



One ingredient. The way nature intended.



Sweet Truth vs. Fiction



NATIONAL
HONEY BOARD

DID YOU KNOW

MYTH: Honey is made from pollen.

TRUTH: Honey is made by honey bees from the nectar of flowers and plants, not pollen.

MYTH: Honey is only honey if it contains pollen.

TRUTH: Pollen is actually an accidental guest in honey, occasionally brought back by the bee as a source of food for baby bees, or incidentally introduced into the honey through other means (e.g. during extracting).

MYTH: Nutrients are only found in honey if it contains pollen.

TRUTH: A recent research study found that the nutrient content of honey is not affected by the removal of pollen during the filtration process. The samples were tested for calcium, magnesium, potassium, Vitamin B12, hydro- and lipophilic antioxidants and pollen.¹

MYTH: Filtering honey is similar to ultrafiltration.

TRUTH: Filtering should NOT be confused with ultrafiltration, a specific filtration method used in the food industry for pretreatment and purification. During ultrafiltration, the composition of honey is actually changed into a different form which has functional values and uses for food and beverage manufactures. In the U.S. ultrafiltered honey is no longer considered honey. The Food and Drug Administration has said this product should not be labeled as honey.

Filtering honey is done simply to ensure quality and purity. Strained and filtered honey is pure honey as defined by the United States Department of Agriculture Standards for Grades of Extracted Honey.

- A consumer attitude and usage study² fielded in January of 2013 found that when purchasing honey, 48% of consumers prefer “honey to be brilliantly clear and golden” while 9% preferred it to be cloudy or opaque. The bright color of typical honey in the supermarket is a result of filtering which improves clarity. The research also showed a 15 percentage point increase (from 4% to 19%) of consumers responding that they “prefer honey that has pollen grains filtered out.”
- Not only is filtered honey cleaner and clearer, it is more consistent in texture and will not crystallize as quickly as honey that has not been filtered.
- Pure honey is just that—pure and simply harvested from honeycombs—with no added ingredients or preservatives.
- Pure honey is sold in several forms such as comb, liquid, creamed/whipped and organic.
- The honey industry and the craft of beekeeping naturally support a healthy and thriving ecosystem on earth. Bees are essential to biodiversity, crop pollination and abundant agriculture; beekeeping and global demand for honey help maintain and sustain our natural ecology.
- About one-third of the human diet is derived from insect-pollinated plants, and honey bees are responsible for about 80% of this pollination.
- Harvesting honey is an ancient craft that is becoming trendy. The number of non-commercial beekeepers (e.g. “urban beekeepers” or “backyard beekeepers”) in the United States is growing and is currently estimated at 150,000, up from 110,000 in 2008.³



¹Ropa, D. “Comparison of Vitamin, Mineral and Antioxidant Levels in Raw and Processed Honey.” 2012. Research project funded by the National Honey Board.

²National Honey Board, Attitude & Usage Study, 2013. Phone survey of 501 households nationwide, which consisted of men and women between the ages of 21 and 74. Ketchum Global Research & Analytics designed and analyzed this phone survey, fielded by Braun Research. January 5-11, 2013. Margin of Error: +/- 4.4%.

³<http://eatocracy.cnn.com/2012/03/22/growing-number-wax-poetic-on-beekeeping>

