



Gavin Pearce MP
Federal Member for Braddon

2 February 2023

Major win for Tassie's manuka honey producers

New Zealand's long running campaign to trademark and claim ownership of the name "Manuka honey" has fittingly hit a brick wall as they withdraw their appeal on earlier rulings in the UK and European union.

Federal Member for Braddon, Gavin Pearce MP, said that for five years, the Australian Manuka Honey Association has been battling New Zealand and their attempts to trademark the term Manuka as exclusively their own.

"For years, I've been supporting our local manuka honey industry to shut down this ridiculous and greedy legal battle," Mr Pearce said.

"Manuka honey originates from bees that collect the nectar from the Leptospermum genus. Australia is home to 85 of the 87 known Leptospermum species worldwide and we have produced manuka honey since European honeybees were introduced in the 1820s."

"This was simply a greedy attempt by New Zealand to monopolise the term Manuka Honey for their own commercial gain. Quite rightly, it's failed."

"Thank you to all of Tassie's manuka honey producers for the heavy lifting you've done to shut down this absurd legal claim."

Ends