

# AUTHENTIC METHYLGLYOXAL (MG) RAW NATURAL MANUKA

INCOMING	NEW GENERATION AUTHENTIC RAW NATURAL MG MANUKA Ranged from:	EST. 1998  As pure as nature intended QUALITY RAW NATURAL Ticks all boxes for ALL ratings	PHASE OUT	MG Conversion guidelines only MG content continues to grow in jar  Swedish Rounding
	<b>MG100+ label</b> (ranges from - MG100-199+) Methylglyoxal content continues to grow	<ul style="list-style-type: none"> <li>✓ As pure as nature intended</li> <li>✓ Beekeeper's own brand</li> <li>✓ Single region: Coromandel , New Zealand</li> </ul>		MG100-199+  5 - 9+
	<b>MG200+ label</b> (ranges from - MG200 – 299+) Methylglyoxal content continues to grow	<ul style="list-style-type: none"> <li>✓ RAW, UNPASTEURISED, retains enzymes</li> <li>✓ Harvested WARM from hive</li> <li>✓ HANDPACKED fresh to order</li> </ul>		MG200-299+  9 - 11+
	<b>MG300+ label</b> (ranges from - MG300 – 399+) Methylglyoxal content continues to grow	<ul style="list-style-type: none"> <li>✓ Hives NEVER moved OR put into pollination orchards</li> <li>✓ Natural foraging sources protected and unbroken</li> </ul>		MG300-399+  11 - 13+
	<b>MG400+ label</b> (ranges from -MG400 – 550+) Methylglyoxal content continues to grow	<ul style="list-style-type: none"> <li>✓ VERY HIGH QUALITY HONEY</li> <li>✓ Tests for natural methylglyoxal</li> <li>✓ Not exposed to heat damage</li> <li>✓ Not found in Uk supermarkets</li> </ul>		MG400-550+  13 - 16+

# METHYLGLYOXAL MANUKA: WILD HONEY RAW NATURAL

## UNDERSTANDING GENUINE METHYLGLYOXAL MG MANUKA – *a continual 'work in progress'*

### Q: What is GENUINE AUTHENTIC Manuka Honey?

A: GENUINE AUTHENTIC manuka honey currently **MUST be based on its methylglyoxal (MG) content (rated MG100+ MG:200+ etc)**. Wild Honey is methylglyoxal tested as per our Government's current guidelines (please see our website [www.wildhoney.co.nz](http://www.wildhoney.co.nz) for the guidelines).

### Q: What is the Methylglyoxal (MG) content?

A: It is the 'UNIQUE' manuka ingredient collected by the Bee from the nectar of the manuka flower.

### Q: Is there a direct correlation between the old NPA 5+ 10+15+ rating and the methylglyoxal (MG)100+ 200+ rating

A: There is no clear direct correlation: Scientists do agree there is a 'relationship' between the two rating systems. However, **NO correlation is accepted at this time by our government (MPI) or Bee Products Standard's Council**. It is a scientific work in progress

### Q: Why do some rating systems differ on labels – ie NPA/MG?

A: Methylglyoxal testing shows its rating system in multiples of 100 ie MG100, MG200 etc. whereas the old NPA test is 5+ 10+ etc. Our government is in process of setting Standards based on pollen count or methylglyoxal content. **The NPA(5+ 10+ et c) test is no longer used or even ALLOWED in NZ.**

### Q: Why is WILD HONEY RAW NATURAL manuka sought after?

A: **Because NOT ONLY IS IT high quality honey**, it is **EXTRACTED WARM** from the hive; NOT blended, creamed, processed or pasteurised in any way. It is packed fresh to order: this method retains a higher concentrations of nature's natural properties including their methylglyoxal content

## Q: Why is Wild Honey changing from Organic to RAW NATURAL?

**A:** To protect our bees (hives) from dying, AND TO ENCOURAGE THEIR GOOD HEALTH, WILD HONEY must now change from organic recommended controls (which no longer work against varroa), to bee protective controls that kill the predator varroa mite **but save our bees**. ALL other practises for our RAW NATURAL production, from placement of hives, through harvest, extraction and packing remain EXACTLY the same as in organic production. The ONLY DIFFERENCE IS BEE HEALTH AND THE LONGETIVY OF OUR hives. □

