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# Practices for Beekeepers in the EU

## Consumption of local honey

### Reading Honey Labels

Lately, we can find a lot of cheap honey, mainly in supermarkets. There is great suspicion that this honey is not actually honey, but a blend of sugar syrups with honey, which would reduce the production costs enormously, in contrast to the typical production costs of a beekeeper. Certain countries are more prone to these fraudulent practices. Therefore, it is important to READ THE LABEL WELL. Here, you can find some legal examples/models of honey labels that make people aware of key information like honey origin, weight, and type. When buying honey, take your time and check the label!

Mandatory information includes:

- The sales name
- The weight
- The date of minimum durability
- Information on the manufacturer or seller
- The country or countries of origin
- Information about recycling

Pay close attention to the terms used on the packaging. Expressions such as "natural honey" or "pure honey" are not permitted, as honey comes from nature. In addition, geographical information or product additions can be misleading.

## Honey labels

The graphic proposals are examples and suggest hypothetical blends, without claiming to represent real cases.

Depending on how the Breakfast Directive has been transposed in the Member States, for blended honeys, labels must:

**1)** List all countries of origin in descending order by weight, indicating the exact percentage contributed by each country. Or,

**2)** State the percentages for only the four main components, provided that these together account for more than 50 per cent of the total. The other countries must, however, be listed in descending order, without it being necessary to specify their percentages.

**1**

**HONEY LABEL: BASE TEMPLATE**

**Red:** mandatory information

**Black:** mandatory, but icons/logo depends on the country

**2**

**HONEY LABEL: NO BLENDS 4 ORIGIN**

**Red:** mandatory information

**Dark grey:** optional information

**Black:** mandatory, but icons/logo depends on the country

**3**

**HONEY LABEL: BLENDS – ALL ORIGINS**

**Red:** mandatory information

**Dark grey:** optional information

**Black:** mandatory, but icons/logo depend on the country

**4**

**HONEY LABEL: BLENDS – FIRST 4 ORIGINS**

**Red:** mandatory information

**Dark grey:** optional information

**Black:** mandatory, but icons/logo depend on the country

### Here are some real-life and critical examples

**Lack of transparency**

Example of unclear origin "mélange de miels originaire et non originaire de l'UE". This labelling will disappear with the implementation of the Breakfast Directive and the new disposition regarding the labelling of blended honey.

**Misleading consumers**

Having a quick look at the label, Front of Pack one, European citizens could think that this honey is coming from this family, but looking more precisely at the label, you can see that it is a blend of EU and non-EU honey.

**Pay attention to the origin of the honey. The legislation just changed for blended honey but not for honey coming from one single country. Look for the country of origin if not mentioned on the front of the pack label!**

Want to know more about honey? We have two infographic guides depending on what you need:

**Consumption of Local Honey: Advantages at a Glance**

**Consumption of Local Honey: Advantages – The Comprehensive Guide**

### What is B-THENET?

B-THENET is the first EU thematic network for sustainable beekeeping.

B-THENET brings together different actors and their expertise to co-create and share knowledge to find applicable solutions for EU beekeepers.

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