



ABOUT WILD HONEY ORGANIC

At Wild Honey Organic, our HIVES ARE NEVER MOVED so OUR bees are allowed to work in harmony with nature and the natural rhythm of the seasons to bring you their royal gift.

You will smell *and* taste pure **FRESHNESS and WELLBEING** in each spoonful of Wild Honey Organic.

To learn more about our environment and us please visit:

www.facebook.com/wildhoneyorganic (info) or at www.wildhoney.co.nz

What Sets Wild Honey Organic Apart?

- 100% Organic integrity: **from a single beekeeper and packed in New Zealand under the auspices of www.biogro.co.nz** (honey quality guaranteed)
- Raw and unpasteurised. direct from the hive – absolutely pure and fresh
- Collected from remote Northern Coromandel, New Zealand, an ecologically sustainable MANUKA environment known for producing unique bioactive manuka honey
- **HIVES NEVER moved from their remote manuka bush clad homes**
- Beelines(genealogy) never broken - persevering beelines is a priority
- Wild Honey's bees know every nectar and pure watering source
- **Extracted warm from the hive within hours of collection**
- **Methylglyoxal (confirming unique bioactivity) tests for every batch**
- Packed to order on site in Northern Coromandel in organic certified premises
- Never heated over hive temperature - all natural enzymes and properties preserved
- Glass jars - environmentally sensitive
- True, deep, rich, rustic flavour
- Wonderful raw granulated texture

WHAT IS UMF™

UMF™ is the commercial trade mark for a group of **mainstream (NON-organic)**, honey packers and beekeepers.

Today, the majority of New Zealand's bioactive (unique activity) manuka beekeepers, whilst closely affiliated to their industry, are NOT members of the UMF group, UMFHA.

WHAT IS BIOGRO™

CERTIFIED ORGANIC BEEKEEPERS trade under their OWN internationally recognised organic trademarks ie Biogro or Asurequality which have STRICT Production Standards and where chemicals and pesticides are NOT allowed

WHAT then IS THE UNIQUE Manuka Factor?

In a nutshell it is: **Naturally occurring** (dietary) **Methylglyoxal**.



For the longest time we did not know what this 'unique' component was. Just that it existed, that it was stable, and that it worked in synergy with other enzymes and naturally occurring hydrogen peroxide. Initially Dr Molan called this new component 'the Unique Manuka Factor' (UMF) or generically, NPA (**non**-peroxide activity). **But finally, it took a German scientist, Prof T. Henle, of Dresden University, to identify nature's methylglyoxal as the trigger for this 'unique' non peroxide component.**

Today within the evolving bioactive world of manuka honey, the methylglyoxal test is the ONLY known stable test by which to measure for the unique manuka factor in manuka honey

- **Every batch of Wild Honey Organic is batch tested for methylglyoxal – the accurate marker that is the known trigger for the manuka's unique bioactivity. Whilst all manuka's are active in some capacity, not all manuka's have this extra special activity. Wild Honey is fortunate that it does.**

CHOOSING a Quality Organic Active Manuka with Integrity

- The honey **MUST** have a **NEW ZEALAND organic certification mark** - like the Biogro mark
- The address on the jar **MUST** be a **New Zealand** packing address which has a **direct** contact number to the actual beekeeper
- Essential Trading has access to all methylglyoxal (unique) manuka tests for each batch number found on each jar
- Wild Honey's packing and address takes you direct to the beekeeper

HONEY - A Timeless Tradition:

- Ancient cave drawings show that honey has been a valued food and medicinal source for 20,000 years
- Digestive care
- Winter wellness
- Supports natural healing processes
- Supports the immune system
- Supports recovery after illness/operations
- Oral wellness
- Wound care (ulcers burns, scratches, cuts)
- Fantastic for pet wellness and care
- Animal husbandry (brilliant for horses and all animals)

Organic Active Manuka: How to use:

- On toast
- Raw off the spoon
- In smoothies
- In beverages of all kinds
- Fantastic steeped in a fresh lemon drink with sliced fresh ginger added

WILD HONEY - the Perfect Gift

- Wild Honey is the perfect gift all year round for all age groups.



- Older people particularly LOVE receiving it, as do friends and family
- Ideal for friends and loved ones who have been ill or in hospital
- **A great gift 'just because' for all occasions**

For more information on any aspect of the above, including the unique manuka factor (methylglyoxal), please contact:

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www.facebook.com/wildhoneyorganic