
NEW ZEALAND HONEY PRODUCTS SECTOR OVERVIEW.

Target Audience: Foreign potential customers seeking to buy organic honey from New Zealand.

Updated: November 2022

THE NUMBERS

- 20,000 MT – the annual harvest of honey in New Zealand (subject to seasonal fluctuations).
- 7,820MT - of New Zealand's honey harvest is exported.
- \$500 million the value of honey exports from New Zealand⁴.
- \$60 million the value of honey exported to Europe⁴
- \$800/Kg The retail value of NZ premium manuka honey in Europe.
- 40 countries importing honey from New Zealand.
- 6,735 – Registered beekeeping enterprises in New Zealand.
- 684,046 Registered beehives in New Zealand.
- 29 - Registered beekeeping enterprises in New Zealand manage 1/3 of all hives.
- 2,441 - Queen Bees exported from New Zealand.
- 849 Beekeepers registered with MPI
- 35 – **Organic** Honey enterprises in New Zealand (including wholesalers & exporters)
- 9 MPI registered & **organically certified** honey exporters in New Zealand.
- \$8 million estimated exports of **certified organic** honey from New Zealand.

THE PRODUCTS

1. Organic Manuka Honey
2. Organic New Zealand Bush Honey
3. Organic Kamahi Honey
4. Organic Rata Honey
5. Organic White Clover Honey
6. Organic Honeycomb
7. Organic Propolis
8. Organic Beeswax

New Zealand certified organic honey can be exported and sold as organic in 35 countries. It cannot be sold as organic in China or Taiwan.

RECOMMENDED NEW ZEALAND ORGANIC HONEY EXPORTERS

www.tranzalpinehoney.co.nz contact Yuriy Soshnikov on
www.huttonshoney.co.nz contact Steve, Shane & Andrea Hutton

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Sources: Organic Exporters Association Research 2022.
Ministry for Primary Industries 2022
TranzApine Honey NZ Ltd 2021
⁴NZ Food Technology Magazine Nov 2022

This information may be used in public media if the source Organic Exporters Association of NZ is credited.

*“working with you to grow New Zealand organic exports since 1992”
No other organisation in New Zealand represents more organic trade than the
Organic Exporters Association*