



HONEY

Ethically Sourced. Perfectly Delicious.



Valued as a natural, healthful and delicious food, honey has long been treasured by Americans. Growing demand for honey has for some time been fulfilled by both domestic and imported sources, most of high quality and ethical origins. But sustaining quality honey supplies to U.S. customers and consumers is increasingly challenging. Because of growing demand, and damage to U.S. bee colonies from colony collapse disorder, an increasing amount of honey must be imported.

U.S. antidumping duties and quality controls are in place to protect U.S. consumers – and honey companies – from often cheaper and less regulated honey products from abroad. However, some honey brokers and importers illegally circumvent these restrictions, selling honey to U.S. companies that is of questionable origin and which threatens the U.S. honey industry by undercutting fair market prices.

As honey companies are undercut by these illegal imports, ethical U.S. companies and beekeepers find it harder to compete. Quality U.S. honey operations are essential not just to produce high-quality honey supplies, but also for the honeybees needed to pollinate dozens of fruit, vegetable and seed crops across the United States.

True Source Honey is an effort by a number of honey companies and importers to designate high-quality honey and the careful steps taken to ensure that it is ethically sourced. The True Source Honey initiative helps to provide protection to customers and consumers, as well as to the reputation of honey produced within the United States and around the world.

THE TRUE SOURCE HONEY PLEDGE

We pledge to protect our customers and consumers, as well as the global reputation of honey products, by ensuring to our utmost ability that honey is ethically sourced in a transparent and traceable manner from known beekeepers and brokers; that honey moves through the supply chain in full accordance with U.S. law and without circumvention of trade duties; that it carries truthful labeling as to its source, has been tested to ensure quality, and has been handled in a safe and secure manner from hive to table. We endeavor to do business with companies that share our concern for food safety and security. We pledge to stand against the collection, processing or sale of adulterated honey or honey that has been obtained in circumvention of U.S. law.

We espouse a global standard for high-quality honey that does not allow for adulteration with added syrups or other sweetener extenders, or use of inappropriate additives in honey production. We actively support U.S. beekeepers, including supporting research to help beekeepers maintain the health and high quality of U.S. honey production and to fight colony collapse disorder.