



UNIQUE MANUKA FACTOR® HONEY ASSOCIATION

ABOUT US

MISSION STATEMENT

The UMFHA's mission is to strengthen the positioning and consumer perception of Manuka Honey products represented by the UMF® quality trademark. It does this through the application of standards, proactive promotion of product attributes and benefits, and protecting the integrity inherent in the trademark, both domestically and in international markets.

WHAT WE DO

The UMF® Honey Association oversees all use of the UMF® trademark and supports licensees and consumers through a comprehensive science and research programme and other activities including:

Verification

We appoint independent auditors to regularly check and analyse samples from the marketplace. This helps protect consumers from counterfeit products.

International Standardised Testing

We have a programme of standardised testing in place across all territories where UMF® Manuka Honey products are sold.

Scientific Research

We continue to invest heavily in industry-leading scientific research into Manuka Honey, as a way of future-proofing the industry.



The UMF® Honey Association has a world-leading science programme that is focused on identifying the unique signature compounds of genuine Manuka Honey, as a way of safeguarding consumers and the industry.



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Decades of research have culminated to identify the unique signature compounds found in genuine Manuka Honey.

MANUKA HONEY

Manuka Honey is sourced from the nectar of the manuka flower (*Leptospermum scoparium*). With its unique properties, this has become one of the most researched honeys in the world. There is a large body of international research which collectively provides consumers and fellow researchers with a wealth of information about this product.

GRADING SYSTEM EXPLAINED

Manuka Honey is highly valued by the consumer and those that are licensed to use the quality mark. The UMF® quality mark is registered in all key consumer markets.

The UMF® grading system has two components which are expressed on any UMF® honey product:

- 1. Label:** The label claim that it is genuine Manuka Honey.
- 2. Number:** This represents the unique signature compounds characteristic of this honey, which ensure purity and quality.

