



Australian Centre
for International
Agricultural Research



HONEY LABELLING

A Webinar for Beekeepers in the Pacific

Thursday 30th September

7:00-8:00pm Fiji Time

5:00-6:00pm PNG/AEST Time



Theo Simos – background

- 35 years experience in working in food & beverage
- Grew up on a farm studied food science, business management and food marketing
- Factories & people, business development, sales & marketing, exports and research & development.
- Pacific Agribusiness Research in Development Initiative Phase 2 – PARDI 2



Australian Centre for Pacific Islands Research
University of the Sunshine Coast
Phone: +61 417816160
theosimos@bigpond.com
www.usc.edu.au/acpir



Today's Purpose

- **Second part of a series helping bee-keepers plan for the future.**
- **Provide knowledge to find new customers & increase honey sales**
- **Ask for your feedback at the end of this session**

- **USE THE CHAT OPTION IN ZOOM TO ASK QUESTIONS**

theosimos@bigpond.com



Our Support Team

- **Dr Cooper Schouten (Southern Cross University)**
- **Salote Waqairatu-Waqainabete (PARDI 2)**
- **Nilesh Kumar & John Caldeira (FBA)**





Honey Consumer & Retailer Survey

- A series of research surveys were conducted in 2020 and initial findings were made at a Fiji Beekeepers Association meeting

Fiji Beekeepers Association
2021 Symposium and AGM
Saturday, April 10, 2021
Venue: Siris Apartments & Hotel, Nausori



John Caldeira uploaded a file.

12 June at 06:03 · 🌐



FIJI CONSUMER AND RETAILER SURVEY OF LOCAL HONEY

This presentation informs us about what Fiji honey consumers care about when buying Fiji honey. It shares the results of a survey of 174 honey consumers in Fiji and 7 supermarket managers and was presented by Salote and the PARDI2 team at FBA's 2021 symposium in Nausori. Created with support from Australia (ACIAR). It is a PowerPoint file.



Consumer & Retailer Survey

- The recent decline of tourism trade and hospitality would suggest a renewed focus on domestic market sales

IMPROVE
PRESENTATION





Retail Channel Development

- Prioritized Retail growth.
- Retailers want suppliers who provide a return on floorspace
- Retailers provide shelf space but up to suppliers to position, promote & sell honey.
- Shoppers have 1000's of product choices & buy from suppliers who they know and can trust.
- There is never a better time than now to kick start your business (new or current)



Why Labelling

- Honey is an emerging Industry.
- Education and communication gaps.
- Consumers demand clear, accurate information.
- Governments have laws safeguarding consumers.





Fiji Regulations

- Honey labelling regulations are quite simple to follow.
- Section 13 of Fiji Safety Regulations 2009 outlines the legal obligations for labelling of food products.
- The Act gazetted in 2003 covers all pre-packaged food produced, processed, packed, distributed, or imported be labelled

Food Safety Regulations 2009

FIJI ISLANDS

**FOOD AND SAFETY ACT 2003
(NO. 10 OF 2003)**

FOOD SAFETY REGULATIONS 2009



Improve Your Presentation

- **Presentation helps market & promote your product.**
- **Labels are a key feature.**
- **Provide important messages about your product.**
- **Differentiates you from your competitors.**
- **You must not give false, deceptive or inaccurate information to consumers!**





Labels on Packaging

- Packaging selection (bottle-jar), label shape and size are critical components.
- Explore the dimensions of your bottle or jar and look at where your label can be placed.
- How big does the label need to be?
- Plastic or Paper?
- Review your packaging
- Is it suitable?



Label Placement

- Consider using a number of labels on the front, neck, lid or back label options.



Label Features

- Recent innovations include



Label Selection

- What will it cost to design, produce and time to label each bottle/jar?
- How will you be receiving your labels from the supplier? Flat printed on sheets or rolls.
- How will you adhere the labels consistently? Peel & stick by hand or using a labelling machine?
- How will you apply Batch or Lot details, Production date and Best before dates using an ink on the label ?



