



OUR HERITAGE...YOUR HEALTH

[www.nzmanukadirect.com](http://www.nzmanukadirect.com)

# Manuka

Our Land, Our People

# Our Story



A photograph of Phil Caskey, a middle-aged man with grey hair, smiling and standing in a lush green forest. He is wearing a dark blue zip-up jacket over a blue and white checkered shirt. The background is filled with vibrant green foliage and trees, with sunlight filtering through the leaves.

“ We are working hard to make a  
**sustainable  
difference**  
in the Manuka Industry ”

**Phil Caskey**  
Company Founder  
New Zealand Manuka Group



## We are New Zealand Manuka

New Zealand Manuka Group can trace its history with Manuka all the way back to the beginning of the New Zealand Manuka industry, established by Phil Caskey in the early 1990s. Today, New Zealand Manuka Group is leading the industry into an ever more exciting future through investment in product innovations and scientific research. Taking the ancient Manuka plant to new markets and customers worldwide. We invite you to be part of this journey with us and share in bringing these exceptional Manuka honey and oil products to the world.





**Norm Parata** Apiary Manager  
**James White** Land Owner

## The New Zealand Manuka Story: In brief

Phil Caskey established New Zealand's first Manuka honey company in 1996. Recognising the unique properties of Manuka, Phil was integral in establishing the now globally recognized UMF® Manuka honey purity and quality system. Through his work with the University of Waikato in 2000, and a medical device company in the UK, Phil created and registered the first Manuka honey medical device in the world. The honey wound care dressing is still a popular product in most medical kits and hospitals today.

However, the New Zealand Manuka industry would be nothing without the commitment and support of the landowners and beekeepers that grow, source and extract the raw Manuka honey and oil for such products. Phil's incredible and unique contribution to the industry since its inception was to form partnerships with all these people to work collaboratively for a sustainable future together.

## Our Land - The source of all our products

New Zealand, Aotearoa (Land of the Long White Cloud) is also the land of the amazing Manuka Tree. Manuka is a native New Zealand bush plant that flourishes throughout the remote coastal regions of New Zealand when it is left to grow wild. Working in partnership with the landowners, New Zealand Manuka shares a percentage of the income gained from the Manuka honey and oil sourced from their property. This fair and open return for the use of the land is a completely unique arrangement established by New Zealand Manuka. It protects the future of the business, and ensures everyone is working together to achieve the best quality Manuka products in the world.

*"In the past, a bottle of wine and a bucket of honey was left at the farm gate in return for access to our land. Now NZ Manuka has made sure we get a fair return, I can live more comfortably. The honey industry is booming for us now."*

**Eddie Matchitt, Landowner, East Cape, New Zealand**

*"This is my home. It's a beautiful lifestyle here – there's the sea and the mountains. Most of our work is done on horseback. I will never live anywhere else."* **James White, Landowner, East Cape, New Zealand**

Visit our website for more photos and information about the Manuka plant, the land and landowners based in these remote, coastal regions of New Zealand.



**Eddie Matchitt & Grandson, James**  
Land Owners, East Cape, New Zealand





## Our People – Collecting nature’s produce

Employing and partnering with local people is another very important part of our business. In this way we guarantee the integrity and quality of all our products.

Alongside our landowners and beekeepers, are the wonderful men and women who keep all other aspects of our business running smoothly. We employ local people wherever possible, and our company culture is very family oriented.

*“Now the Manuka industry has come up, everyone can see an opportunity and a future in this region.”*

**Anthony Tuhou, Beekeeper**

*“It’s not all about money for us, it is also about relationships. We look after each other here, and kids are a big part of our lives.”*

**Norm Parata, Apiary Manager**



## Our Community – Giving back to our people

Not only do we provide employment and business opportunities to the people we work with in remote areas around New Zealand, but we also support their schools and communities through sponsorships and donations. Follow our news blog on our website to learn more about the communities we sponsor, and how we have helped them.





