

The mission:

- The website is aimed at discerning Manuka honey customers who are looking for quality and authenticity, so need to be convinced of this with technical detail – but easily readable.
- Need to get across Taku's key selling points and differentiators: QR-coded batch tracing, Maori heritage, traditional values, premium quality.
- Title and Description meta tags need to contain search keywords to rank page well in Google, plus a quick snippet of Taku's key points of difference to attract people right from the Google search results page...

Home

Meta tags:

<i>Title</i>	<i>Exclusive UMF Manuka honey with QR-code tracing (UMF honey)</i>
<i>Description</i>	<i>Exclusive quality UMF Manuka honey with unique QR-code batch tracing for discerning customers - UMF honey produced with time-honoured values</i>
<i>Keywords</i>	<i>Exclusive, quality, UMF, Manuka honey, QR-code batch tracing, discerning, customers, produced, time-honoured, values</i>

Exclusive quality UMF Manuka honey with unique QR-code batch tracing for discerning customers

Welcome to Taku Honey. If you're looking for the finest premium New Zealand honey for your palette or health, have a look at our credentials and products.

In our quest to purvey the best Manuka honey from New Zealand, we've gone the extra mile in the industry to offer a **unique QR-coded batch tracing system**.

Each honey jar has a QR-coded label which links to a web page where astute customers can look for test results, harvest dates, and source locations.

Scientifically authenticated

Certain types of honey from the New Zealand Manuka tree contain an extraordinary unique natural activity not found in other types of honey, which is resistant to light and heat. It's called the 'Unique Manuka Factor', or UMF honey, which brings much talked about health benefits and special taste.

In 1981 Professor Peter Charles Molan MBE - the world's foremost expert on Manuka honey - scientifically proved Manuka honey's unique antibacterial qualities.

Independently Regulated

Professor Molan's work led to the establishment of the most widely respected authority for Manuka honey in NZ – the UMF Honey Association (UMFHA). It has strict criteria for honey producers, assuring customers of absolutely genuine quality through independent audits, adjudication, and internationally recognised testing.

This safeguards you from misleading claims and confusing labelling on other so-called 'Manuka honey' products on the market.

Time-honoured values

Taku is a boutique family business with a rich blend of Maori and European heritage. We believe strongly in traditional ideals of integrity, reliability, quality, and class. We're also committed to being truly clean, green, and environmentally sustainable.

Find out more about [the prestigious UMF® honey trademark](#), [our company](#), or [our products](#)...

About Us

<i>Title</i>	<i>UMF Manuka honey producers with QR-code batch tracing – Taku</i>
<i>Description</i>	<i>Producers of exclusive quality UMF Manuka honey with unique QR-code batch tracing for discerning customers – Taku Honey Ltd – UMF Honey family business</i>
<i>Keywords</i>	<i>honey producers, exclusive, quality, UMF, Manuka, honey, unique, QR-code batch tracing, discerning, customers, Taku Ltd, family business</i>

Taku is a fast-growing NZ-owned and operated family business with a rich Maori and European heritage. With extensive experience in several honey-producing businesses going back to 2004, we established Taku in 2013 based on learned best practices.

We have over 70 years combined experience in administration, logistics, brand development, and international trade. We export to several countries including China, Hong Kong, Japan, Australia, Malaysia, North America, and Europe.

A passion for the best Manuka honey – with accountable and traceable quality

We have strict quality standards and control, with strong networks in the Manuka honey industry and solid supply channels. This guarantees proper hive construction and maintenance procedures, plus pest, disease, and hygiene control throughout the honey harvesting and transportation process.

We have so much enthusiasm and confidence in our honey quality, that we've **gone the extra mile in the industry to offer our unique QR-coded batch tracing system.**

Our UMF honey jars each have a QR-coded label which links to a web page with all the relevant information that discerning customers might look for on that particular batch including test results, harvest dates, and locations.

We regularly use highly-rated UMF® honey (15+ and above) for burns, open wounds, skin infections and eczema, coughs, colds, flu symptoms, upset stomachs, and strep throat.

