

# **Native New Zealand Honey**

**December 2008**



## **Introduction:**

New Zealand, or as it is known by the native peoples “AOTEAROA, the land of the long white cloud” is a country known for its raw wide beauty. A country untouched by human hands until a few hundred years ago with the migrations of the ancient Polynesian peoples across the Pacific to new lands. People who were so in touch with nature they were able to navigate the Pacific Ocean as far as South America with only the aid of stars, sea birds and wave forms.

These people arrived in New Zealand and began to learn about the ancient flora and fauna they found. A flora and fauna like they had never seen before. A flora and fauna derived from the prehistoric podocarp rain forests of Gondwanaland, the prehistoric homeland to the southern land masses.

Gondwanaland began to break up around 130 million years ago with the separation of the Australian, Antarctic and Indian landmasses separating from the rest. Sometime between 130 million and 85 million years ago New Zealand separated from this land mass, before the separation of the Australian continent around 80million years ago.

The forests on this land mass evolved over a long period of time, being full of insect and bird life, but no reptiles as these had only just started evolving around the time that New Zealand separated. This ancient symbiotic system is slowly being rediscovered today as we learn the secrets of the first human inhabitants of our land. A land full of secrets and plants producing compounds that heal.

What we now know is that many of the New Zealand plants have different levels of activities of bioactive compounds. This came about because the plant life had to learn to protect itself against the insects and micro flora which existed in abundance in these ancient times.

Many of these bioactive compounds can be found in the oils extracted from the plant life today. These compounds have evolved over millions of years. Some of these oils can be used as natural antiseptics for sterilization of surfaces. What has also happened is that some of these compounds have also found their way to the nectar in the flowers produced by these plants. Manuka, RewaRewa, Pohutukawa, Totara, are but a few of the species that exist in the New Zealand forest.

When bees collect this nectar, at specific times of the year, they also collect some of these bioactive compounds. The nectar is digested and stored in the hive as honey. This is the primary food source for the bees over winter. The bee keeper harvests the excess honey that the bees produce.

Not all New Zealand honey’s have bioactivity. Manuka honey is widely regarded as having the most activity of all New Zealand honey, however Rewarewa, and Pohutukawa honey’s are also recognized for their activities, which are different from Manuka. The bioactivity of Manuka relates to its ability to assist with the healing of wounds and its antibacterial properties. These are well documented.

RewaRewa and Pohutukawa honey's have very low levels of antibacterial activity however they both have higher levels of anti-oxidant activity, and important property for older humans where free radicals are attacking the cellular structure as we age. Manuka honey is in the most abundance and is widely recognized around the world for its properties.

New Zealand is a unique land in the southern pacific, with distinct natural beauty and unique flora and fauna. New Zealand is recognized for its clean and green state and as a quality producer of active natural compounds for human health and wellness.

## **Manuka Honey:**

The most widely know of the New Zealand plants with natural bioactivity is the Manuka plant. Manuka is a subspecies of the *Leptospermum* genus, however the New Zealand species still retains its ancient protection properties. The honeys collected from the flowers of this tree contain a group of compounds which can be demonstrated to have a high antibacterial activity. Manuka Honey is so special it;

1. has a whole University based research unit dedicated to understanding its properties
2. has a special group of natural slow release compounds producing glucose oxidase
3. has an activity so high, compared to all other honey's in the world that it has a recognized and registered activity value, called UMF (unique Manuka factor), which can be measured
4. Manuka UMF factor activity cannot be destroyed by heat
5. enzymes producing the UMF activity which only become active when in contact with body fluids
6. UMF activity that penetrates deeper in to the skin than any other known natural compound to fight infection



A number of companies have tried to develop their own unique way to characterize the honey based on its bioactivity. Scientists are still looking for that one magic compound they can say provides all the activity of the honey. To date they have not been able to characterize one single compound as the activity is most likely due to a number of bioactive compounds within the honey.

A labeling system for the consumer has been in place for some number of years and this system accredits the honey with a UMF number between 5 and 25 and this is supposed to indicate the level of activity. Other scientists have identified one of the bioactive compounds, methyl-gloxylate and another system of labeling has been developed where the honey is assigned an MGO number.

Bee keepers on the other hand understand that there are areas of New Zealand where the manuka honey collected has different properties from other manuka honeys. They know this because of the colour, texture and smell of the honey. Bee Keepers call this active honey,

and they have their own system for characterizing the product. They give the honey an “**ACTIVE**” number. It is this simple system that we have decided to use with our honey, because it does not confuse the consumer and tells them exactly what it is. The relationship between the systems is shown in the table below;

<i><b>Our Label</b></i>	<i><b>Rating System Number</b></i>		
	<i><b>Activity</b></i>	<i><b>UMF Number</b></i>	<i><b>MGO Number</b></i>
<i><b>Native Flora Honey</b></i>	na	na	na
<i><b>Manuka Bush honey</b></i>	None	0	0
<i><b>Manuka “Active” 10</b></i>	10 times	10	100
<i><b>Manuka “Active” 15</b></i>	15 times	15	250
<i><b>Manuka “Active” 20</b></i>	20 times	20	400

Functional Nutraceuticals Limited has identified that the very best New Zealand **ACTIVE** Manuka honey is harvested in the very north of the north island of New Zealand. There are other areas that contain forests of manuka trees that produce active honey, such as the East Coast of the North Island.

