

# HONEST HONEY LABELING ACT

Front-of-Package Origin Labeling for Retail Honey — Legislative One-Pager

## THE ASK

Require a small, standardized front-of-package mark on every bottle of honey sold at retail: a USA/flag mark for honey entirely produced and packed in the United States, or an “IMPORTED” mark for honey that is not — so shoppers can tell origin at a glance, without hunting for fine print.

## THE PROBLEM

Current country-of-origin rules for honey allow the disclosure to appear in small type, low-contrast colors, or inconspicuous locations on the package. A shopper who wants to buy American has no reliable way to tell at the shelf. Meanwhile, imports — much of it later found to be transshipped through, or mislabeled as to, country of origin — now make up the large majority of honey sold in the U.S.

## WHY CONGRESS SHOULD ACT NOW

|                    |                                                                                                                                             |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>78%</b>         | of the U.S. honey supply came from imports in 2025, up from 54% in 2010 (USDA ERS).                                                         |
| <b>55.6%</b>       | average colony loss reported by U.S. beekeepers over the 2024–25 season — the highest ever recorded (Apiary Inspectors of America).         |
| <b>4 countries</b> | (India, Argentina, Brazil, Vietnam) supply roughly 79% of all U.S. honey imports (USDA / Food Business News).                               |
| <b>Up to 154%</b>  | anti-dumping duties the Commerce Department has imposed on some honey exporters after finding honey sold at unfairly low, injurious prices. |

Sources cited above; full citations available on request.

## WHAT THE BILL DOES

- Requires a circular or shield-shaped origin mark ( $\geq 3/8"$ ) on the front label of every retail honey package: “USA”/flag for 100% domestic honey, “IMPORTED” for anything else, including blends.
- Directs USDA to issue model artwork packers can use at no cost — no proprietary design or licensing fee.
- Includes a simplified self-adhesive-sticker compliance path for small and mid-sized packers, so the requirement doesn't force costly packaging retooling on family beekeeping operations.
- Enforced as misbranding under existing FDA authority and as a deceptive practice under FTC authority — no new agency or program required.

## COST & IMPLEMENTATION

- No new federal spending program — implemented through existing USDA/FDA/FTC labeling and enforcement authority.
- 18-month implementation window after final rule, so packers can use up existing inventory before the mark is required.
- Small-packer sticker option keeps compliance costs low for domestic beekeepers, who are the producers this bill is designed to help.

## INDUSTRY SUPPORT

[Add organizational endorsements once secured — e.g., American Beekeeping Federation, American Honey Producers Association, state beekeeping associations, retailers.] This proposal is designed to complement, not compete with, the pending Honey Integrity Act (S. 1028 / H.R. 2162) and HIVE Act, which address honey's standard of identity.