*Whāia te iti kahurangi ki te tūohu koe me he maunga teitei*

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Seek the treasure you value most dearly:  
if you bow your head, let it be to a

# lofty mountain



## Manuka Plantations – The future of the Manuka Industry

To secure our place as a worldwide supplier of Manuka honey and oil products, we cannot rely only on the Manuka trees that grow wild through the valleys along the eastern coastlines of New Zealand. We are now developing tracts of land as dedicated Manuka plantations under the same partnership agreements established through our honey business. Each plantation is fully irrigated and is overseen by a dedicated plantation manager who ensures our Manuka trees grow and flourish over their 20- to 30-year life.

Working with New Zealand's leading forestry research experts, we have created a propagation and nursery programme which allowed us to plant over 300,000 seedlings in 2015, with plans to plant a further 3,000,000 seedlings in 2016. Further planting programmes are to continue annually. We then employ local people to work the land day-to-day using only the best equipment and systems that are part of our overall commitment to quality from source to final product.





**Mere Vaka**  
Apprentice Beekeeper

## Honey Harvesting – Passionate about bees

The partnerships we have with our beekeepers are an essential part of everything we do here at New Zealand Manuka Group. The bees in their care pollinate our Manuka trees, helping them to reproduce their beautiful flowers each year. While the honey they produce back in their hives is nature's liquid gold which we extract for its incredible Manuka content and qualities.

Our Ethical Honey Harvesting programme sets out clear quality policies and procedures for all harvest and apiary operators working with New Zealand Manuka. The aim of this programme is to protect the bees and hives from risk of contamination, to protect the environment during harvesting and to keep our people safe throughout the process.

Tending to over 7,000 hives, our beekeepers ensure the health and well-being of the bees in their care. These passionate and dedicated people are now passing their knowledge and skills on to their children and grandchildren, providing a solid, secure future for their family, their community and us.

*"It's more than just a job, it's also the responsibility of caring for the bees. I think it's exciting. I would eventually like to have my own hives and run my own business one day."*

**Mere Vaka, Apprentice Beekeeper**



**Bill McClutchie**  
Plantation Harvest &  
Development Manager

## Oil Harvesting – New Technologies

The way we manage our Manuka plantations and harvest the Manuka brush for oil, forms a complete symbiotic relationship between the bees and trees – working together to survive and thrive. Our managed pruning programme not only provides us with the brush from which our Manuka oil is extracted, but in trimming just the top part of the tree it continues to flourish over its 20 to 30-year life-cycle.

Our custom-built mechanical trimmers allow us to harvest up to five tonne per day per trimmer. In more remote locations our portable processing system is brought to each site to minimise our use of fossil fuels and time wasted in carting the brush back to our factory. The residue mulch from the oil extraction process is then used on the plants and sold to local garden stores. There is literally no waste created as everything can be re-used or re-purposed forming the ultimate sustainability cycle.

*"Our people are really excited about the oil industry here. We have landowners and people lining up to work with us."*

**Bill McClutchie, Plantation Harvest & Development Manager**





*Whatungarongaro te tangata toitū te whenua*

As man disappears from sight,  
the land remains



## Caring for the Environment

Our Manuka honey and oil is sourced in the most sustainable and ethical way possible. From the moment we walk onto the land, we treat our native environment with the proper care and respect it deserves. Our environmental footprint is already so small but we continue to look for more and new ways to keep this to an absolute minimum.

Hives are placed on well-researched sites to ensure bees don't have to travel long distances to collect the nectar from the Manuka flowers. We use helicopters to put the hives into position, and the beekeepers walk into the bush to tend to their hives through the season.

We then ensure the health and well-being of our Manuka trees through our managed pruning programme which also gives us our Manuka oil. Leaving only mulch which is then returned to the land as fertiliser.

## New Zealand Manuka Environment Statement

### Respect for our Environment

For the land, plants, animals and people that work together to bring us our Manuka honey and oil products.

### Leave only Footprints

From the moment we step onto the land, we re-use, recycle or reduce to keep our environmental footprint as small as possible.

### Protect our Trees and Bees

As a 'Trees for Bees NZ' sponsor we are helping to promote and organise smart planting for healthy bees on farms and urban areas nationwide. We also plant hundreds of thousands of new Manuka trees every year, providing a positive contribution to our environment.





## New Zealand Manuka Group – More than just honey

As a group, we work together to ensure the quality and sustainability of all of our products, from source to consumption, and from land to customer. This visual overview gives you a glimpse of the scale and diversity of our business. We are involved in many different partnerships, working together to source only the best products, to bring new product innovations to our customers and to ensure our business remains sustainable as we grow.



