



Bees For Hope request full transparency and country origin at the labels

The Honey Directive regulates honey in the EU, however the requirements for declaring the origin of honey are extremely low. Labels can read “blend of EU honeys” (e.g. a mix of honey from more than one member state), “blend of non-EU honeys” (a mix of honey from more than one country outside the EU), “blend of EU and non-EU honeys” (e.g. a mix of EU and non-EU honey).

Most of the honey you will find are labelled “blend of EU and non-EU honey” – there are no standards. The information on the label is very limited and misleading and tell consumers nothing of the origin. There have been initiatives in the Parliament to amend this directive, in order to include the countries of origin on the label and a blend ratio.

Why has this not happened? The demand for honey is high and European production is limited. Imports from third countries are rocketing, however some honey imports are suspected not to be produced from pollen, but other, non-natural sources. Beekeeping communities are pushing the European Commission and the member states to ensure that the honey placed on the market is not counterfeit. To achieve this, more controls at the packing companies are required, but so far the Commission has been deaf to beekeepers’ requests.

If the commission would finally request for specifying the origin of honey, it would enable consumers to make better, informed and insightful choices, and it would put pressure on the industry to clean up its act and reduce counterfeit products on shelf.

Bees For Hope guarantees single sourced honey with full traceability and transparency which we proudly call out and stand for on our labels. Join us in this movement and demand transparency in the honey industry!