

COPY.

April 30th, 1937.

per Airmail.
Copy per Ocean Mail.

Major John Buckley,
European Representative,
N.Z. Honey Control Board,
Portoken House,
155/157 Minories,
LONDON, S.E.3., ENGLAND.

Dear Sir,-

I indicated in a previous letter that it had been arranged that Mr. Hillary go to Australia for the purpose of selecting honeys that would be suitable for certain purposes in connection with business we do on the dark and more strongly flavoured varieties of honey. After spending a month covering the whole of Australia the honeys generally proved to be unsatisfactory, but Mr. Hillary was able to secure 100 tons of blended honeys which should be suitable for the purposes of our contracts with Cadburys and others. The Board has an option over further quantities which may, if the necessity arises, be secured to enable you to carry on until the position locally becomes a little easier.

It became necessary to take urgent and immediate action in view of your various communications to the Board regarding the difficulties in which you found yourself in taking care of contracts already booked. Although the Board is now receiving information from producers which leads me to think that the situation will become somewhat easier regarding supplies in the near future, I am still afraid that these supplies will comprise mostly the lighter honeys suitable for "IMPERIAL BEE" blend, and probably a sufficient supply of darker honeys to moderate the colour and give the lighter honeys the necessary flavour to enable you to maintain the "IMPERIAL BEE" standard.

It was with the idea of releasing such honeys for this purpose that the Board, in the general interests of the industry and the maintenance of supplies in London, took the steps indicated above to secure honeys which would enable you to honour the contracts made with manufacturers and blenders.

It was also the Board's opinion that the secondary pack, which is branded "Empire Honey" and makes no reference to New Zealand, could absorb certain of these honeys. Needless to say "IMPERIAL BEE" blend, which is essentially marketed as New Zealand, must not, under any circumstances, have an admixture of honeys which are not of New Zealand origin, irrespective of their quality.

It is hardly necessary for the Board to state this position for you, as the board's representative, will, the board knows, see to it that nothing is done which would, in any way, prejudice the goodwill of New Zealand honey. As stated above the Board feels that contracts for darker and flavoured honey could be executed from supplies going forward, but if it is found that any slight variations in flavour or colour are required, it would be possible to effect a blend of the honeys going forward with New Zealand honeys, which would suit the requirements of contractors such as Cadbury's.

The one important and definite feature, however, is that in no circumstances must any such honey be sold as New Zealand honey, nor by inference directly or indirectly should the buyer presume any honeys so blended to be wholly New Zealand honey. As all the dark honey business is done on sample and with your knowledge as to the type required for specific contracts you would have samples prepared of such straight or blended honeys as would be most likely to be acceptable. The question of the country of origin in the ordinary way would not arise, and as the final blend would be indistinguishable from New Zealand honeys, it is thought necessary to make it perfectly clear that even though it cannot be detected it must be clearly indicated to the buyer that, as a result of the short crop of the particular honeys, it has been necessary to use certain honeys which are not the production of New Zealand, to enable us to carry through our contracts in the meantime until these types from New Zealand become available.

The Board would be glad if you would send your confirmation of this as it is anxious to have it clearly defined for the purpose of satisfying the New Zealand Government that the transaction which the Board has undertaken as an expediency shall not in any way create either a wrong impression or effect the goodwill of New Zealand products generally or of New Zealand honey in particular.

Yours faithfully,
N.Z. HONEY CONTROL BOARD.

Chairman.