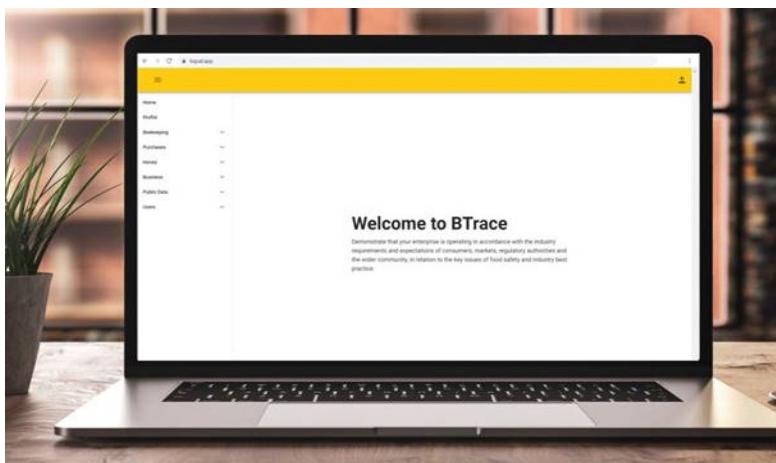


B-TRACE releases new small enterprise QA and Food Handling program.

With increasing demand from authorities and consumers for higher traceability, provenance and product authenticity, **B-TRACE** has been developed to give audited accreditation of honeybee products supplied by small enterprise beekeepers who sell at farmers markets, direct and boutique outlets.

Increasing concerns around food sources, and the global fight against counterfeiting in the food industry, has led to an array of technological developments and innovations in traceability and brand protection. For the Australian honeybee industry, the digitisation of B-QUAL, the Australian Honey Bee Industry Council owned QA and Food Handling program, and the subsequent development of **B-TRACE** are steps to provide a honeybee product authenticity and traceability system. By adding the reference databases created from the B-QUAL / CRCHBP / UWA Australian honey library project, an additional layer of quality control is being added that aligns with international standards.



Through **B-TRACE** smaller beekeepers can now have access to those traceability advantages available via the specially developed **B-TRACE** hive management app.

The basis of **B-TRACE** is the management app, allowing smaller beekeepers to maintain readily available hive record information that satisfies the requirements of the National Biosecurity Code of Practice

including extracting and product records that are also now required by legislation.

B-TRACE members must complete the desk audit annually to receive ongoing current accreditation. The audit is conducted on behalf of **B-TRACE** by Safe Foods Australia, a Global Exemplar certified audit company.

Conditions of membership to **B-TRACE** are that the operator manages 100 hives or less and/or produces a maximum of 6000kgs of honey per year.

An annual fee of \$ 175 will include access to the Hive Management app and the annual audit.

B-TRACE information is available at www.btrace.com.au or you can email admin@btrace.com.au

The **B-TRACE** standards are drawn from best beekeeping and processing practices, which have been backed by research programs targeting factors affecting hygiene, quality and residues. As a member of **B-TRACE** you would be an important participant in the Australian honeybee industry.

