

HONEY AUTHENTICITY ALLIANCE

A GUILD'S MANDATE: NEW FRAMEWORK FOR HONEY AUTHENTICITY



Honey's Rich Tapestry: A New Paradigm for Authenticity in Apimondia's Care

Despite the compositional richness of honey only 8 of 180 components are part of the official authentication in 2023.



STRATEGY

Inspired by bees' behavior as disciplined individuals part of a social organism. The World Guild of Beekeepers, ensure genuineness over three pillars:

Honeytrail traces honey, from apiary to consumer table.
Honeyscan expert authentication of honey components.
Honeytrade monitors anomalies, expands authenticity.

By working in this framework, Beekeepers deliver Traders, Packers, Consumers, World Customs Organization and Border Animal Health an end to fraud. From sampling to analyzing, blockchain honeytrail and full components honeyscan, work for unpredictable, unbeatable authenticity control.

METHODS (not exhaustive).

IDENTIFICATION AND QUANTIFICATION

HPAE-PAD (High-Performance Anion-Exchange Chromatography with Pulsed Amperometric Detection)
HPAE-PAD/MS (HPAE-PAD coupled with Mass Spectrometry)
LC-MS/MS (Liquid Chromatography-Mass Spectrometry/Mass Spectrometry)
UHPLC (Ultra-High-Performance Liquid Chromatography)
GC-FID (Gas Chromatography with Flame Ionization Detection)

SPECTROSCOPY

NMR (Nuclear Magnetic Resonance)
NIR (Near-Infrared Spectroscopy)
UV-Vis (UV-Visible Spectroscopy)
FTIR (Fourier-Transform Infrared Spectroscopy)
ICP (Inductively Coupled Plasma Spectroscopy)
DNA (Metabarcoding and Metagenomics, PCR Quantification)