

Mānuka Honey

Buzzworthy Functional Food from New Zealand



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Instagram @UMFmanukahoney Facebook @UMFHA

Moderator Barbara Ruhs, MS, RDN



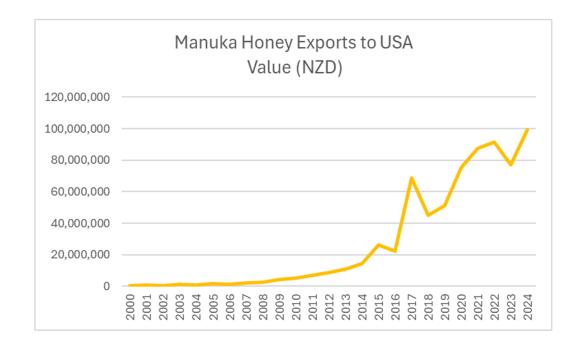
- Registered Dietitian Nutritionist
- Consultant to UMFHA of New Zealand
- **>** Food Industry RD Consultant
- Former Retail Supermarket Dietitian
- Harvard Dietitian & Private Practice



Mānuka Honey in the USA



Between 2000 – 2025 Mānuka Exports to USA have **increased by 30x**



Mānuka Honey in the USA

- **)** USA is the #1 market for Mānuka Honey
- > Every year more Americans discover the benefits of this delicious functional food
-) 1980s Research began with wound care
- Now extends into a range of health applications (topical & edible)
- Consumed in 60+ countries



Today's Topics



Discovering the Health Benefits of New Zealand's Mānuka Honey

- What is Mānuka Honey
 - what makes it unique?
- Introducing the Experts
- First Dietitian Survey: What do we know?
- From the Home of Mānuka Health Research
- The Importance origin, processes & protection
- \[
 \) UMF[™] Quality certification why so important, certifying synergies and for the product life



Mānuka Honey Researcher Dr. Megan Grainger, PhD, MSc, BSc

- Senior Lecturer in Analytical Chemistry, University of Waikato, Hamilton, New Zealand
- Began manuka honey research journey as an undergraduate
- A passion for chemistry and in particular manuka honey research
- Research focus: Why manuka honey behaves differently to other honeys.





Mānuka Honey BeeKeeper James Jeffrey

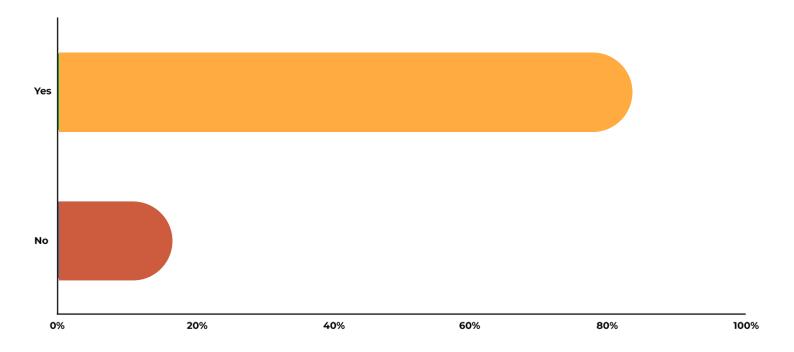
- Leading beekeeper producing premium high-rated mānuka honey
- **>** Director of UMF Honey Association
- Founding family behind the UMF rating and quality system - 50 years of experience
- 1400 bee hives located in the greater Waikato region – North Island of New Zealand





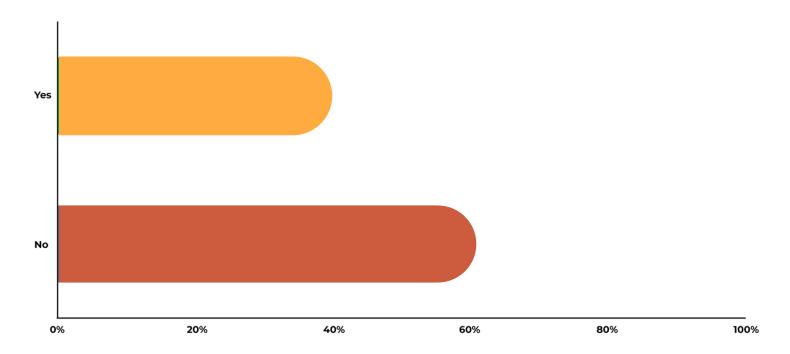
80% of RDNs claim to have heard of Mānuka Honey