Labels & Shipping

- If you intend packing into an outer carton consider how the label will be impacted on by movement during shipping & transport (scuffing & moisture)
- Your labelling designer and printer can talk to you about the types of adhesive and the label material options that may be made available to you.
- Outer can be designed to assist loading the honey on the supermarket shelf





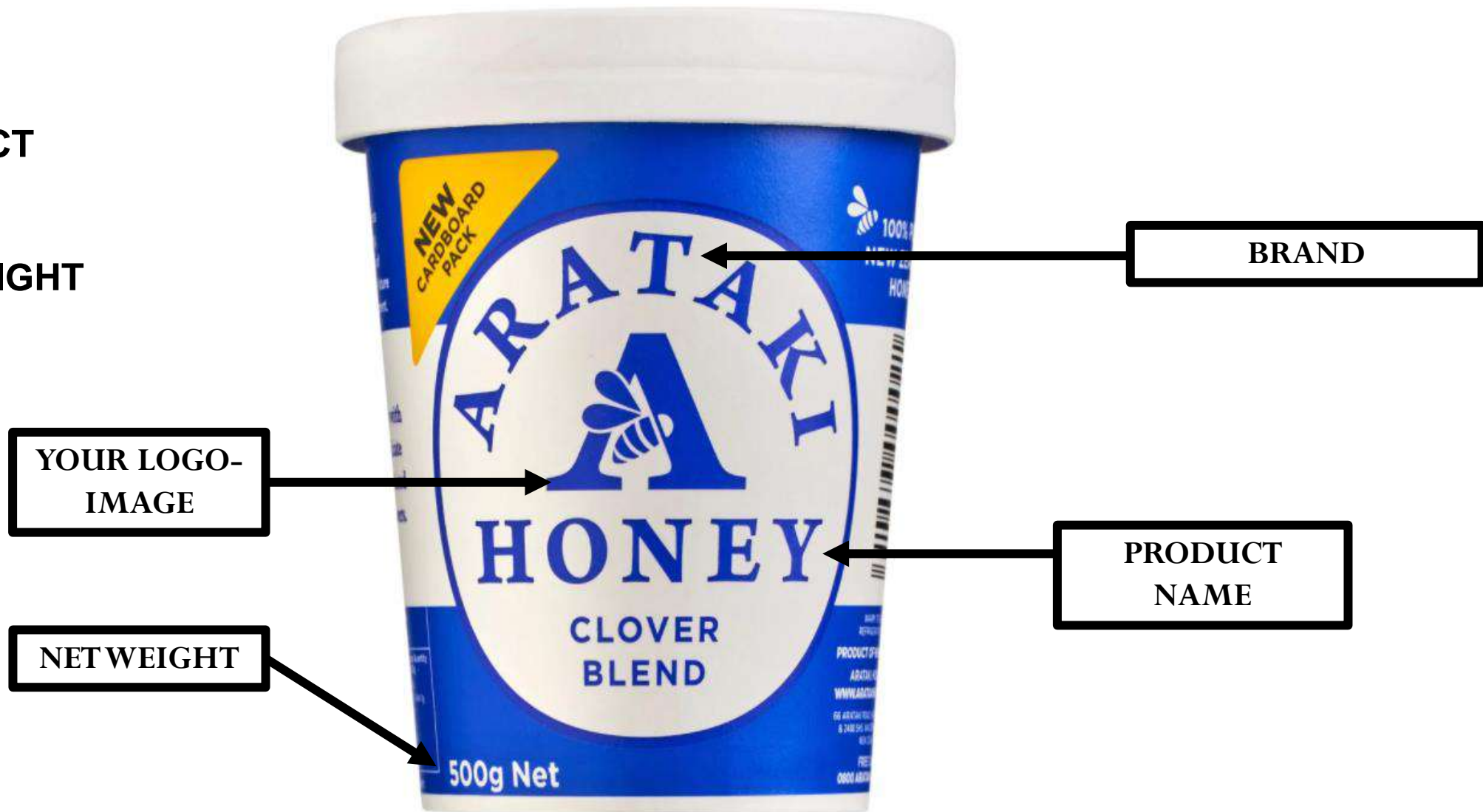
Critical Label Components 1-4

1/ BRAND

2/ PRODUCT

3/ IMAGE

4/ NET WEIGHT



Critical Label Components 5-7

5/ INGREDIENT LIST

6/ STORAGE CONDITION

7/ NUTRITIONAL PANEL



NUTRITIONAL
PANEL

INGREDIENTS

STORAGE
CONDITION

Critical Label Component 7

7/ NUTRITIONAL PANEL

SERVINGS
PER PACK

SERVING
SIZE

QUANTITY
PER
SERVING

NUTRITION INFORMATION			
Servings Per Pack: 26			
Serving Size: 15g (Approx. 2 teaspoons)			
	Quantity Per Serving 15g	%DI* Per Serving	Quantity Per 100g
Energy	213kJ (51Cal)	2%	1420kJ (339Cal)
Protein	< 1.0g	< 1%	< 1.0g
- Gluten	Nil Detected	-	Nil Detected
Fat, Total	< 1.0g	< 1%	< 1.0g
- Saturated	< 1.0g	< 1%	< 1.0g
Carbohydrate	12.5g	4%	83.1g
- Sugars	12.4g	14%	82.5g
Sodium	< 5mg	< 1%	15mg

