

PROTECTING AGAINST HONEY FRAUD

Honey fraud is a global problem. With NMR profiling, a fingerprint of the honey is acquired and the authenticity and quality are checked in one single measurement.

USA MARKET



USA consumption in **2017** was **265,805 tonnes** of which **24%** was made in USA

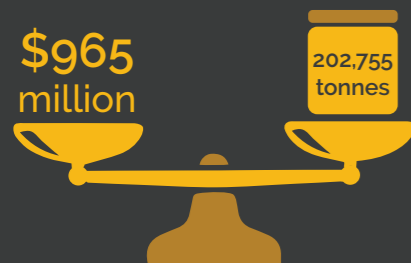
CONSUMPTION



PRODUCTION

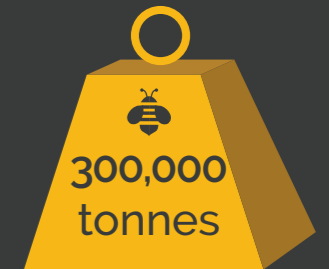
Production of honey is dropping but consumption is soaring

USA imported **202,755 tonnes** worth **\$965 million**



(topping the import rankings and almost double second place)¹

CHINA MARKET



Consumption exceeded **300,000 tonnes** in **2016**

Production = 635,029 tonnes
Export = 116,391 tonnes



Imports are growing in China because of local concern over 'fake' honey with value of imports in **2017** valued at **\$91 million**²

TESTING

Honey testing labs can help to verify the authenticity and quality of honey using the Bruker NMR FoodScreener Spectrometer.

The Honey-Profiling method allows to detect and verify the most common forms of fraud:

- Presence of exogeneous sugar syrups
- False declaration of country origin
- Mislabeling of botanical variety

WHY TEST?

Example exporter: testing at point of origin and providing a certificate of authenticity, would enable the honey to be exported without fear of return.

Example honey packer: testing the incoming honey reduces the risk of commercializing a product that could be adulterated with sugar syrup.

References
1. BeeCulture.com
2. chinaagtradefair.com