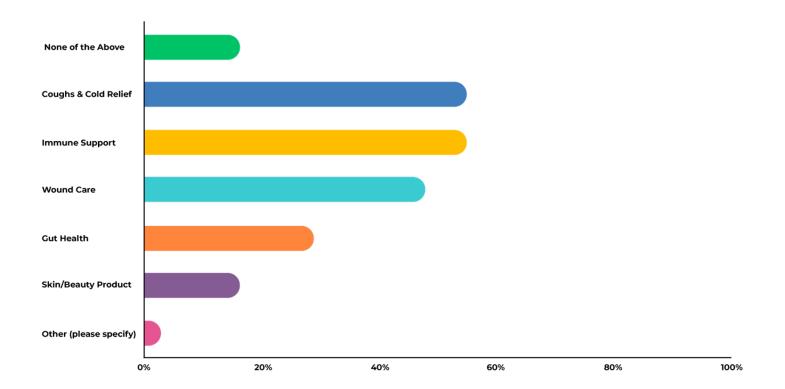
Have you ever used/consumed Mānuka Honey?



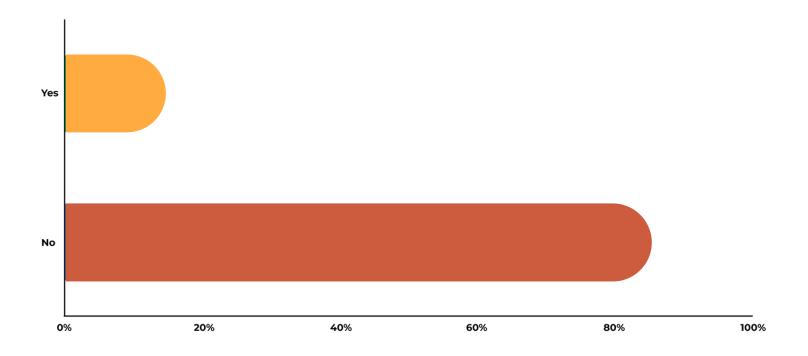


Which of the following functional benefits of Mānuka Honey are you aware of? (check all that apply)



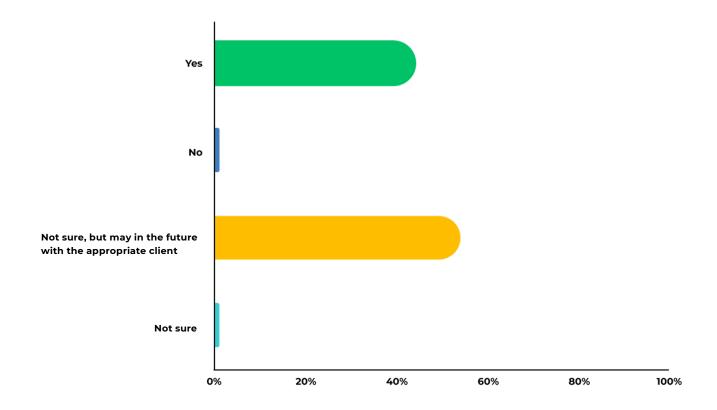


Are you aware of the Unique Mānuka Factor (TM) grading system?



Would you recommend Mānuka Honey as a functional food for health?





James Jeffrey

- The Making of New Zealand's Unique Honey Story
- Why is Mānuka healthier than honey.
- Why did beekeepers **develop** the UMF (TM) system?