Quantities stated above are averages only.
*Percentage Daily Intakes are based on an average adult diet of 8700kJ. < means Less Than.

QUANTITY
PER 100
GRAMS

% DAILY
INTAKE



Critical Label Components 8-12

8/ LOT OR BATCH NUMBER

9/ BEST BEFORE DATE

10/ ADDRESS

11/ COUNTRY OF ORIGIN

12/ SCANNING BAR CODE

LOT OR
BATCH

BEST
BEFORE
DATE

COUNTRY
OF ORIGIN

QR CODE

BAR CODE FOR
SCANNING

ADDRESS

HACCP
CERTIFICATION



Additional Label Features

**ORGANIC
CERTIFICATION**

**HEALTH STAR
RATING**

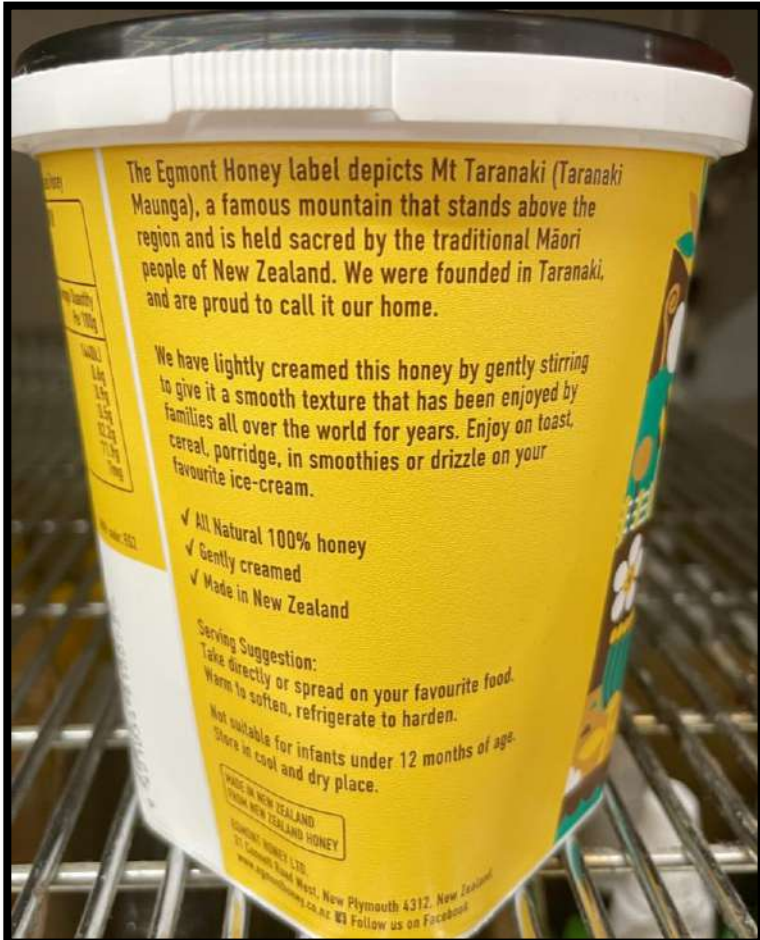
**CERTIFICATION
CLAIM**

**CERTIFICATION
NUMBER**



Tell your story

SELLING EMOTION & CREATE CONNECTIONS



Copy-cat labelling

- Copycat labelling is defined as imitating the visual appearance such as the name, logo, colour, graphics, packaging and label shape of another brand.
- Best to avoid following others and invest in your own creative ability.

