




True Source Honey


Certified Traceability Program



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The Need For Honey Traceability



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TRUE SOURCE HONEY *Ethically Sourced. Perfectly Delicious.*

It all starts with a bee and a flower



TRUE SOURCE CERTIFIED

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This slide features a decorative top border with a honeycomb pattern. The text 'It all starts with a bee and a flower' is centered above a photograph of a bee hovering over a purple flower. The bottom of the slide has a green textured footer containing the 'TRUE SOURCE CERTIFIED' logo and the number '3'.

TRUE SOURCE HONEY *Ethically Sourced. Perfectly Delicious.*

Soul of a field of flowers.....



TRUE SOURCE CERTIFIED

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This slide features a decorative top border with a honeycomb pattern. The text 'Soul of a field of flowers.....' is centered above a photograph of a wooden bowl filled with honey. The bottom of the slide has a green textured footer containing the 'TRUE SOURCE CERTIFIED' logo and the number '4'.

TRUE SOURCE HONEY *Ethically Sourced. Perfectly Delicious.*



Keeper of the bees



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Versatility



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TRUE SOURCE HONEY Ethically Sourced. Perfectly Delicious.

USA – Net Importer of Honey



- Annual US Production
 - 150 to 170 million lbs.
- Annual US Consumption
 - 525 million lbs.
- 65% of the Honey Sold in the USA is imported
 - Vietnam & India
 - Argentina & Brazil
 - Mexico & Canada

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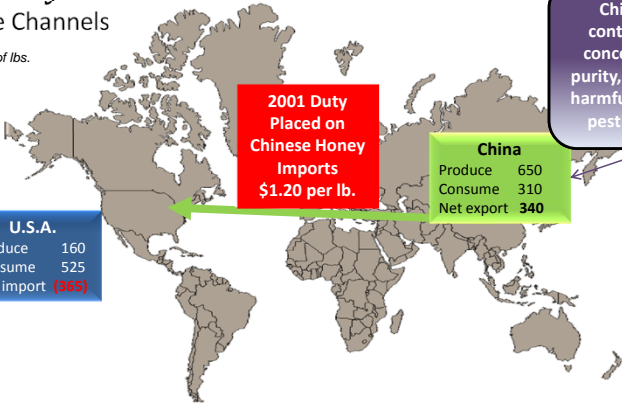
TRUE SOURCE HONEY Ethically Sourced. Perfectly Delicious.

U.S. Imports 65% of Honey Usage

World Honey Market

Primary Trade Channels

In Millions of lbs.



U.S.A.

Produce	160
Consume	525
Net import	365

2001 Duty Placed on Chinese Honey Imports \$1.20 per lb.

China

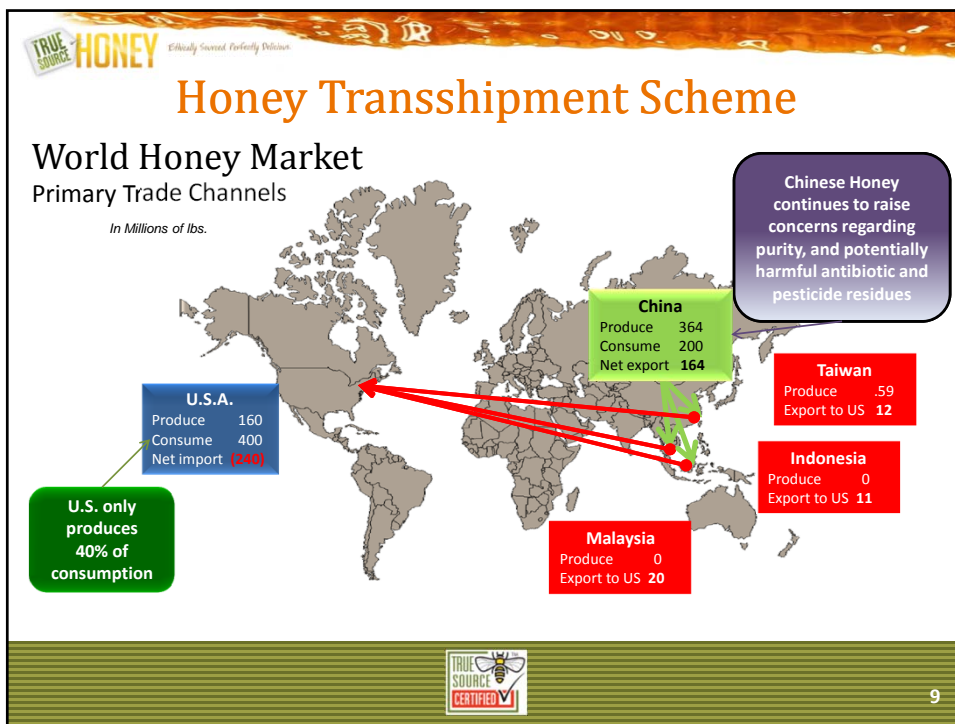
Produce	650
Consume	310
Net export	340

Chinese Honey continues to raise concerns regarding purity, and potentially harmful antibiotic and pesticide residues