The Home of Mānuka Honey

- New Zealand/Aotearoa
 - 'Land of the Long White Cloud'
- **>** Deep in the South Pacific
- Geographically large Country with 5.5m people
- North and South Islands are geographically and climatically distinct
- Surrounded by the Pacific Ocean, Southern Ocean and Tasman sea



The Home of Mānuka Honey

Closest major landmass Australia 2,500 miles away

Isolation

- Pure environment
- **)** Wide open natural spaces
- Vnique flora and fauna
- Very special Mānuka Tree



From Trees, to Bees, to Honey

- Mānuka is a Māori word
- Nearly 1,000 year of mānuka healing (Rongoā)
- Mānuka tree is a recognized treasure in New Zealand (taonga)
- 2023 genetic research identified the mānuka tree is endemic to New Zealand
- Honeybees only arrived in New Zealand in 1839
- Varying environment across New Zealand leads to different potency





From Flower, to Honey Flow

Begins with a Unique Flower

Distinctive physiology produces a nectar with more natural components than any identified to date

Nectar contains multiple bioactive components

- Mānuka honey 2200+ naturally occurring components
- > Clover honey only 93 naturally occurring

Bees transfer and concentrate the bioactives in the honey making process





Mānuka Honey Research Dr. Megan Grainger

- **)** The Research Journey
- **)** Composition of mānuka honey
- **)** Key bio-actives in mānuka honey
- **>** Focus for Health researchers





Building on 1,000 Years of Health Observations

- Used all parts of plants for natural healing (Rongoā - treatment)
- Bark infusions sedative, treat stomach ailments; balms made from ash and gum to treat burns; vapour of boiled leaves to treat coughs and colds
- Science is now catching up with these real world observations
- > 1980's Dr Peter Molan NPA
- Now over 1000 original papers on mānuka
 NZ, UK, Germany, Japan, China, Taiwan



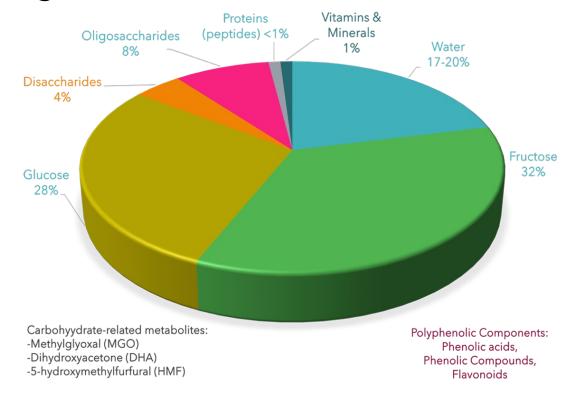


Mānuka Honey

– So Much More than Sugar



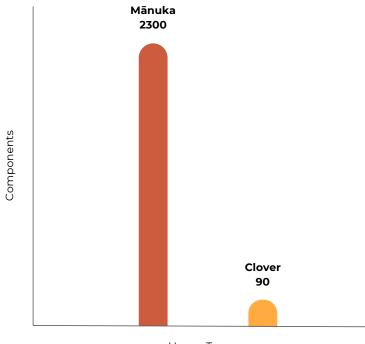
- Contains ~80% sugar (not just sucrose), trace elements (minerals), amino acids, vitamins and phenolic compounds
- Research shows honey has a lower glycemic index than refined sugar (sucrose)



Complexity Makes NZ Mānuka Honey Distinctive



- **>** Leptospermum scoparium
- 2023 genetic research confirmed the tree is unique to New Zealand
- The unique tree produces a unique honey
- No honey is nearly as complex
- VMFHA mānuka ID project discovered 2300 compounds in mānuka compared to only 90 in clover
- Composition and health applications supported by thousands of research papers.



Honey Type

Key Bioactive Compounds in Mānuka Honey (so far)



To date researchers have identified the following as key drivers of bioactivity in mānuka honey. Synergies between all components is an important factor.

