

press clip



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CUT STRAIGHT TO YOUR NEWS



PROTECTING A KIWI RESOURCE

Mānuka honey is widely regarded as having a strong heritage in natural medicine. People have turned to its healing powers for hundreds of years, using it for an antiseptic wound dressing, a natural cough suppressant, sleep aid or daily superfood boost.

However, less stringent legislation in NZ has led to questionable farming of this resource. To combat concern about adulteration, and counterfeit Mānuka, PURITI has gone to dramatic levels to ensure that its Mānuka honey is of the highest measurable standards.

Adam Boot, international brand manager at Midland Apiaries – which produces PURITI honey – says, “Not only did we embrace the Mānuka Honey Science definition*, we also increased the pass mark on all four chemical markers for PURITI honey – lifting quality and purity levels to a measurably higher standard. We [also] test every batch to ensure it’s free of Glyphosate. All jars are clearly labelled with UMF quality mark and the MGO rating.”

**The only quantifiable Mānuka Honey regulation is the Ministry of Primary Industry (MPI) Mānuka Honey Science definition.*

EVENT TO LOOK OUT FOR

A COOKING MASTERCLASS

Nigella Lawson is in NZ this January, offering insights into her career and anecdotes about unique food journeys. An Evening with Nigella Lawson offers the chance for lovers of the culinary goddess to get up close and personal in Auckland (Jan 22), Wellington (Jan 23), and Christchurch (Jan 25).



WORDS: DAVID NOTHING-DEMME