



Famille Michaud

APICULTEURS DEPUIS 1920

COMMUNIQUÉ DE PRESSE

19 JANUARY 2016

Famille Michaud Michaud is revolutionising the way honey is analysed through the use of Nuclear Magnetic Resonance (NMR) technology

Famille Michaud Apiculteurs, the world leader on the honey market, is the only company in the sector to have acquired NMR (Nuclear Magnetic Resonance) technology, which will add to its quality control and continue to guarantee a 100% pure honey for consumers. In a context where the quality of honey is subject to much controversy, through this technology Famille Michaud Apiculteurs can consolidate its position as a responsible company. This enables the company to guarantee a truly authentic honey which continues to set the benchmark for quality honey, not just in France but worldwide.

Innovating more and more in support of quality honey around the world

Though the quality of honey in France is far from satisfactory, as recent studies have shown, Famille Michaud Apiculteurs and its Managing Director, Vincent Michaud, want to put an end to people's preconceived ideas about honey by banking on quality production.

"I don't accept that the image of honey has been devalued. As a staunch supporter of quality production, I wanted Famille Michaud Apiculteurs to make a commitment, with the surest honeys on the market, by being the benchmark for quality honey, not just in France but worldwide", said Vincent Michaud, Managing Director of Famille Michaud Apiculteurs.

Technology that improves fraud detection systems

Famille Michaud Apiculteurs is strengthening its position as a pioneer by becoming the first international company in the honey sector to be equipped with NMR technology. A genuine "MRI scanner for honey", it reveals a comprehensive image of the intrinsic make-up of a product, thereby helping to effectively combat counterfeits, similar to what is done in the wine industry. Famille Michaud Apiculteurs will thereby have further proof and guarantees that the honey bought from its industry-leading network of beekeepers is nothing but the fruit of bees' work: unrefined and with no added sugar.

Acquiring this cutting-edge technology, and in so doing, tripling the size of its laboratory, is a significant investment for this independent, family-run company based at the foot of the Pyrenees.

"There is no room for mistakes; we have a responsibility towards the consumer", Vincent Michaud added.

While the bees move freely over a 50 km² area around their hive, in an all too often degraded, polluted or contaminated environment, it is impossible to tell straight away whether their honey is healthy, 100% natural or compliant with a topographic or geographical floral designation. That's why **a honey will only be considered compliant with regulations if it is inspected by a competent laboratory**. NMR technology, with its ability to perform broader and faster analyses, enables Famille Michaud Apiculteurs to ensure that the honey it sells is 100% pure and authentic.

Famille Michaud Apiculteurs, the worldwide expert in the quality of honey

Famille Michaud Apiculteurs will analyse the purest and most authentic floral and geographic designations to compile the **first worldwide database on honey**.

"With this method, we are strengthening our position as a worldwide expert on controlling the quality and authenticity of honey", said Patricia Beaune, Manager of the Famille Michaud Apiculteurs laboratory.

To date, more than 2,000 floral and geographical designations have been recorded around the world. In order to compile the NMR database, Famille Michaud Apiculteurs will select and analyse over 20,000 samples of honey.

NMR technology will be used primarily for products under the Lune de Miel® brand

Wanting to make the benefits of NMR available to as many people as possible, Famille Michaud Apiculteurs will apply this new technology primarily on products under the Lune de Miel® brand. Consumers will still be able to buy Lune de Miel® honeys with confidence.

Subsequently, all of the company's other brands, including products under the Maple Joe® and Sunny Via® brands (two of the leading brands on the fast-growing market of natural liquid sweeteners) will enjoy the benefits of NMR, a technology that guarantees quality and purity.

An innovative company whose priority is the quality of its products

With this innovation, Famille Michaud Apiculteurs is further solidifying its position **as a company committed to supporting honey as a 100% pure and natural product**.

"This innovation is in line with values that have guided the company since its founding in 1920: **offering the best of nature whilst innovating to ensure high quality**. Improving the analysis and traceability of our honeys brings benefits for us all!" Vincent Michaud concluded.

Ever since its founding in 1920, the company has placed innovation at the heart of its development strategy. The company has an accredited laboratory and relies on 12 in-house experts who analyse and control all the honeys that are purchased. With the world's only COFRAC-accredited laboratory (in accordance with NF EN ISO/CEI 17025) in the honey sector, Famille Michaud Apiculteurs guarantees the quality and authenticity of its honeys through a range of physico-chemical, pollen¹ and isotopic² analyses, enabling the company to select the best honeys.

About:

¹ Analysis consisting in extracting the pollen grains from the honey, identifying them and comparing them using a database that contains floral species specific to each country.

² Analysis used to detect the presence of sugars derived from non-honey plants (rice, wheat, chicory, beetroot, tapioca, etc.).

Since 1920, this independent, family-run company based at the foot of the Pyrenees, has endeavoured to produce honeys that are rare, characteristic and refined, with respect for the bees and nature. To offer the very best to its consumers, Famille Michaud Apiculteurs maintains a close partnership, as it has done since 1935, with French beekeepers. Currently, more than 500 of them play a part in the strategy of this family business. Through this partnership, we are able to enhance and contribute each and every day to the development of beekeeping and local agriculture.

CONTACT

WELLCOM

Tel.: +33 (0)1 46 34 60 60

Marion Léonet / Marion Ravoux

mal@wellcom.fr / mra@wellcom.fr

www.famillemichaud.com