



**New Zealand Honey
Food & Ingredient Advisory Service**
OF THE NATIONAL BEEKEEPERS ASSN OF N.Z. (INC.)

HMIFBR23.DOC 13.1.95

VISIT TO NEW ZEALAND BY (MRS) GUDRUN BECKH
OF THE INSTITUT FUR HONIGANALYTIK, BREMEN

Copies of this Information Kit to the Following:

(IN ORDER OF MEETING MRS BECKH)

PETER BRAY, BEEKEEPER/HONEY MARKETER, AIRBORNE HONEY
DUDLEY WARD, BEEKEEPER/HONEY MARKETER, KINTAIL HONEY
IAN BERRY, BEEKEEPER/HONEY MARKETER, ARATAKI HONEY
NICK WALLINGFORD, PRESIDENT, NATIONAL BEEKEEPERS ASSN
DR PETER MOLAN, MANUKA HONEY RESEARCHER, WAIKATO UNIVERSITY
KERRY ALLEN, MANUKA HONEY RESEARCHER, WAIKATO UNIVERSITY
PROF ALLISTER WILKINS, (HONEY FINGERPRINTING) WAIKATO UNIV
DR MARK GOODWIN, APRICULTURAL SCIENTIST, HORTRESEARCH
MURRAY REID, NATIONAL MGR, MAF APICULTURAL SERVICES, RUAKURA
TED ROBERTS, MGR, MAH HONEY EXPORT CERTIFICATION, PALM NTH
BRYAN CLEMENTS, BEEKEEPER/HONEY MARKETER, WAIKATO HONEY
NEIL STUCKEY, BEEKEEPER/HONEY MARKETER, WAITEMATA HONEY

COPY for your info:
ALLEN MCCAWE, CHAIRMAN, NBA MARKETING COMMITTEE

PLEASE NOTE: THIS IS THE FINAL COPY OF ITINERARY FOR THE
VISIT: (please destroy previous tentative itineraries)

ANY INQUIRIES OR CHANGE REQUIREMENTS, PLEASE CONTACT:

BILL FLOYD, MARKETING CONSULTANT
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11 JANUARY 1995.

VISIT TO NEW ZEALAND BY MRS GUDRUN BECKH
A REPRESENTATIVE OF THE BREMEN HONEY INSTITUTE OF GERMANY

Background

Approximately 18 months ago the New Zealand German Association approached Peter Bray to state that the Bremen Honey Institute was interested in sending a scientist to New Zealand.

The reason for the visit was the issue of phenol in New Zealand honeydew.

It was intended that the scientist would use the visit to research the New Zealand position re phenol in honeydew.

(Note: a possible reference for them will be R J Hill Laboratories of Hamilton who have had extensive experience in phenol measuring. They have a process involving steam distillation of phenol residue).

The Bremen Honey Institute is prepared to pay the cost of travel to and from New Zealand. but has asked that the New Zealand Honey industry carry the costs of:

- a internal travel
- b accommodation and meals

The Opportunity for the NZ Honey Industry

- 1 The Bremen Honey Institute is recognised as the most influential honey laboratory in the world.

All importers in the German domestic market belong to or use the Institute. A number of other importers from other countries in Europe, also use the Institute.

- 2 The German market is the most potentially lucrative and accessible in the world. 250,000 tonnes of honey is traded internationally: Germany imports 80-90,000 tonnes of honey. It re-exports 10,000 and produces approximately 20-30,000 tonnes itself.

Germany is responsible for approximately one quarter of all the international trade in honey.

- 3 Stronger honeys such as honeydew, manuka, kamahi, rewarewa, etc. all have appeal or potential appeal to the German palate.
- 4 New Zealand's clean/green image appeals to Germans. German tourist visits to New Zealand are increasing every year and New Zealand is becoming a virtual Pacific "icon and mecca" for German tourists. This tourist activity is increasing the profile New Zealand back in Germany itself; and creating opportunities for pro-active New Zealand honey exporters.

Bremen Honey Institute Visit Objectives

Objective No 1

To introduce the scientist to the honey research team at Waikato University

The Waikato Honey Research Unit (HRU) is in the embryonic stages. The Bremen Institute can assist to identify those facilities and services that the HRU should be providing if it is to be effective as a marketing resource for New Zealand beekeepers and honey exporters.

Objective No 2

To gain publicity from the event.

Considerable international publicity can be created from the visit. This adds credibility to the efforts of the New Zealand honey industry to provide a high quality product in both the domestic and international marketplaces.

Objective No 3

To get the Bremen Honey Institute's advice and assistance on specific honey issues that can create opportunities for the New Zealand honey industry.

Issue 1: Viper's Bugloss Sucrose Levels

Background

New Zealand Viper's Bugloss has a higher level of sucrose than the norm. A comprehensive measuring exercise involving 200 samples of NZ Viper's Bugloss produced an average sucrose content of 4.6%. At present Germany requires that apparent sucrose be less than 5% and is indicating that this level will be reduced to 4.5%. (It should be noted that normal flower honey has less than 1% apparent sucrose).

