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**New Zealand loses manuka honey trademark battle – 25th May 2023**

## Level 0

Manuka honey is famous for its quality. It comes from the nectar of the manuka tree, which grows in New Zealand and Australia. The two countries have battled over the word "manuka". New Zealand said only its beekeepers could use the word "manuka". However, a court said Australian beekeepers could also use it.

The word "manuka" is from the Maori language, so New Zealand said no other country could use it for honey. New Zealand's beekeepers will continue to fight to protect their word. In Australia, the manuka tree is called the "tea tree". Australia's beekeepers are happy that they can use the word "manuka".

## Level 1

Manuka honey is famous for its quality. Bees make it from the nectar of the manuka tree. This tree grows in New Zealand and Australia. The two countries have battled over the word "manuka". New Zealand wanted to trademark it so only its beekeepers could use the word "manuka". However, an intellectual property agency decided that no one could trademark this word. This means Australian beekeepers can also use it.

The word "manuka" is from the Maori language. New Zealand said because of this, no other country could use it for honey. New Zealand's beekeepers were disappointed. They will continue to fight to protect their word. In Australia, the manuka tree is called the "tea tree". Australia's beekeepers were happy. They said: "Our product has a long history of being [known] as manuka honey. It is produced like the NZ product is."

## Level 2

Manuka honey is famous for its quality. European honey bees drink the nectar of the manuka tree to make it. This tree grows in New Zealand and in some parts of Australia. For over a decade, these two countries have battled over manuka honey. New Zealand wanted to trademark it, so only New Zealand beekeepers could use the word "manuka". However, Australia said it also produced the honey. The Intellectual Property Office of New Zealand decided that no one could trademark the word "manuka". This means Australian beekeepers can use the word.

The word "manuka" is from the Maori language. New Zealand said because of this, no other country could use the word for honey. New Zealand's manuka beekeepers said the trademark decision was disappointing. They will continue to fight to protect their honey. In Australia, the manuka tree is called the "tea tree". Australia's beekeepers said they were "delighted" with the decision. They said: "Our product has a long history of being [known] as manuka honey. It is produced like the NZ product is, and it also offers the [health benefits] that consumers value so highly."

## Level 3

Manuka honey is world famous for its taste and quality. It is produced by European honey bees feeding on the nectar of the manuka tree. This tree grows throughout New Zealand and in some parts of Australia. For over a decade, there has been a trademark battle between the two countries. The New Zealand honey industry wanted manuka to become a trademark. This would mean only New Zealand beekeepers could use the word "manuka". However, Australia said this was wrong because it also produced manuka honey. The Intellectual Property Office of New Zealand decided that no one could trademark the word "manuka". This means Australian beekeepers can use the word.

The word "manuka" is from the Maori language. New Zealand beekeepers said because of this, no other country could use the word "manuka" for its honey. They said manuka was a "treasured" NZ species. New Zealand's manuka beekeepers said the trademark decision was disappointing. They said New Zealand would continue to fight to protect its honey. In Australia, the manuka tree is called the "tea tree". The Australian Manuka Honey Association said it was "delighted" with the decision. It said: "Our product has a long history of being recognized as manuka honey. It is produced like the NZ product is, and it also offers the [health benefits] that consumers value so highly."