

NATIONAL HONEY WEEK (4-10 MAY)
GREEN BAY CELEBRATES WITH ITS
ORGANIC PURE ACTIVE MANUKA HONEY

National Honey Week runs from 4th -10th May 2009, when honey is recognised for its delicious flavour and versatility in cooking. However, throughout history, honey has also played a most important role through its nutritional and health sustaining properties. In recent times, the variety that has been found to be the richest in these benefits is active manuka honey from New Zealand.

Green Bay has a passion for sourcing and selling active manuka honey of the highest nutritional quality. In addition to retailing pure active manuka honey, Green Bay has also developed a carefully selected range of organic well-being products containing active manuka honey combined with other highly nutritious natural foods, such as apple cider vinegar, blackcurrants and sour cherries each offering specific health benefits.

GREEN BAY ACTIVE MANUKA HONEY – THE SPECIFIC AND CRUCIAL BENEFITS

Green Bay treats all its honey products with enormous care to ensure that none of the health related benefits of this delicate natural product are lost during its transition from hive to jar. The key attributes of Green Bay Manuka Honey are:

- It is produced using **traditional approaches** to nurturing, harvesting and packing the honey, which avoids using larger scale commercial production techniques (common amongst other brands) as this can deplete the nutritional value of the honey. The bees are never fed sugar. Green Bay honey is never blended or creamed.
- Each jar of manuka honey is from a **single estate**. Green Bay knows all its growers personally and has developed strong and trusted relationships with those established and respected apiarists who produce a high quality and sustainable honey harvest. This ensures reliable provenance and traceability across all product.

- It is **unpasteurised** which means that none of the manuka honey's super-healthy enzymes and other nutrients, many of which are destroyed by high levels of heat, are lost. The honey never exceeds a temperature of 37°C to avoid such damage. If a honey is clear and runny, it may be a sign that it has been pasteurised.
- It is **minimally filtered** so as to remove any unwanted elements such as pieces of honeycomb and bees legs, but to ensure all the necessary health supporting nutrients are retained.
- It is **wholly organic** which means that its hives are located in a region where there are no industrial farms using pesticides and the soil is rich in natural nutrients, particularly in minerals. The hives have not been sprayed with any modern chemicals. Green Bay active manuka honey is certified organic by the Soil Association in the UK.
- It has a **high activity** factor with all products having either a 10+ or 15+ activity rating, using an independent professional laboratory to run a test accredited by ISO 9001 since 1996.

In order to derive the full health benefits of manuka honey it is important that the above criteria are adhered to, which many other manuka honey brands on the market do not.

Raw manuka honey is a relatively viscous product and though opaque in appearance initially, it will form into large crystals over time. The colour of the honey does vary and also darkens over time. Green Bay only uses honey from the most recent harvests to ensure the optimum product quality for its customers.

Commenting on the commitment to produce only manuka honey with the best health sustaining benefits, Jo Glass, Managing Director of Green Bay said:

“Our aim at Green Bay is simple; to produce the healthiest manuka honey one can buy. To achieve this we focus on the quality and provenance of the honey we buy and ensure minimal alteration of the raw product from its natural state.

“We are passionate about this exceptional New Zealand product and making available the remarkable health benefits of this honey to the U K consumer.”

WHAT IS ACTIVE MANUKA HONEY?

Manuka honey comes exclusively from New Zealand, where the manuka bush (*Leptospermum scoparium*), which is a relative of the tea tree, is a native species. Due to the abundance of the manuka flora in remote parts of New Zealand, the bees feed almost exclusively off the white manuka flowers at certain times of the year, and produce a honey which is darker and richer tasting than common clover honey.

Scientific research carried out by Peter Molan of Waikato University and others has proven the extraordinary anti-bacterial properties of manuka honey and high levels of minerals and enzymes it contains.

Honey is known to contain hydrogen peroxide (formed in a slow release manner by the enzyme glucose oxidase) and manuka honey also contains methylglyoxal; these are the primary anti-bacterial agents that have been identified to date. These two enzymes are present in active manuka honey in concentrations of up to 100 and 1000 times greater respectively than in other varieties of honey and it is thought the two might work together in a synergistic manner.

The term 'active' is recognised as a specific property of honey made from the nectar of Manuka flowers. A high activity rating such as 10+ or 15+ means the honey has powerful antibacterial potency equivalent to a correlating percentage of phenol solution, which has verified by a certified laboratory.

