Act accordingly.

In the first table, put a "Y" in the relevant box to show us whether you are a small, medium or large exporter or producer.

In the second table, put the approximate percentage of honey you export or produce for each type of honey.

In the third table, put a "Y" under whether or not you support manuka honey export industry coming under the HEA.

EXPORTERS

Name of Company/Business: _____ Date: _____

1. The size of our business is (total tonnes of all honey exported last year):

Small	Medium	Large

(Large - > 200 tonnes, Medium - from 200 tonnes to 20 tonnes, Small - < 20 tonnes)

2. The total amount of honey we exported can be divided into (approximate percentage):

	<i>percentage</i>
NPA active manuka honey	
other manuka honey	
other honey	

3. Whether or not you support a law change that could allow the manuka honey export industry to form a product group under the HEA.

We/ I support	We/ I don't support

BEEKEEPERS

Name of Company/Business: _____ Date: _____

1. The size of our business is (total tonnes of all honey produced last year):

Small	Medium	Large

(Large - > 50 tonnes, Medium - from 5 tonnes to 50 tonnes, Small - < 5 tonnes)

2. The total amount of honey we exported can be divided into (approximate percentage):

	<i>percentage</i>
NPA active manuka honey	
other manuka honey	
other honey	

3. Whether or not you support a law change to allow the manuka honey export industry to form a product group under the HEA.

We/ I support	We/ I don't support