## New Zealand Manuka Commitment Statement

As company founders with more than 20 years' experience in the Manuka industry we give our personal non-compromising commitment to ethical supply and product quality.

### Ethical Sustainability

We have a fully integrated, ethical supply network providing sustainable supply to our customers through direct beehive ownership and our stakeholder participation by the Manuka forest owners.

### Commitment to Quality

All processes are controlled to the highest quality standards and our facility is built towards GMP requirements. We pride ourselves with supporting our customers with consistency of supply and the highest quality products.

### Phil Caskey

Company Founder  
New Zealand Manuka Group

**Phil Caskey**  
Company Founder  
New Zealand Manuka Group





# Innovation - Looking to the future

New Zealand Manuka has continued the spirit of innovation and collaboration, established by Phil Caskey all those years ago, through to today. Our products draw from the traditional knowledge of the Maori culture, backed up by solid scientific investigation, to bring you products that are both natural and effective.

Our innovation partners include:

  
[www.analytica.co.nz](http://www.analytica.co.nz)

  
[www.gns.cri.nz](http://www.gns.cri.nz)

  
[www.eurofins.co.nz](http://www.eurofins.co.nz)

  
[www.hill-laboratories.com](http://www.hill-laboratories.com)

  
[www.oritain.com](http://www.oritain.com)

  
[www.intertek.com](http://www.intertek.com)

  
[www.scionresearch.com](http://www.scionresearch.com)

  
[cloud.sagitto.com](http://cloud.sagitto.com)

  
[www.scu.edu.au](http://www.scu.edu.au)

  
[www.pyrenessences.com](http://www.pyrenessences.com)



Aside from the work we are doing with local landowners and communities, New Zealand Manuka Resources invests in strategic business partnerships with New Zealand's leading forestry experts. We are working together to develop our existing wild Manuka resources through propagation, nursery and forestry management techniques. Thus ensuring the future of this valuable resource as well as the supply and quality of our Manuka honey and oil products.




New Zealand has an abundant supply of seaweed growing over our 4,000km of pristine coastline. We established New Zealand Manuka Seaweed to collect and process Pterocladia Lucida, the fern-like red seaweed, known for its high quality, laboratory-grade agar. We also process Kelp, a popular ingredient for liquid fertilisers and nutritional supplements which benefit the land, livestock, farmers, home gardeners and the environment.



New Zealand Manuka Bioactives is home to New Zealand's largest Manuka oil processing facility and commercial oil fractionation plant. Through this company, we are involved in research and development projects using Manuka oils, as well as safe guarding the plantation development of Manuka in New Zealand.





*Naku te rourou nau te  
rourou ka ora ai te iwi*

With your basket and  
my basket the people

**will live**



## Manufacturing Excellence – From extraction to packaging

All our products are processed under strict guidelines and procedures, using the best equipment and systems available. We also ensure there is human input at every point of our processing operation, checking for quality and consistency every step of the way.

Our in-house laboratory and scientists periodically batch test our products to ensure we are meeting the quality standards we promote through our UMF® and MBTK™ labelling.

In addition to this quality control of the contents of our products, every jar, bottle and box is personally checked to ensure the presentation of every item meets our very high personal standards before it reaches your store.

Our harvesting, extraction and processing operations are regularly audited as part of our on-going commitment to quality.







## Manuka Originz – Traceability

- 1 Hives at location
- 2 Each hive site GPS location
- 3 Each hive has a unique electronic ID
- 4 EID Tag scanning
- 5 Data transferred to an iPhone
- 6 Hive actions and details recorded on iPhone
- 7 Hive Activity Data transferred daily to NZM data base
- 8 Full traceability back to location
- 9 Each bee super individually weighed and recorded at extraction
- 10 Honey extracted
- 11 Honey drummed, all details recorded through RMP process
- 12 All Beehive site details recorded
- 13 Enter batch code into website



## Manuka Originz – Quality you can trust

All our Manuka honey and oil products carry the Manuka Originz™ guarantee. This gives every customer the ability to trace their New Zealand Manuka product all the way back to its source of origin. This trademark represents our commitment to quality and authenticity. By tracking our honey and oil back to its original source, you can better understand the efforts that have gone into creating this wonderful natural product.