A HONEY WITH REMARKABLE PROPERTIES AND FLAVOUR!

Active manuka honey has many wonderful antibacterial properties and has been used as a natural remedy for over 4000 years. It is reported that when Captain Cook and his crew arrived in New Zealand, exhausted and in very poor physical condition, they were given a tea made from manuka leaves by the local natives to help bring them back to good health.

Manuka honey is widely regarded as a powerful tonic and is used by many throughout the world as an aid to:

- healing wounds and fighting many bacterial and fungal infections, including discouraging MRSA infection
- soothing sore throats
- assisting with good digestion and in relieving indigestion, IBS, mild colitis and diverticulitis and healing stomach ulcers

- promoting general skin care and the treatment of minor burns, grazes, rashes, stings and sunburn.

Active manuka honey is becoming much more widespread in its use as clinical trials are continuing to validate its antibacterial and other healing properties. Indeed, a number of leading NHS hospitals now use active manuka honey for the treatment of wounds and in laboratory tests active manuka honey has been shown in vitro to inhibit helicobacter pylori, believed to cause most stomach ulcers, dyspepsia and peptic ulcers.

From a nutritional stand point active manuka honey is rich in iron, zinc, B vitamins and antioxidants which makes it an excellent tonic for when recuperating from illness as well as an everyday booster to help maintain a robust immune system and general well-being.

Please refer to the notes to editors for scientific abstract and clinical research paper references relating to active manuka honey.

Green Bay active manuka honey, with its rich and full flavour, is delicious eaten on its own, or on toast, in sandwiches, with muesli, in salad dressings and mixed with ice cream or yoghurt. Indeed, for purposes of maintaining general well being many consumers enjoy a teaspoonful every day. Green Bay does not recommend its active manuka honey is used as a sweetener in hot drinks or added to recipes prior to cooking as the heat can destroy many of the beneficial nutrients present in the honey.

AN ACTIVE RANGE OF PRODUCTS

Green Bay's carefully created range of organic active manuka honey based products comprises the following:

- Active Manuka Honey
 - 10+ activity level (RRP £9.95 for 227g)
 - 15+ activity level (RRP £11.95 for 227g)
- UMF 15+ Manuka Honeysuckers (RRP £3.99) – loved by professional singers around the world
 - Original,
 - with Blackcurrant
 - with Echinacea and Propolis

- Apple Cider Vinegar
 - with 10+ active manuka honey (RRP £10.45 for 500ml)
 - with 10+ active manuka honey and blackcurrant (RRP £11.95 for 500ml)
- Well-being Syrups with 10+ active manuka honey (RRP £12.95 for 190ml)
 - Blackcurrant and Cherry
 - Echinacea and Propolis

To learn more about these exciting products please see the enclosed product briefing booklet.

ABOUT GREEN BAY

Green Bay was founded in 2005 by Jo Glass and is a 100% owned family managed business.

The company creates and selects organic foods with exceptional nutritional properties which are grown in clean mineral rich places like New Zealand by people who are known and trusted by Jo and her team.

The underlying principle behind Green Bay is that nature provides an incredible variety of foods that can help keep people healthy and happy and it is Green Bay's mission to seek out the very best of these products, promote their benefits and make them widely available to the general public in a sustainable way. For example, wherever possible the products Green Bay imports from New Zealand come by sea and not by air to minimise the carbon footprint.

Green Bay's current portfolio extends to 18 products, all being natural organic foods packed with specific nutritional properties.

AVAILABLE NATIONALLY

Green Bay Manuka Honey can be purchased at branches of Waitrose nationally, in over 650 independent health food shops, farm shops and delis and on-line at www.greenbayharvest.co.uk. The location of one's nearest retailer can also be found online.

COME AND MEET GREEN BAY

Jo Glass and her team will be delighted to meet with you at Natural and Organic Products Europe being held at Olympia on 5th – 6th April 2009 on their Stand No 7034.

ENDS

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For images and samples please contact Annabel or Adrian.

Notes for editors:

1. Links to abstracts and clinical research papers:

Honey and wound healing –

<http://bio.waikato.ac.nz/honey/evidence.shtml>

Honey and skin ulcers -

<http://www.manukahoney.com/resources/research/trial1999.html>

Honey and MRSA –

<http://www.christie.nhs.uk/press/2006/050706.aspx>

Honey and night-time coughs in children -

<http://archpedi.ama-assn.org/cgi/content/short/161/12/1140>