

Dear Sir,

I have to acknowledge receipt of your letter of the 24th ultimo placing on record with further elaborations the matter relative to the honey marketing position in the United Kingdom you discussed with me at Auckland on the 10th idem.

Your suggestions have been carefully considered here and the general idea is approved subject to the following:-

1. That you as Chairman of the Board, place the details of the proposal before your London Agents and that Major Buckley consult with the High Commissioner on the matter and that they jointly determine the methods to be pursued.
2. That the resultant "Imperial Bee" pack be sold under labels clearly showing that there is other than New Zealand honey in the blend.

This can be done by incorporating the words suggested in the typed slip previously forwarded by you namely:- "This package temporarily contains honeys other than of New Zealand origin. "Imperial Bee" is guaranteed to conform with the usual high standard." Other words to the same effect might be used such as:- "This package contains a blend of New Zealand and other honeys."

If the first wording is used the word "temporarily" should be deleted and it is doubtful whether the words after 'origin' are necessary.

It is thought advisable that the wording adopted indicating that the package contains other honeys than of New Zealand origin should be incorporated in the label and not attached to the package in the form of a sticker and that they might take the place of, or be incorporated with those towards the bottom of the present label commencing with:

BLENDED AND PACKED, ETC.

see sample specimen returned.

Yours faithfully,

W. LEE MARTIN  
Minister of Agriculture.

The Chairman,  
N. Z. Honey Control Board,  
Box 1293,  
AUCKLAND, C.I.

*W.L.M.*  
*10-6-34*

*Handwritten signature*

*File 11*

CC