

## NEW ZEALAND

### HONEY MARKETING AUTHORITY

HONEY DISTRIBUTORS AND EXPORTERS  
PACKERS OF 'IMPERIAL BEE', 'HONEYGOLD',  
'HOLLANDS', 'MEADOWCROFT' AND '3 BEES' HONEY

P.O. BOX 2615, AUCKLAND 1, NEW ZEALAND

TELEGRAMS AND CABLES:  
'HONEYMARK' AUCKLAND  
TELEPHONE 362-574

HEAD OFFICE AND AUCKLAND PLANT  
CNR GARFIELD AND CHURTON STREETS  
PARNELL, AUCKLAND, NEW ZEALAND



BRANCHES:  
Pleasant Point Branch (Holland) 16 Marton Road, Timaru  
Hornby Branch (Peenosa) 235 Buchanans Road, Christchurch  
10th June, 1971.

The General Manager  
N.Z.H.M.A.  
AUCKLAND

Dear Bob,

Further to our telephone conversation of this afternoon re samples of crushed comb honey received from Arataki Apiaries Ltd for grading.

I agree with you that we should not allow the export of honey in a semi-processed form such as this if it is reasonably possible to process in N.Z. and export it in extracted form. When Mr J.D. Lorimer was a member of the Authority he expressed the view that ling heather honey was difficult to produce in extracted form, but if the price received for it was adequate then it was worth the effort involved. As for the Manuka honey, we know that other producers of this honey extract it.

I am also of the opinion that both types of honey which Arataki wish to export consist of mixed source honeys with sufficient ling heather of manuka to give them the appropriate predominate flavour. Percy Berry told me on the telephone that the manuka was "50% manuka", so presumably the ling heather similarly, only a percentage of the genuine article. Would Colin Rope be prepared to venture an opinion as to the proportions of various honeys in the samples?

If Mr Berry is unwilling to endeavour to process it further now that he has it in export drums, perhaps you might care to offer to <sup>market</sup> ~~market~~ it for him under straight purchase or some special arrangement within our present policy.

Yours faithfully,