Extrapolating out from the exercise of 200 samples, shows that up to 40% of New Zealand Viper's Bugloss may have a higher level of sucrose than will be accepted by the German market.

Specific Objective

To establish with the Bremen Honey Institute that high apparent sucrose levels in Viper's Bugloss is a naturally recurring phenomenon and not the result of dilution of honey with other ingredients.

Issue No 2 New Zealand Honey Integrity

Background

Dr Jonathan White explained to me just a week ago that the biggest issue facing the international honey market was the bulking up of honeys with corn syrup and other additives.

Specific Objective

Prove that NZ honey is not bulked up with additives. This will be done by illustrating cost models for NZ production (and high cost of corn syrup for example).

Issue No 3 Caluna (Ling Heather)

Background

German honey quality evaluation for caluna is based on pollen count. New Zealand Calluna honey has an under-

representation of its own pollen within the honey. This is due to current beekeeper practises where brood nest pollen contaminates the honey.

Calluna honey exported to Germany may show for example that only 7% of pollen is Calluna and yet by all other measurements the honey is true to label.

Specific Objectives

- 1 Get the Bremen Institute to agree on a new method of defining and ensuring the integrity of New Zealand Calluna honey.
- 2 If the Bremen Institute does not accept Objective 1, then use this refusal as a means of encouraging New Zealand beekeepers to change their hive management practises. For example, avoid having bees store honey in brood nest. use Queen excluders etc.

Issue No 4 Honeydew Phenol

Background

The German market believes that many countries still continue the practise of using phenol as a repellent in honey extraction. (This is not the case in New Zealand).

Objective

Prove by visits to honey packhouses and an explanation of New Zealand practises that the phenol is occurring at a natural level in honeydew.

Issue No 5 Manuka

Objective

The opportunity can be taken to fully advise the Bremen Institute on the research into active manuka honey, and its potential as an international nutraceutical food; so that in the event of market opportunities being

developed in Germany, the Bremen Institute is aware of the honey and the issues surrounding it.

OTHER MATTERS

1 Interpreter

The German scientist is a middleaged married woman. She has a limited knowledge of English. She has advised that an interpreter is not necessary; but she does not speak English fluently and discussions will need to be slow and careful.

2 Cost of Visit

The Bremen Institute will pay the international travel costs for Mrs Beckh. The NZ honey industry will pay the internal airtravel costs and any accomodation costs.

As will be noted from the itinerary, a number of beekeepers have shown a willingness to home-host Mrs Beckh and to drive her between most destinations. This has had a significant effect on actual costs and will allow her to see more countryside and collect more samples.

The Marketing Committee will meet the internal costs of the visit from the Marketing Budget but will then look to recovering those costs in the application to the Honey Trust for costs associated with the establishment of the Honey Research Unit.

(This is on the basis that the German visit is an integral part of identifying and developing the Honey Research Unit at Waikato in such a way as to ensure it meets the markets requirements, not just NZ Bee industry expectations.)

Background Paper Ends/Detailed Itinerary Follows.

TIMETABLE FOR VISIT TO NZ/
 MRS GUDRUN BECKH OF THE
 INSTITUT FUR HONIGANALYTIK, BREMEN

Monday January 30	Arrive at Christchurch International Airport
	Met by Peter and Veronica Bray of Airborne Honey; stay at Bray's home at Leeston.
Tuesday January 31	Adjust to timezone/ spend day at Airborne Pollen Analysis Laboratory.
Wednesday Feb 1 to Thursday Feb 2	Visit North Canterbury Organic Honeydew producers with Peter; discuss phenol issues; collect honeydew samples.
Friday Feb 3	Travel from Christchurch to Southland with Peter; visit Beekeeper Fielddays.
Saturday 4 Feb to Saturday Feb 11	Travel through South Island High Country and Southern Lakes Districts with Peter; discuss honey issues with local beekeepers; collect samples various floral sources; arriving back in Christchurch on 11th. Home hosted at Brays.
Sunday Feb 12	Fly to Palmerston North City, leaving Christchurch on Air NZ Flight NM32 at 3.45pm, arriving in Palm North at 5.10pm.
	Met at airport by Mr and Mrs Dudley Ward. Driven with Wards to the town of Dannevirke; approx 45 minutes drive.

Home hosted by Mr and Mrs Ward.

Monday Feb 13
and Tuesday Feb 14

Visit floral sites in Palmerston North area. Discuss Canulla issues with the Wards.

Wenesday Feb 15

Complete discussions and floral samplings in area; travel by car with the Wards to the town of Hastings.

Introduced to Mr Ian Berry, Managing Director of Arataki NZ Ltd.

Home hosted in Hastings by Mr and Mrs Berry.

Thursday Feb 16 to
Friday Feb 17

Visit floral sites in Hastings region. collect samples. Discuss export issues with Arataki Marketing Manager. Mrs Barbara Bixley.

