



Members Update



UNIQUE MANUKA FACTOR®
HONEY ASSOCIATION

UMFHA – UK Campaign

The Association's campaign in the United Kingdom got underway this month, with the main focus being on driving consumer awareness of the UMF® quality trademark and our international science programme - the Manuka ID project.

Through its advanced international science programme, the UMFHA determined the unique signature compounds found in genuine Mānuka honey from New Zealand. All UMF® products are independently tested and verified to confirm that they contain the unique compounds found in genuine Mānuka honey. Consumers who buy products that carry the UMF® quality mark can, therefore, be assured that they are buying genuine New Zealand Mānuka honey.

As part of our UK campaign, a series of briefings and interviews with leading media were held with the support of the Association's key science partner in the UK Dr Adrian Charlton of Fera and leading nutritionist Amanda Ursell.

To date, news items have appeared across a wide range of print, digital and radio mediums including leading FMCG publication The Grocer and the UK's top print title - The Times.

Here's an overview of some of the coverage achieved to date:



THE TIMES

million.

Headline: 'Test to stamp out honey laundering'

Overview: Details retailers' concerns about counterfeit Mānuka honey products in the UK and the solution provided by the UMFHA through the identification of signature compounds unique to the New Zealand honey.

The Times - the UK's top daily print title with an average daily readership of over 1

The Grocer

The Grocer - leading source of information for the

FMCG market including retailers, wholesalers, suppliers, food producers and manufacturers.

Headline: 'Mānuka fraud breakthrough as scientists create 'fingerprint' test'

Overview: Hones in on the research behind the Mānuka ID project and process which the Association and Fera developed to support the UMF® quality trademark and associated grading system

newfood

New Food - read by over 36,000 food and beverage professionals across the UK.

Headline: *'Scientific*

breakthrough identifies genuine Mānuka honey'

Overview: Educates readers about the science behind the UMF® quality trademark and grading system. Includes a range of interesting facts and commentary from Amanda Ursell.

Retail Times
be inspired

Retail Times - reports on local and global retail markets

attracting over 72,000 page views each month

Headline: *'Unique Manuka Factor Honey Association discovers unique signature compounds'*

Overview: Details the science, and independent validation of the unique signature compounds determined by the Association's Manuka ID project. Provides an overview of the philosophy of the UMFHA and work with international experts to support the integrity of the UMF® quality trademark.

NaturalProducts news

Natural Products

News - key industry title for independent health stores, pharmacies, wholesalers and leading decision-makers.

Headline: *'UMFHA discovers unique Mānuka honey compounds'*

Overview: Details the leading edge science and technology used to determine the signature compounds found in Mānuka honey and development of a unique 'fingerprint'.

Food&Drink
TECHNOLOGY

Food & Drink Technology - read by

key influencers and decision-makers at leading food processors and manufacturers across the UK and Europe.

Headline: *'Scientific breakthrough identifies genuine Mānuka honey'*

Overview: Outlines the science behind the

Mānuka ID project and five year long research programme that culminated in pinpointing the key compounds found in genuine Mānuka honey from New Zealand.



Amanda Ursell UK leading nutritionist has played a key support role in the UK campaign appearing across promotional materials and in a video, participating in briefings to the media and key influencers and tweeting to her followers.



Helen Bond UK dietician whose philosophy is to provide nutritional advice that is based on sound science. She attended an educational

session in the UK and has promoted key information about grading and the quality mark to her twitter followers



To follow is a list of broadcast interviews:

- Siren FM. Lincolnshire. 70,000 weekly reach.
- North Manchester FM. 20,000 weekly reach.
- Yorkshire Coast Radio. 50,000 weekly reach.
- U105. Belfast. 182,000 weekly reach.
- New Style Radio. Birmingham. 50,000 weekly reach.
- Kemet FM. Nottingham. 10,000 weekly reach.
- CVFM. Middlesbrough. 10,000 weekly reach.
- Manx Radio. Isle of Man. 35,000 weekly reach.
- Eden FM. Cumbria. 10,000 weekly reach.
- Q Radio Network. Northern Ireland. 249,000 weekly reach.
- Big City. Birmingham. 40,000 weekly reach.
- SFM. Kent. 30,000 weekly reach.
- SKY News Radio. 42 million weekly reach.