

Honey market in the United States

(All figures in US \$ unless otherwise stated)

(1 pound (lb.) is equal to 0.45359237 kilograms.)

- Total US honey consumption reached **586.2 million pounds** (m/lb.) in 2017.
- Per capita honey consumption is estimated at 1.79 pounds of honey per person (up from the 1.61 pounds per person in 2016).
- US honey production in 2017 from producers with five or more colonies totaled 148 m/lb., down 9 percent from 2016 (162 m/lb.).
- There were 2.67 million colonies producing honey in 2017, down 4 percent from 2016.
- Yield of honey harvested per colony averaged 55.3 pounds, down 5 percent from the 58.3 pounds in 2016.
- Top 10 honey producing states in the US include: North Dakota, South Dakota, California Montana, Florida, Texas, Minnesota, Idaho, Louisiana and Washington.
- In 2017, US imported **447.6 m/lb.** of honey (up 17 percent over last year), accounting for 67 percent of the honey consumed in the US in the same year. US honey exports were estimated at 9.9 m/lb.
- In order to meet its demand, US imported over 64% of honey largely from the following countries: India (99.9 m/lb.), Vietnam (79.6 m/lb.), Argentina (77.9 m/lb.), Brazil (52.5 m/lb.), Mexico (10.3 m/lb.) and Canada (9.1 m/lb.).
- In 2017, Canada exported C\$60.8 million worth of honey into the US. Alberta's honey exports were worth C\$21.1 million (or 4.9 tonnes) with most of the product being shipped into California (C\$4.0 million), Pennsylvania (C\$2.94 million), Illinois (C\$2.40 million), Kansas (C\$1.90 million), and Michigan (C\$1.53 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.
- United States honey prices increased two percent during 2017 to 215.6 cents per pound, compared to 211.9 cents per pound in 2016.
 - According to the USDA's National Honey Report for the month of September, 2018, US packers and importers were paying on average the following price for Canadian unprocessed, bulk honey with f.o.b. shipping point:
 - Clover White: \$1.32
 - Mixed Flowers White: \$1.39



- 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 to 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 \$620 million category at US retail with 110 m/lb. sold.
- Other comments regarding the US honey retail sales:
 - Branded products outsold private label (51 versus 49 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 bear, 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, Miami and Dallas).

Alberta Exporters

- All honey to be exported from Canada must be inspected by officials from CFIA.
- Honey for export to the United States 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:

National Agricultural Statistics Service - United States Department of Agriculture (USDA) – Honey:
https://www.nass.usda.gov/Publications/Todays_Reports/reports/hony0318.pdf

Bee Culture – The Magazine of American Beekeepers:
<http://www.beeeculture.com/u-s-honey-industry-report-2017/>

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>

Submitted by:

Dušan Rnjak

Trade Development Officer, Americas and Europe

Alberta Agriculture and Forestry

Tel: 780-638-3851

dusan.rnjak@gov.ab.ca

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