Unfortunately these areas do not produce active honey as consistently as the Northland Manuka forests. There is also a discernable flavor difference between the honey from each of these areas, with the East Coast honey characterized by a slightly bitter after taste which many people think is the right flavor. Our Northland honey is consistently sweet with no bitter after taste.

Active Manuka honey’s are only available from native New Zealand Manuka trees. These forests have never been sprayed with chemicals or other pollutants. The area is raw and wild, largely uninhabited by humans. The highest bio-active honey in the world only grows between 34.5 and 36.5 degrees south of the equator.

While we cannot yet track exactly which tree the honey was collected from we can tell you where the hive was located that the bioactive honey in the jar you have just purchased has come from and where it was located when the honey was collected by the bee. Being the largest producer of active Manuka honey means we need to know where our honey is coming from so we can assure you of its quality.

Our honey is the only honey to achieve an **ACTIVE** rating of 25+ which means it is approved for use in medical applications for wound and skin healing. This product is reserved for this area and not available as a commercial honey.

## **Manuka Honey Products:**

### ***Native Flora Honey***

This product is collected from New Zealand forest containing small amount of manuka trees. This honey contains nectar from many of New Zealand's indigenous flora, some of which provides nectar with not only antibacterial properties but also with anti-oxidant properties. This honey is for every day use. It can be used as a spread, a sweetener in tea or it can be used in cooking. It will not lose its active properties.

This product is available in 500 gram jars.

### ***Manuka Bush Honey***

Manuka Bush honey is collected exclusively from nectar from trees in the manuka forest. This honey is collected from areas where there is very low levels of active nectar produced. The honey has ACTIVE levels up to 5 times normal honeys. Manuka Bush honey should be used as a spread, a sweetener in drinks or it can be used in cooking applications to replace refined sugars. Honey, unlike refined sugars does not contribute to obesity.

This product is available in 500gram jars.



### ***Manuka "ACTIVE" 10***

Manuka "Active" 10 honey has ten times more activity than normal honey. The bioactive factors have a positive effect on the micro flora of the intestine, as they are toxic to some of the pathogenic bacteria that exist in the intestine, making it unhealthy. "Active" 10 honey can be used as a spread or it can be taken directly by mouth.

Manuka "ACTIVE" 10 is available in 350gram jars.

### ***Manuka "ACTIVE" 15***

Manuka "Active" 15 honey has fifteen times more activity than normal honey. The bioactive factors have a positive effect on the micro flora of the intestine, as for the Active 10. This higher level of activity means that less can be taken for the same effect or if the body is under stress then it will have a higher impact for the same amount of honey. "Active" 15 honey is best taken directly by mouth.

Manuka "ACTIVE" 15 is available in 200gram jars.

### ***Manuka "ACTIVE" 20***

Manuka "Active" 20 honey is our top line consumer honey with more than twenty times the activity of normal honey. The bioactive factors have a positive effect on the micro flora of the intestine. This product can also be used in wound healing applications, applied directly to the wound, it will help to lower the osmotic pressure so the wound will heal faster. The higher anti-bacterial activity also helps the wound to remain disease free for a cleaner healing.

"Active" 20 honey can be taken directly by mouth or applied to wounds and skin surfaces.

Manuka "ACTIVE" 20 is available in 200gram jars.

### ***Manuka Honey Mead***

Mead has been manufactured and used for many centuries as a sweet alcoholic drink. We have prepared a unique mead product using bioactive Manuka honey and infused with gold leaf. This unique product is true healing elixir.

Manuka Honey Mead is available in 500ml bottles

Our ACTIVE Manuka honeys are harvested by New Zealand's largest bee keeper and can be tracked to the hive located close to the source.

Shortly we will provide a web site where you can register, input a special barcode from the bottle and track your jar of honey back to the location in the Manuka forest where it was made by nature, or as we down under like to say "MADE OF NEW ZEALAND".

***OurACTIVE*** Manuka honey's from New Zealand, come to you, the consumer from the flower via the bee. What could be more natural than product from natures own farmers.



## Price List for the Honey Range

<b>Product</b>	<b>Pack Size (grams)</b>	<b>Price (USD)</b>
Native Flora Honey	500	5.67
Manuka Bush Honey	500	9.33
Manuka "ACTIVE" 10	350	9.83
Manuka "ACTIVE" 15	200	9.85
Manuka "ACTIVE" 20	200	13.10
Manuka Honey Mead	500 ml	39.00

- All prices are FOB New Zealand port.
- Prices are subject to international currency variation where there is a shift of more than 10%
- Minimum quantities apply

## Contact Details:

### **Functional Nutraceuticals Limited**

25 Allen Street  
Morrinsville, 3310  
New Zealand

Phone +64 7 889 0030

Fax +64 7 889 0039

Email [info@purenzcolostrum.com](mailto:info@purenzcolostrum.com)