



## Press Release

May 24, 2011

### True Source Honey™ selects Intertek for Global Honey Traceability Initiative

Chicago, IL – Intertek, a leading global provider of quality and safety services, today announced that True Source Honey, LLC has selected Intertek as its exclusive partner in a global initiative to certify whole chain traceability and sustainability of ethically-sourced, fairly-traded honey.

Increasingly, independent honey brokers and importers are leveraging ways to by-pass tariffs and quality controls in order to sell honey in the United States. This by-passing of the approved processes hinders the U.S. honey industry by undercutting fair market prices and damaging honey's reputation as a safe, high-quality food. In response, True Source Honey was formed as an industry alliance to raise awareness of the problem of incorrect sourcing of honey. True Source Honey engaged Intertek to be the only, independent third-party testing company for this initiative to provide traceability audits.

“We are very pleased that True Source Honey chose Intertek, and we look forward to applying our expertise to ensure that the complete honey supply chain is protected,” said honey-expert Dr. Kurt-Peter Raetzke, Director of Testing & Analytics for Intertek Food Services. “Together, True Source Honey and Intertek can further build consumer confidence in honey, and continue to apply the highest standard of authenticity and traceability that guarantees purity and safety in the production of honey.”

Honey is one of the few remaining food products that is considered natural – or without added ingredients or other refined additives that alter the composition of the product. In an effort to protect the product, True Source Honey will work with honey companies in the countries of origin and U.S. importers to set a global standard for high-quality honey. Intertek will play an integral part in helping to set this standard, as the company will handle all of the traceability audits and will inspect the containers of honey imported into the U.S. as registered under the True Source Honey initiative.

“Our strategy is to not only protect the reputation of honey, but also adopt a global standard that guarantees traceability and authenticity of the product,” said Eric Wenger, Chairman of True Source Honey. “In an effort to set such a standard and meet this goal, it is imperative that we partner with a globally recognized third-party audit company. Our partnership with Intertek will be successful because both organizations are committed to food product safety and protecting the honey market.”

True Source Honey, LLC is managed by a team of seven board members from across the honey industry. The initiative is global and currently has approximately 10 countries participating, including e.g.: United States, Argentina, Brazil, Chile, Guatemala, India, Mexico, Uruguay and Vietnam.



True Source Honey and Intertek sign the global strategic agreement (from left): Gene Rider, President of North America for Intertek Consumer Goods, Eric Wenger, Chairman of True Source Honey, LLC, and Dr. Kurt-Peter Raetzke, Director of Testing & Analytics for Intertek Food Services.



Handshake of the honey experts Dr. Kurt-Peter Raetzke, Intertek (left) and Eric Wenger, True Source Honey.

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## **About Intertek**

Intertek is a leading global provider of quality and safety solutions serving a wide range of industries around the world. From auditing and inspection, to testing, quality assurance and certification, Intertek people are dedicated to adding value to customers' products and processes, supporting their success in the global marketplace. Intertek has the expertise, resources and global reach to support its customers through its network of more than 1,000 laboratories and offices and 30,000 people in more than 100 countries around the world. For further information please visit [www.intertek.com](http://www.intertek.com)

## **About True Source Honey**

True Source Honey, LLC is an effort by a number of honey companies and importers to call attention to the problem of illegally sourced honey; to encourage action to protect consumers and customers from these practices; and to highlight and support legal, transparent and ethical sourcing. The initiative seeks to help maintain the reputation of honey as a high-quality, highly valued food and further sustain the U.S. honey sector. For further information, visit [www.truesourcehoney.com](http://www.truesourcehoney.com)