We also take lower-rated UMF® honey for general health and wild flower honey as a sweetener and spread - an extremely delicious honey made from a blend of Manuka and other native flora.

Members of the most widely respected authority for Manuka honey in NZ - UMFHA

Taku is a member of the UMF Honey Association (UMFHA) which has strict criteria for honey producers. It assures customers of completely genuine quality through independent audits, adjudication, and internationally recognised testing. Read [more](#) on this.

We are also registered with the New Zealand Ministry of Primary Industries as an authorized exporter of honey.

Rich Maori heritage encompassing community development

Maori traditionally used the Manuka tree for its medicinal benefits and land stabilisation for hundreds of years, however beekeeping only began when Europeans settled in New Zealand.

Our family descends from the Ngat Awa iwi in the Bay of Plenty. Our business network includes Te Whanau a Apanui (East Cape) and Ngati Porou (East Coast) where the majority of our Manuka honey is sourced.

Our business effectively promotes Maori well-being and unification - by harnessing under-utilized Maori land plus providing training and employment in small rural communities where Manuka honey is harvested and/ or processed.

Old school values

We believe strongly in time-honoured traditional ideals and principles including:

- Honesty, integrity, and trustworthiness
- Quality and class
- Hard work and reliability
- Know-how and competence

Truly clean and green – pollution free

Our Manuka honey is harvested from the most isolated and rugged areas of New Zealand, far from pollution and spray drift.

We are located in sunny whakatane in the Bay of Plenty, midway between the high Manuka honey-producing area of the East Coast and Tauranga port where most product is shipped from.

Offering direct access to business owners - with personalised customer service

Taku has a simple dynamic relational business model. We, as owners at the heart of the business, are easily reachable by customers to give one-stop informed service.

Feel free to [find out more about our products](#)

Unique Manuka Factor (UMF®)

<i>Title</i>	<i>About UMF honey - exclusive trademark - world-renowned</i>
<i>Description</i>	<i>About Unique Manuka Factor (UMF) honey - exclusive trademark - world-renowned scientific authority - UMF Honey Association protecting consumers</i>
<i>Keywords</i>	<i>Unique Manuka Factor, UMF honey, trademark, world-renowned, scientific authority, UMFHA, protecting, consumers</i>

Manuka (*Leptospermum scoparium*) is native to New Zealand and part of the Tea tree family. Some honey from Manuka contains an extraordinary unique natural activity not found in other types of honey. While they have a degree of activity when first taken from the hive (derived from Hydrogen Peroxide), it's not lasting or stable.

UMF Honey has an extra factor - Non Peroxide Activity (NPA) - and synergistic effects which are stable and unaffected by light and moderate heat. This brings much talked about health benefits and corresponding higher price than other honeys.

MGO (Methylglyoxal) is a major contributor to this, working in synergy with other compounds present in the honey.

HMF (Hydroxymethylfurfural) is another factor, increasing as honey ages or when exposed to excessive heat. Levels should not exceed 40mg/kg at the point of export. High HMF levels can often indicate deliberate heating to artificially increase NPA levels.

World-renowned scientific authority

In 1981 Professor Peter Charles Molan MBE - the world's foremost expert on Manuka honey - scientifically proved Manuka honey's unique antibacterial qualities. After years of further research he named this property the 'Unique Manuka Factor' and suggested the UMF® trademark to counter unscrupulous marketing of Manuka honey with little or no antibacterial properties.

UMF honey has gained a growing international reputation for its incredible benefits. In 2008 Professor Molan developed an upgraded testing technology to improve the speed and accuracy of testing for antibacterial qualities.

The best areas in NZ

NPA levels differ depending on location and weather conditions. Northland and the East Coast generally produce the highest levels. Manuka honey produced from these areas differs greatly in colour and taste. Northland tends to be darker with a very thick caramel flavour.

Some areas of Manuka forest don't produce honey with active properties every year, and the concentrations of activity can vary from batch to batch, and region-to-region, so batch traceability is very important.