Key Components

Methylglyoxal, DHA Non-peroxide antibacterial activity

Leptosperin Anti-inflammatory & authenticates

Phenolic Compounds
Antioxidants:
Oligosaccharides
Prebiotics

Bioactive Properties

Antimicrobial
Anti-inflammatory
Immunomodulatory
Antioxidant
Antifungal

Areas of Sustained Research Focus





Scientific understanding of mānuka honey began with the benefits for wounds – antibacterial and anti-inflammatory effects in particular



Skin care applications due to non-peroxide antibacterial effect



Sore throat, coughs and colds, upper respiratory tract



Immunity - Complex of active components consumed on a regular basis



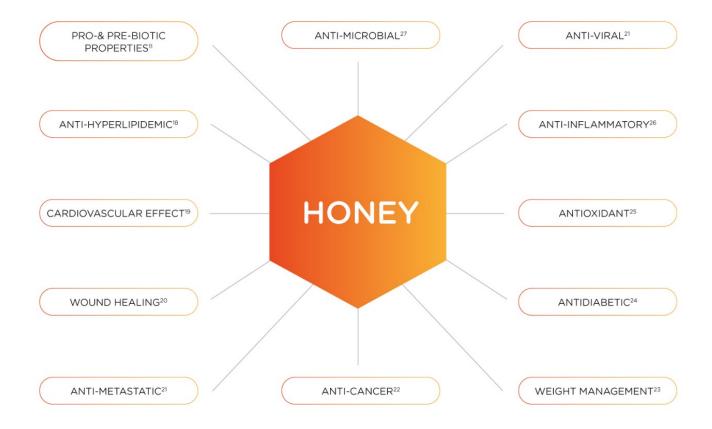
Gut health and digestion research is on the rise – anti-inflammatory, antioxidant, and prebiotic has been associated with improved gut health



Emerging areas of interest – antibiotic effects, tumours

Wider Areas of Research Interest





Mānuka Honey Health Research Database



- > 1000s of papers on mānuka health benefits
- UMFHA research hub makes it easier find key research
- The Mānuka Health Research Database is a hub for researchers and health professionals
- Easily search and explore the most useful studies into Mānuka honey's unique properties and benefits

https://www.umf.org.nz/research/



Incorporating into Daily Rituals

- Mānuka can be Used in Different Formats
 - **)** Many uses are straight from the jar
 - Others include lozenges, oral sprays, topical creams*, bandages*, eye drops
- Mostly 2-3 tsp a day to Support Health
- > 100% natural holistic product to support health
 - Not an isolated compound so does not upset physical systems like salicylic acid from willow bark which affects the gut.





The Quality & Rating System

Unique Manuka Factor

- Early research identified the health benefit and a method for measuring potency
- A group of beekeepers realized the importance of establishing standards and testing to maintain the quality of mānuka study
- Consumers needed a rating system that reflected the complex synergies of mānuka honey
- The different strength of mānuka honey is like sunscreen SPF inspired UMF



UMF™ Rating Potency and Quality



Unique Manuka Factor

The only comprehensive, independently certified and internationally recognized quality assurance system for authentic mānuka honey.

So that consumers around the world can be confident the product they purchase will meet expectation.

It assures



Potency



Authenticity (purity)



Shelf life



Freshness

UMF_(TM) Four Factor Quality Testing & Rating

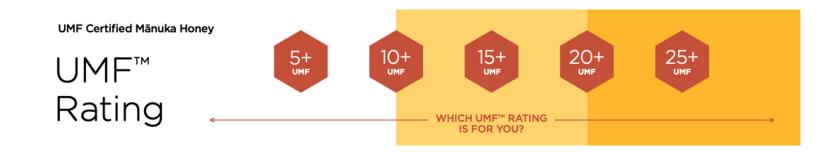


- 1. First NZ government confirms honey type.
- 2. The UMF[™] rating enables the purchaser to know the strength, multiple bio-actives including MGO, origin and free from heating or aging
- 3. The quality mark is supported by certification, a traceability app, and release programme and global quality testing programme.



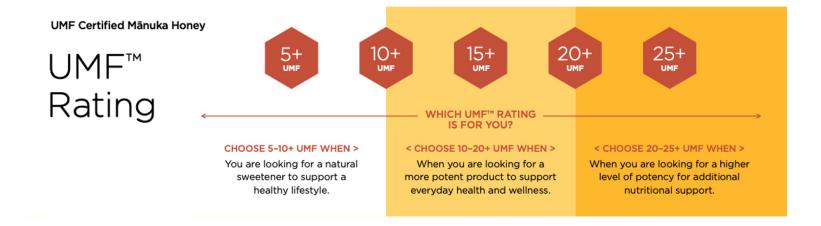
The UMF Rating in Action – What is it?