Friday Feb 17

Driven by car with Mr and Mrs Berry to City of Tauranga. Introduced to National Beekeepers Assoc President, Nick Wallingford.

Hotel stay in Tauranga to be arranged by Nick. Costs to be charged to Marketing Committee.

Saturday Feb 18
and Sunday Feb 19

Visit floral samples in Tauranga area.

Sunday Feb 19
to City of Hamilton

Driven by car by Nick Wallingford
(approx 90 minutes drive).

Staying at theHotel.
To be booked by Bill Floyd and

costs charged to the Marketing Budget.

Monday Feb 20
9am-1pm

Mark Goodwin, Apicultural Scientist to the NZ Beekeeping industry will collect Mrs Beckh from the hotel reception and take her to HortResearch. Discuss various bee/honey/disease issues.

Lunch: Mark to arrange for/with Mrs Beckh

Monday Feb 20
1pm- 5pm

Mark take Mrs Beckh to Murray Reid's office.

Meeting between Mrs Beckh and:

Murray Reid (MAF Apiculture National Manager)

Ted Roberts (MAF Export Certification Manager)

and possibly (Murray to determine):

Derek Bettersworth (MAF Apiculture Exotic Disease)

David McMillan (MAF Exotic Disease Surveillance)

Cliff Van Eaton (MAF Endemic Disease Control)

5pm: Murray or Ted to return Mrs Beckh to hotel. Mrs Beckh to have 'own-time' for dinner and evening.

. Marketing Committee to reimburse Mrs Beckh cost of meal (Excl alcohol).

Tuesday Feb 21
9am-10.30am

Mark Goodwin to collect Mrs Beckh from hotel and take to Waikato University; introduce Mrs Beckh to Dr Peter Molan and Lab/research Assistant, Kerry Allen.

Dr Molan to explain current research into NZ manuka honey antibacterial properties/ ulcer research.

Tuesday Feb 20
10.30am-5pm

Dr Molan to introduce Mrs Beckh to Prof Allister Wilkins, Chemistry Dept, Waikato Univ.

Prof Wilkins to discuss honey variety identification issues and analysis techniques. Determine German market requirements as a basis for future Honey Research Unit work on these issues.

Lunch: Prof Wilkins to arrange. Costs to be covered by Honey Marketing Committee.

At end of day, Prof Wilkins to arrange for Mrs Beckh to be taken back to hotel.

Mrs Beckh to arrange her own dinner and have free time for the evening. Cost of dinner (excl alcohol to be charged to Marketing Committee)

Wednesday Feb 22
9am

Bryan Clements to meet Mrs Beckh at hotel reception. (Note: Mrs Beckh to book out of hotel and take luggage with her Wednesday morning.)

Day spent with Bryan visiting the National Park and key Calluna plantings and hives. Possible visit to honey operation at Te Kuiti.

Evening of Wed 22nd

Dinner with Clements family and homehosted for the night with the Clements.

Thursday Feb 23
8.30am-9.30am

Tour of Clement's family Waikato Honey Packaging Plant.

10.00 am

Bryan Clements takes Mrs Beckh to Mark Goodwin's office at HortResearch.

Meet Bill Floyd. (Bill arrives Hamilton airport 9.30am; Bill to arrange transport to HortResearch)

Interviewed by Bill for articles in various NZ/Australasian agricultural/horticultural/food technology publications.

Recorded Telephone interview from Mark's office with Radio NZ Rural Reporter Di O'Connell.

1PM: Photographer at HortResearch at 1pm (Bill to arrange) to take photos of:

Mrs Beckh/Mark Goodwin/Bryan Clements/Dr Molan/Prof Wilkins/ Murray Reid/Ted Roberts...

in various groupings to suit different publications.

Photos to be in both lab and outside (beehive) situations.

Thursday 23, 3.30pm: Bill leaves for airport, flight out at 4pm.

4.30pm: Mark Goodwin takes Mrs Beckh to airport for Flight Air NZ 2202, departing 5.05pm for Auckland.

Thursday Feb 23
5.40pm

Arrive at Auckland Airport Domestic Terminal. Met at Air NZ Domestic Inquiries Counter by Neil Stuckey, Waitemata Honey

Home hosted in Auckland with Mr and Mrs Stuckey.

Friday Feb 24

Visit Rangitoto Island and the Pohutakawa Honey with the Stuckey's.

Saturday Feb 25

Mrs Beckh taken to AUCKLAND AIRPORT by Mr and Mrs Stuckey; (time to be advised by Mrs Beckh).

Mrs Beckh will then fly back to Christchurch and enjoy 8-10 days as a "tourist/not scientist!" in the South island before returning to Germany. Mrs Beckh will make her own arrangements. ITINERARY ENDS

Bill Floyd
NZ HONEY & FOOD INGREDIENT ADVISORY SERVICE

12 January 1995.