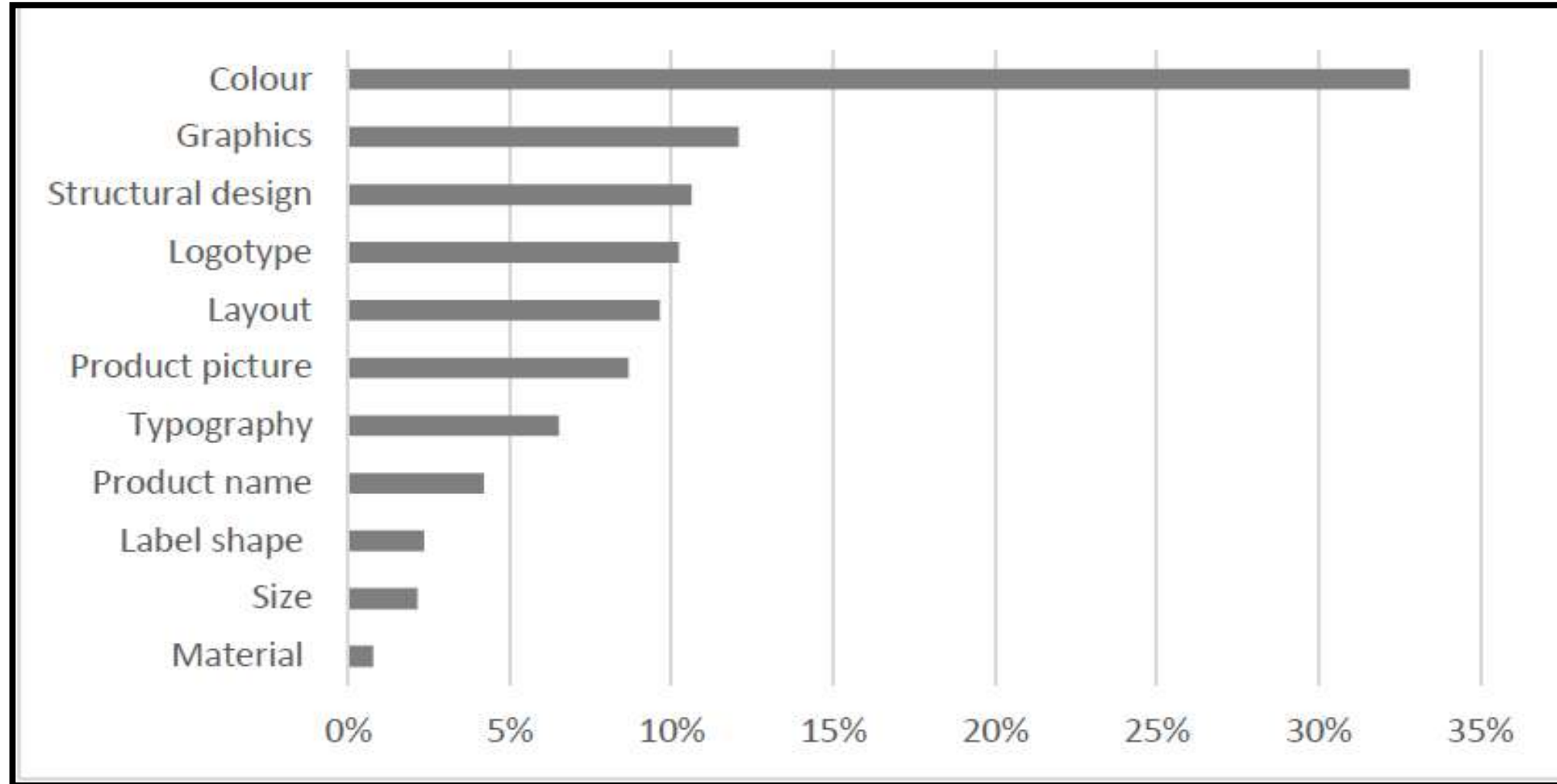


Taking the next step



Packaging Elements

- Packaging elements (2021 Ranking by Shoppers)



Conclusion

- **Creating a market identity via good labelling requires investment and application of the law and good practices.**
- **We have provided some insights and some basics (not everything) to review your labelling communications.**
- **Was this session of any value?**
- **Contact us by email, sms, social media.**
- **Provide us with your response to this presentation.**
- **We promise to get back to you!**

Thank You

BRANDING IS LIKE BEEKEEPING

1. **Establish Colonies** (promote identity to differentiate)
2. **Build Hives** (companies, people, plans, strategies, campaigns)
3. **Control parasites** (media, competitors,)
4. **Extract Honey** (sales revenue, information, influence)
5. **Raise and protect the Queen Bee** (look after the leader)
6. **Sell Honey** (innovative products and services)