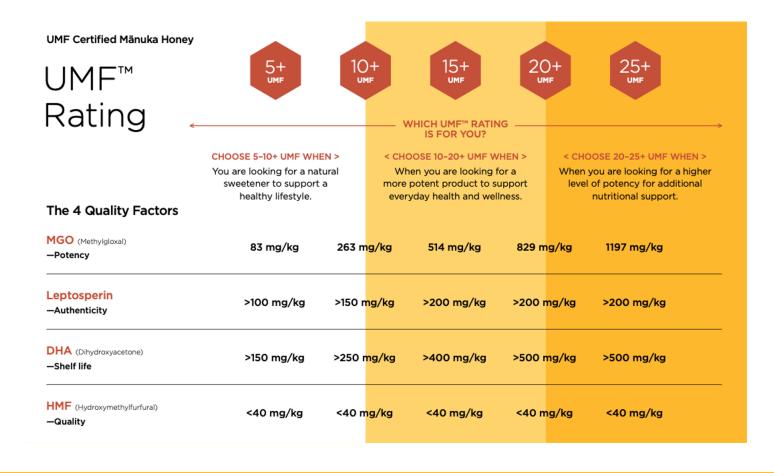
The UMF Rating in Action – How is it applied?





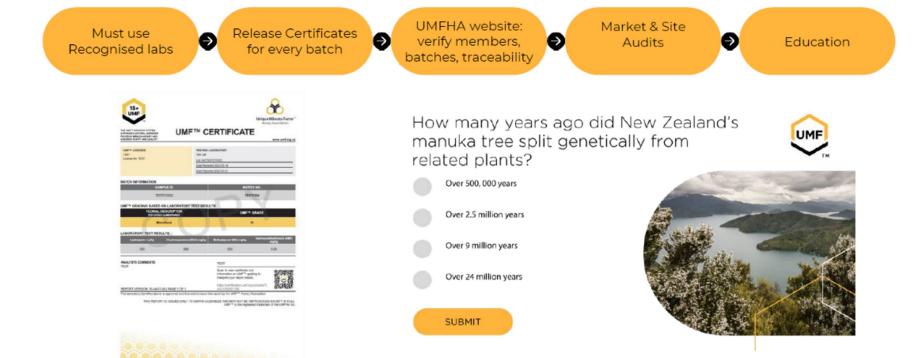
The UMF Rating in Action – What is being Tested?





Assurance & Enforcement





What to Look for When Purchasing or Recommending Mānuka Honey



- ightharpoonup That it has a UMFTM rating of 5+ or more
- **>** That is has the UMF™ Quality mark
- That the product is packed for purity in New Zealand
- Carries product of New Zealand on the front



A Delicious Nutritious Addition to a Healthy Diet



- Natural, deliciously, complex package of bioactives.
- Fast growing with USA consumers
- Vnique mānuka honey synergies
 - Antibacterial
 - **>** Anti inflammatory
 - Antioxidant
 - **)** Immunosupportive

- > 1000's of health research papers supporting applications for
 - > Woundcare
 -) Oral health
 - Coughs, colds and sore throats
 - **)** Immunity
 -) Gut health and more
- World class, independent, quality certification and comprehensive rating

Become A Master of Manuka Honey Today

- Online course (free)
 - umf.org.nz/manuka-mastery-course/
- Self-paced
- 8 modules
- > <10 min per session</p>



Scan QR Code to start your free online course





Mānuka Mastery Course

Learn more in our short online Mānuka Mastery Course & share the marvels of Mānuka Honey.

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Mānuka Honey Health Research Database

https://www.umf.org.nz/research/

- The Mānuka Health Research Database is a hub for researchers and health professionals
- Easily search and explore the most useful studies into Mānuka honey's unique properties and benefits





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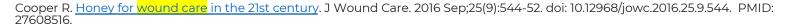
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