



AUSTRALIAN HONEY BEE INDUSTRY COUNCIL INC

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UPDATE ON AUSTRALIAN MANUKA HONEY

Most beekeepers would know the Australian Manuka Honey Association (AMHA) is currently in a legal battle with some in New Zealand to maintain the right for Australia to continue use the term Manuka.

It has been scientifically proven that manuka has great antibacterial properties and, in this age of antibiotic resistance, Manuka honey can kill those antibiotic resistant bacteria. It needs to be available to the medical fraternity to help in the fight against those antibiotic resistant bacteria.

Manuka is a word that has been used in Australia since the 1800's. It is a recognised brand and to be replaced would be very costly and take many years to establish. The word manuka is claimed by some in New Zealand to be a Maori word. However, the word mānuka with the macron over the "a" is the correct Maori word. Note that Australian honey has always been sold as Manuka, which has no macron therefore it is not a Maori word. This has been acknowledged by the Maori Language Commission.

Whilst some in New Zealand have lodged applications in such places as Great Britain and China to exclusively use the word manuka, the AMHA is actively lodging objections to oppose these applications. As most would know, such legal objections do not come cheaply and the AMHA is calling for support in the first instance to those who are currently selling and/or producing Manuka to help fund the objection. AMHA are also calling for support from others who can assist financially to protect Australia's right to use the term manuka. AHBIC supports the AMHA in their initiative to defend the Australian Manuka honey industry while trying to foster collaboration with the New Zealand Mānuka honey industry. If Australia loses the use of the word Manuka it will have a major impact on many beekeepers, packers and producers across Australia whose livelihoods depend on this industry.

You can become a member of the AMHA by going to their website <https://www.manukaaustralia.org.au/> . You can send a donation via <https://www.gofundme.com/f/australian-manuka>

Australia produces a great natural health product in Manuka honey and it helps bring a positive element to our industry when it is promoted in the media and with consumers. So hopefully you can see your way clear to help support the AMHA in its fight to retain the use of the word manuka for our product.

For further information please see the attached brochure and fact sheet.