

FACT SHEET

HONEYTRACE

Traceability from hive to jar. Authenticity, assured.

Honey is valued by consumers around the world as a high-quality natural product that uniquely reflects the environment in which it's produced. However, honey is actually one of the most frequently adulterated food products worldwide. HoneyTrace is a new blockchain-based traceability solution for the honey market to track honey from hive to jar and to support the implementation of legal requirements such as the EU Breakfast Directives.



Ensuring the quality and authenticity of honey has become a growing challenge for the global food industry, including retailers large and small. Non-authentic honey regularly appears throughout the supply chain due to blending low-quality batches or the addition of additives such as syrups, colours, and flavours. Our HoneyTrace platform provides visibility at each step in your supply chain so you have confidence in your products.

What is HoneyTrace?

HoneyTrace is Intertek's solution to the issue of honey traceability. Built using blockchain technology with years of industry knowledge, we combine auditing, testing, inspection, and assurance to ensure full traceability from hive to jar. The digital platform itself is a secure system that tracks each drop of honey from the beekeeper's hive through blending, exporting, importing, and packing.

How does it work?

HoneyTrace is built to visualise all stakeholders in honey production; from verifying beekeepers to tracking the origin of honey batches, inspecting shipments, and testing samples. Data is input into the system throughout the honey's journey from hive to jar so that information on origin, quantities, and test reports is all stored and transparent. We ensure that only the appropriate data is available for each stakeholder, within their own supply chain, avoiding revealing confidential supply chain information.

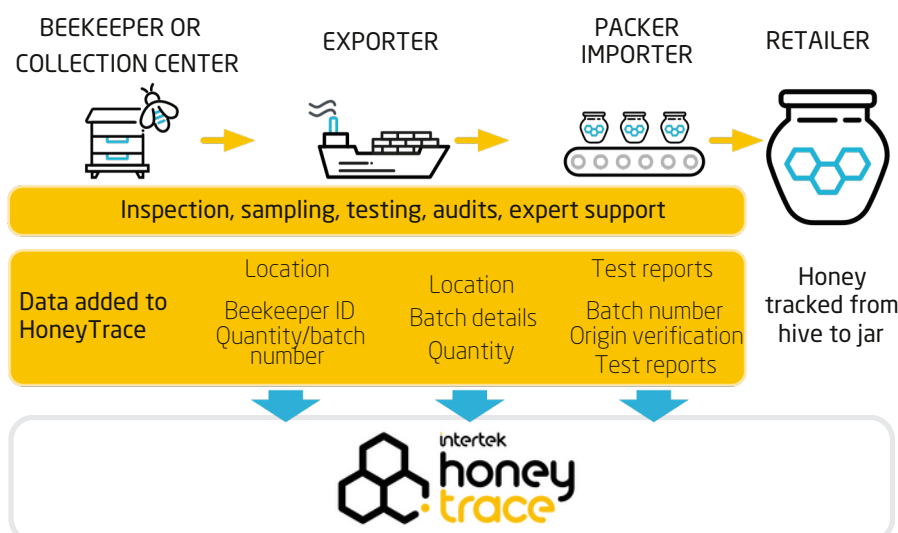
How does it benefit retailers?

- **Regulatory requirements:** Support compliance with the upcoming changes in label requirements from the EU "Breakfast Directives".
- **Full visibility:** Enable consumers to easily access honey supply chain info via QR codes on labels.

- **Consumer trust and brand reputation:** Build brand trust, loyalty and differentiation by helping address consumer concerns about food fraud.
- **Food safety:** Encourage adherence to best practices throughout the honey supply chain, reducing the risk of food safety issues.
- **Sustainability and ethical sourcing:** Reinforce sustainability and ethical sourcing strategies.
- **Premium pricing:** Demonstrate superior food quality to support premium pricing through proven traceability and authenticity.

The Intertek Advantage

As a leading Total Quality Assurance provider, we have a network of more than 1,000 labs and offices in over 100 countries. Our blend of expert analytical and advisory services supports the global honey industry with authenticity and quality testing, expert advice, traceability solutions, auditing, and inspections.



FOR MORE INFORMATION

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