

UMF Certified Mānuka Honey

Quality you can trust

Quality Assurance System

HOW WE MAKE IT HAPPEN

- ✓ **We identified 2300+ natural chemical components** — that make New Zealand mānuka honey so complex and unique.
- ✓ **Only product** harvested, batch tested, packed and sealed in New Zealand, ready for consumers is approved by UMFHA.
- ✓ **100% pure** — New Zealand has zero honey imports.
- ✓ **Traceable** — all retail products traceable to independent UMF™ batch certification.
- ✓ **Four Factor Quality Testing** — a comprehensive quality test to enhance the New Zealand government benchmark test which identifies if honey is true mānuka.
- ✓ **Global laboratory network** — to test product in market and validate quality after leaving New Zealand.
- ✓ **Global research partner network** — continuing to expand knowledge of our honey and benefits.
- ✓ **Partnerships with global standards organisations and regulatory officials** — to ensure UMF™ standards protect their consumers.



For 25 years the Unique Mānuka Factor Honey Association has been independently testing and certifying the purity, potency, authenticity and quality of New Zealand mānuka honey. Ensuring customers and consumers around the world can trust they're buying the best product from our 150 members to support their health and wellness needs.

4-Factor Quality Assurance Testing

HOW WE ASSURE YOUR MĀNUKA HONEY

Our 4-factor testing adds a genuine quality test on top of the New Zealand government world class biosecurity and food safety regulations and export standards, enabling New Zealand's best quality mānuka honey to be identified and rated:

1. **MGO (methylglyoxal)** — minimum potency measure for the shelf life of the honey.
2. **Leptosperin** — is unique to mānuka, only produced in nature, signifies authenticity.
3. **DHA (dihydroxyacetone)** — a precursor of MGO, maintaining benefits for shelf life.
4. **HMF (hydroxymethylfurfural)** — indicating product has not been overheated or stored too long, and retains the benefits as promised on pack.



UMF™ Certified Logo



Unique Mānuka Factor™
Honey Association

umf.org.nz



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UMF Certified Mānuka Honey

UMF™ Rating



WHICH UMF™ RATING
IS FOR YOU?

CHOOSE 5-10+ UMF WHEN >

You are looking for a natural
sweetener to support a
healthy lifestyle.

< CHOOSE 10-20+ UMF WHEN >

When you are looking for a
more potent product to support
everyday health and wellness.

< CHOOSE 20-25+ UMF WHEN >

When you are looking for a higher
level of potency for additional
nutritional support.

The 4 Quality Factors

MGO (Methylglyoxal)

—Potency

83 mg/kg

263 mg/kg

514 mg/kg

829 mg/kg

1197 mg/kg

Leptosperin

—Authenticity

>100 mg/kg

>150 mg/kg

>200 mg/kg

>200 mg/kg

>200 mg/kg

DHA (Dihydroxyacetone)

—Shelf life

>150 mg/kg

>250 mg/kg

>400 mg/kg

>500 mg/kg

>500 mg/kg

HMF (Hydroxymethylfurfural)

—Quality

<40 mg/kg

<40 mg/kg

<40 mg/kg

<40 mg/kg

<40 mg/kg