U.S. only produces 35% of consumption

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U.S. Immigration & Customs Enforcement Update

- CBP turned away suspect honey shipments at US ports. Three of those suspect countries are included in the chart at right.
- A substantial amount of transshipped honey is being stopped for at least the time being.
- Market intel reports some packers have drastically changed their procurement behavior.

Source: <http://www.apinews.com/en/news/item/13154-usa-international-honey-market-report>

U.S. HONEY IMPORTS BY COUNTRY

Country	2000	2010
China	1,750,513	59,125,152
Indonesia	0	19,452,548
Malaysia	0	36,925,756
Taiwan	59,524	5,264,543

SOURCE: US Customs Service Honey Fee Collections Reports

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Solutions

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TRUE SOURCE HONEY *Ethically Sourced. Perfectly Delicious.*

Solutions



- 19 Individuals Indicted
- 9 Individuals Convicted
- 10 Foreign Fugitives
- 8 Companies Indicted
- 4,500 drums of honey seized
- Fines & Restitution Imposed
 - 9 individuals
 - 2 companies



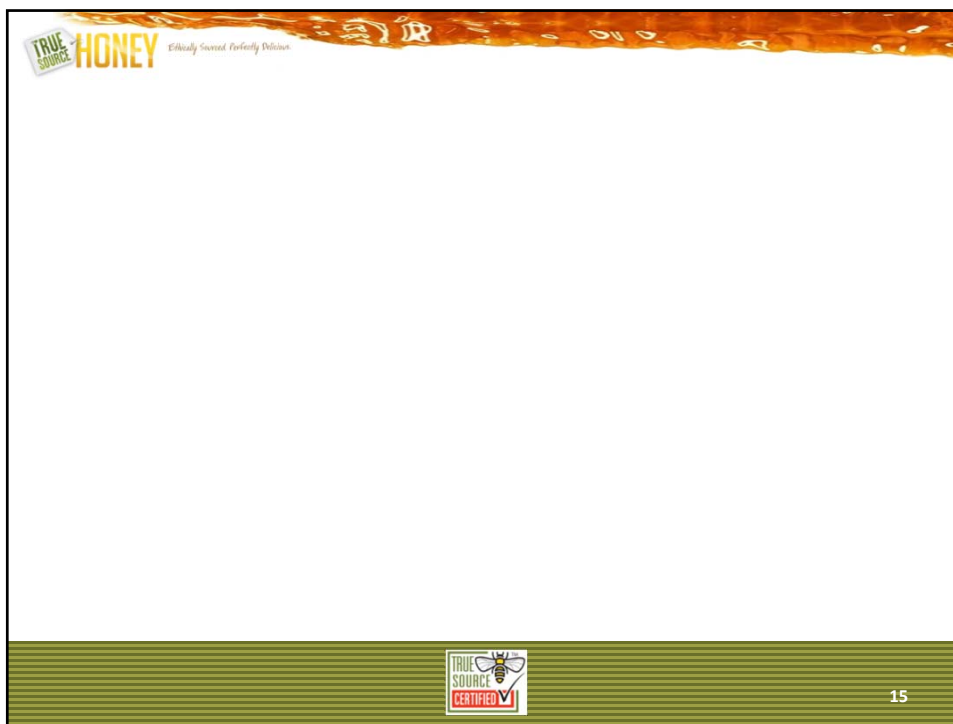
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TRUE SOURCE HONEY *Ethically Sourced. Perfectly Delicious.*

Solutions



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The image shows a decorative border at the top of a slide, identical to the one on slide 15. It features the 'True Source Honey' logo and the tagline 'Ethically Sourced. Perfectly Delicious.' on the left, and a textured golden-brown honeycomb border. The main content of the slide is centered and includes the following text:

True Source Honey Mission

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 importers; that honey moves through the supply chain in full accordance with U.S. law and without circumvention of trade duties.

True Source Certified validates a claim of ethical sourcing.

At the bottom center of the slide, there is a 'True Source Certified' logo featuring a bee icon and a checkmark. The number '16' is located in the bottom right corner.



True Source Honey Program



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Made With True Source Honey

- New program with NSF
- Logo for food manufacturers to include on their packaging who support ethical honey sourcing and complete the required audit





Protect your brand/products...

www.truesourcehoney.com

and

www.tshmember.com



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