To provide customers with full traceability of our honey products, plus ensure the best management of our hives, every hive is fitted with a unique electronic identification tag. The tag is scanned on site which records the GPS location of the hive, while the beekeeper then enters actions and details of the hive directly onto their iPhone. This information is transferred back to our database on a daily basis.

As the honey is extracted and processed, our database is updated accordingly. From the collated data we then have a wealth of information right back to the exact location of each hive, all the way through to the final product.

To trace your New Zealand Manuka honey and oil product, enter the batch number on our website at [www.manukaoriginz.com](http://www.manukaoriginz.com)





UNIQUE MANUKA FACTOR®  
HONEY ASSOCIATION

## UMF – Proof of Manuka authenticity



Alongside our guarantee to you that all our honey products are authentic and of a high quality (as measured through the Manuka Originz™ certification), the UMF® logo clearly states the quantity of unique Manuka in our honey products.

The UMF® grading system has two components which are expressed on any licenced honey product:

1. The label claim that it is Manuka
2. The number – this represents three chemical markers that indicate the content of this honey to ensure purity and quality. This includes the key chemical markers DHA, MGO and Leptosperin.

More information can be found at [www.umf.org.nz](http://www.umf.org.nz)



## Manuka Oil Triketones – Proof of potency

A triketone has very high antimicrobial properties – these are antibacterial, antifungal and anti-inflammatory. The higher triketones are only found in Manuka oil sourced from the East Cape of New Zealand. To help guide you with selecting the best Manuka oil product for your needs, we have developed the MBTK™ quality mark. As a general rule of thumb, the higher the MBTK™ the higher its triketone content.

More information can be found at [www.mbtb.org.nz](http://www.mbtb.org.nz)





# Our Products – Building customer loyalty

People all over the world love our Manuka honey and oil products. That is why we continue to research and develop the Manuka honey and oil we source, to bring you new products that we know your customers will love. This is a brief overview of the Manuka honey and oil products available today.

- UMF® Manuka Honey
- UMF® Manuka Honey & Propolis Lozenges/Candies
- UMF® Manuka Honey, Propolis & MBTK™ Oil Throat Spray
- MBTK™ Manuka Oils
- Other Essential Oils
- Natural Skincare Products
- Natural Medical Care Products
- Natural Healthcare Products
- Bioactives
- Functional Foods
- Nanofibre Technologies
- Agar/Seaweed Products

New products are in development all the time. We will update you as these are released to the market.



# Our Brands – Matched to your market

We have developed a family of brands which are strategically matched to each customer and each market. This approach to branding will ensure you achieve the best opportunity for customer loyalty as we proactively promote our brands worldwide.

Working in partnership with your business, we will identify the best brand to suit your target market and position within the market. We will also help you to select the best products from our range based on the needs, wants and expectations of your customers.





## Customer Service – Partnering for success

Our customer service goal is to ensure you are completely confident presenting your personally selected New Zealand Manuka product range to your customers. We also want you to feel pride in how our range looks in your store. To help achieve this partnership for success, we will supply you with whatever information and training you and your team may need to confidently talk about our Manuka honey and oil products. We can also offer you a selection of eye-catching, high quality point-of-sale material to add value to your in-store display.

Our website is the ideal resource point to find out anything more you may require on our products or our business. Or you may simply choose to call or email us directly with any questions or concerns you may have. See the back cover for full contact details.

We value and appreciate the efforts you are putting in to represent our product range in your store. If there is anything we can do to help you achieve your in-store goals then please contact us today.



*Manaaki Whenua, Manaaki  
Tangata, Haere Whakamua*

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Care for the land,  
care for the people,  
**go forward**



# Our products are available worldwide

**Contact us today to find out more about our Manuka honey and oil products.**

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For all other regions, please contact our New Zealand office.

For more information on our business, products and people visit:

[www.nzmanukadirect.com](http://www.nzmanukadirect.com)

[www.manukaoriginz.com](http://www.manukaoriginz.com)

[www.mbtb.org.nz](http://www.mbtb.org.nz)

[www.umf.org.nz](http://www.umf.org.nz)

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