Check the label for the exclusive trademark

Because NPA cannot be seen or tasted, consumers are totally reliant on accurate and honest labelling. Because of this, genuine UMF® Manuka Honey must comply with all the following criteria:

- It has the name UMF® clearly stated on the front label.
- It is packed into jars and labelled in New Zealand.
- It is from a NZ company licensed to use the UMF® name, with the licensee's name on the front label.
- It has a rating of UMF® 5 or more.

UMF® is now trademarked in 46 countries and is the most internationally trusted grading system used for Manuka honey.

UMF® Rating – the one that counts

There is a plethora of other 'Manuka honeys' from other countries on the market with implied claims of NPA, such as 'active', 'bioactive', 'AAA' etc. These don't guarantee NPA qualities and any numbers on the jar such as +10 or +15 are meaningless as they don't adhere to the recognised NPA standard.

These are generally based on total activity levels, and some so called 'Manuka' products barely have any Manuka in them at all – which is very confusing and misleading for customers.

The genuine UMF®/ NPA test was established by Professor Molan to accurately grade the potency of Manuka honey. The number following the UMF® mark indicates the strength of its antibacterial property after testing in a licensed laboratory once the honey has been packed.

The test compares the effectiveness of a honey sample to Phenol (a common antiseptic) on Staphylococcus Aureus (the most common pathogen found in wounds). The number following the UMF® label corresponds to the percentage of Phenol in water that the honey's antibacterial levels are equal to.

e.g. UMF® 5 is equal to a 5% solution of Phenol and is the minimum rating to qualify to use the label 'UMF®'. It is generally accepted that a rating of 10 or higher is appropriate for medical use.

UMF® levels in some Manuka honey can increase over time. It can also be increased by heating, but this degrades the honey.

The highest UMF® available

Generally the highest NPA level at harvest is around 12. The honey then has to 'grow' to higher levels. These range from 5 through to over 30, however 20-25 is about the maximum level found these days.

UMF honey above 15 may become very rare for eating as it is expensive and more likely to be utilized for medical applications.

UMF Honey Association – independent recognised body regulating NZ Manuka honey

Taku is one of 40+ committed members of the Unique Manuka Factor Honey Association (UMFHA) which has stringent standards for UMF honey producers in NZ. It regulates the UMF® (Unique Manuka Factor™) Manuka honey quality trademark and protects consumer rights.

There are other Manuka honey grading systems in NZ which don't meet the UMF® standard. The UMFHA rigorously ensures authentic quality through:

- Independent production facility quality audits
- Independent audits on authenticity of advertising and label claims
- Independent product traceability to prevent counterfeiting
- Adjudication by an independent commissioner
- Internationally recognised anti-bacterial activity testing

The UMFHA has researched heavily into methods of detecting adulterated honey. This includes the addition of DHA or MG, or any artificial addition of the production of the honey that unnaturally increases antibacterial activity.

You can find out more on the [UMFHA website](#).

Products

<i>Title</i>	<i>Genuine UMF rated Manuka NZ honey products from Taku</i>
<i>Description</i>	<i>Genuine UMF rated Manuka NZ honey products – UMF honey backed with knowledgeable customer service - from Taku</i>
<i>Keywords</i>	<i>Genuine, Taku, UMF, Manuka, NZ, honey, products, backed, customer service, taku</i>

We test every batch of our honey for flavour, colour, and aroma. All Taku Manuka honey products have a genuine UMF® rating with **our unique QR-coded batch tracing system**.

Each jar has a QR-code label which links to a web page showing all the important information that discerning customers might check for on the batch it came from, including test results, harvest dates, and source locations.

Or, you can also use the "batch search" on the website by referencing the xxxx on the jar. So you have full product traceability to the source - from the hive to the shelf.

<product A image and description>
<product B image and description >
<product C image and description >
etc

New varieties and products are currently being developed, so **watch this space!**

Our products are all backed with knowledgeable and responsive **customer service** – direct from us or through our retailers. We welcome enquiries regarding our products and offer detailed information as required.