## Below our NPA labels being phased into our MG labels



# PRODUCTION AND ENVIRONMENTAL DIFFERENCES

WILD HONEY RAW NATURAL BEEKEEPING PRODUCTION	MAINSTREAM BEEKEEPING PRODUCTION	WILD HONEY RAW NATURAL BEEKEEPING ENVIRONMENTAL	MAINSTREAM BEEKEEPING ENVIRONMENTAL
Minimum varroa treatment All other practises are based on BIOGRO organic practises	No certification in place – anyone can produce honey	No drugs, or antibiotics used. MINIMAL varroa treatment only. No other chemicals or pesticides used.	Substantial varroa treatment. Antibiotics and other chemicals pesticides allowed in pollination orchards.
WILD HONEY is managed on BIOGRO organic principles in a remote location	Organic principles not required in conventional beekeeping	Smoker fuel used in untreated organic matter: eg clean pine needles	Treated materials allowed
HIVES only in remote areas AWAY from cities, towns, industrial and Intensive farming/orcharding	Hives placed in many intensive hort/ag blocks, by busy highways and in industrial areas. No regulation on placement	Natural untreated material used in wooden hive parts – no chemical preservatives used at all in any storage	Treated timbers used and preservatives allowed for winter storage
Land user certificates verifying no chemicals or pesticides used on land or water sources where hives are placed	No land user regulations in place. Hives can be placed anywhere	All land used for hives is always left left pristine when no longer used: “leave only footprint’s....our philosophy	No philosophies or regulations in place
No hives go into pollination orchards. HIVES AND WATER SOURCES FULLY PROTECTED	Hives go into intensive hort/ag orchards TO POLLINATE CROPS exposing hives to serious chemicals/pesticides and contaminated water sources	No harmful waste is produced through any part of process	No regulations required for any waste
Warm from hive extraction – Simple organic process NO blending, whipping, creaming Honey left in its natural structure	HONEY USUALLY INDUSTRIALLY BLENDED, PROCESSED, WHIPPED, CREAMED, highly filtered and PASTEURISED - structure – texture changed	 <p>New Generation Authentic RAW mānuka from the wild</p> <p>EST. 1998 Wild Honey As pure as nature intended</p> <p>LOVE our bees... go RAW Natural</p>	



# 100% NEW ZEALAND HONEY – WHAT IT MEANS

<b>WILD HONEY</b> <b>RAW NATURAL BEEKEEPING</b> <b>100% NZ honey – what it means!</b>	<b>MAINSTREAM BEEKEEPING</b> <b>100% NZ honey – what it means!</b>
<b>100% PURE, RAW, NATURAL</b> means: <b>SINGLE</b> Est. extracted warm from hive; not blended or pasteurised or industrially processed. Kept in natural state, <b>HANDPACKED</b> by the beekeeper	<b>100% NZ Honey means:</b> that the <b>INGREDIENT</b> (honey) is from New Zealand! It is a play on words that gives the illusion of something it is not!
<b>No sugar feeding of bees:</b> This means that 15kg minimum of honey is left on the hive to feed bees over winter	Hives stripped of every ounce of honey. Sugar fed to bees as a substitute over winter
<b>Extracted warm from hive within hours of collection without any heating.</b> Honey kept in natural state	Honey frames usually stored for months and months in cool rooms then re heated to high temps when eventually extracted. Honey structure, taste and texture changed
<b>Only RAW NATURAL honey offered for sale. IMMEDIATE trace back to hive site</b>	Processed, pasteurised – often many different beekeepers honey in same jar. Difficult trace back
<b>Natural seasonal variations in taste and texture. RETAINS SEASONAL ENZYMES AND POLLENS</b>	Mainstream processors concentrate on ‘processing’ so the structure, taste and texture remain the same year in and year out!

EST. 1998  
Wild Honey  
As pure as nature intended

## New Generation

Authentic RAW mānuka from the wild

harvested warm from the hive  
hand-packed by the beekeeper  
LOVE the fresh pure taste

LOVE our bees... go RAW Natural

QR code