



Honey market in the United States – October 2017

*(All figures for 2016 and in US \$ unless otherwise stated)
(1 pound (lb.) is equal to 0.45359237 kilograms.)*

- Total US honey consumption reached **574.1 million pounds** (m/lb.) in 2016.
- Per capita honey consumption is estimated at 1.61 pounds of honey per person.
- US honey production from producers with five or more colonies totaled **162 m/lb.**, up 3 percent from 2015 (156.5 m/lb.).
- There were 2.78 million colonies from which honey was harvested in 2016, up four percent from 2015 (2.66 m/lb.).
- Yield of honey harvested per colony averaged 58.3 pounds.
- Top ten honey producing states in the US include: North Dakota, South Dakota, Montana, California, Florida, Texas, Minnesota, Michigan, Louisiana and Georgia.
- In 2016, US imported **369.3 m/lb.** of honey. US honey exports were estimated at 11.1 m/lb.
- In order to meet its demand, **US imported over 64% of honey** largely from the following countries: Vietnam (84.7 m/lb.), Argentina (75.9 m/lb.), India (42.5 m/lb.), Brazil (41.8 m/lb.), Mexico (10.3 m/lb.) and Canada (9.1 m/lb.).
- Canada exported C\$50.9 million worth of honey into the US. Alberta's honey exports were worth C\$23.2 million (or 3.84 m/lb.) with most of the product being shipped into Pennsylvania (C\$3.17 million), Texas (C\$2.75 million), Illinois (C\$2.68 million), California (C\$2.63 million) and Michigan (C\$2.37 million).
- US honey imports consists largely of:
 - Extra light amber and light amber account (45% of all imports).
 - Mostly white or undetermined color (30%).
 - Organic honey (12%) with majority imports coming from Brazil.
- US honey prices decreased during 2016 to \$2.075 cents per pound, down slightly from \$2.083 cents per pound in 2015.
- An estimated retail price for honey in the US is around \$4.62/lb. or 45% over the wholesale price.
- According to the USDA's National Honey Report for the month of September 2017, US packers and importers were paying on average the following price for Canadian unprocessed, bulk honey with f.o.b. shipping point:
 - Canola White: \$1.25/lb.
 - Clover White: \$1.35/lb.
 - Mixed Flowers White: \$1.39/lb.
- The price of US honey is usually around 75 cents to a dollar more expensive than Canadian honey. The American honey packers prefer to buy domestic honey because local honey usually sells at the premium over foreign honey.
- About half of the honey sold is through retail channels, with the rest being sold in bulk or for use in the foodservice industry.
- According to Nielsen, honey was a \$588.83 million category at US retail with 130 m/lb. sold.

- Other comments regarding the US honey retail sales:
 - Branded products outsold private label (52.42% versus 47.58% market share).
 - Organic honey continues to drive growth.
 - Consumers buy most of their honey through grocery stores versus other formats.
 - Liquid honey continues dominance of the honey category.
 - Honey sold in glass jars and bottles outperforms bears, jugs and tubs.
 - 12 oz. (340 grams) seems to be the most popular size.
 - Most popular health and wellness claims: Natural, Organic and GMO Free.
 - Pacific and South Atlantic coasts fuel honey growth with Midwest lagging (Largest \$ honey markets included: New York, Los Angeles, Philadelphia, Boston and San Francisco).

- All honey to be exported from Canada must be inspected by officials from Canadian Food Inspection Agency. Honey for export to the US must be shipped in containers that meet the requirements of the US Food and Drug Administration (FDA) and US Customs. Producers who market their honey directly to consumers or a wholesaler must comply with labeling regulations. The label must include: the common product name, quantity, name and address of producer or packer, grade and color of the honey. Honey shipped out of Alberta must have a registration number on the label.

Sources:

USDA National Honey Report:

<https://www.ams.usda.gov/mnreports/fvmhoney.pdf>

National Agricultural Statistics Service - United States Department of Agriculture (USDA) – Honey:

<http://usda.mannlib.cornell.edu/usda/current/Hone/Hone-03-22-2017.pdf>

Bee Culture – The Magazine of American Beekeepers:

<http://www.beeeculture.com/u-s-honey-industry-report-2016/>

National Honey Board:

<https://honey.com/>

Statistics Canada; Canadian International Merchandise Trade Database:

<http://www5.statcan.gc.ca/cimt-cicm/home-accueil?lang=eng>

Canadian Food Inspection Agency - Canadian Export Requirements for Honey:

<http://www.inspection.gc.ca/food/honey/exports/overview/eng/1352741627933/1352741702705>

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