

Nordic-Baltic Bee Council



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Consumers feel misled by the wide-spread indication of “blend of EC and non-EC honeys” on retail packages.



In addition, analytical fraud detection methods do not currently offer a real solution to the problem of adulteration.

The logo for the Nordic Baltic Bee Council (NBBC) consists of the letters 'NBBC' in a white, sans-serif font, centered within a solid blue rectangular background.

Nordic Baltic Bee Council

Memorandum on origin labelling of honeybee products and their traceability in the food chain

- Intended for policy makers in the Europe's Nordic and Baltic region as well as for the representatives of EU institutions, Members of the European Parliament, other beekeepers' and partner organisations as well as the public.
- We call for a mandatory indication of the place of farming (country of origin) of every honey present in honey blends on the label. If the honey has been harvested in one country only, this country shall be indicated on the front-of-pack label close to the name of the product. If the honey consists of a blend of honeys harvested in several countries, whether in the EU or outside the EU, the list of all the countries of origin shall be indicated on the front-of-pack label in descending order of quantity, with a clear indication of the percentages of each origin.
- We call for an enhanced traceability of honeybee products, honey in bulk containers in the first place, put on the market in the EU and globally. The traceability provisions shall be reliable, beekeeper-friendly, verifiable and based on modern technology solutions, which provide an access to relevant information directly by the consumers.