

## New Zealand loses manuka honey trademark battle

25th May 2023



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."

Sources: [theguardian.com](https://www.theguardian.com) / [bloomberg.com](https://www.bloomberg.com) / [stuff.co.nz](https://www.stuff.co.nz)

### Writing

Honey is better than sugar. Discuss.

### Chat

Talk about these words from the article.

honey / world famous / bees / a decade / trademark / New Zealand / Australia / word / Maori / language / species / decision / disappointing / delighted / history / health

### True / False

- 1) The article says manuka is the world's most famous honey. T / F
- 2) The manuka tree grows all over Australia. T / F
- 3) Two countries have been arguing about honey for over 10 years. T / F
- 4) It was decided that Australian beekeepers can use the word "manuka". T / F
- 5) The word "manuka" is from an aboriginal language in Australia. T / F
- 6) New Zealand beekeepers said they were OK with a decision. T / F
- 7) Australia has produced manuka honey for just a few decades. T / F
- 8) Australian manuka honey is like New Zealand manuka honey. T / F

### Synonym Match

(The words in **bold** are from the news article.)

- |                         |               |
|-------------------------|---------------|
| 1. <b>famous</b>        | a. Aussie     |
| 2. <b>produced</b>      | b. business   |
| 3. <b>throughout</b>    | c. customers  |
| 4. <b>industry</b>      | d. all over   |
| 5. <b>Australian</b>    | e. greatly    |
| 6. <b>country</b>       | f. well known |
| 7. <b>disappointing</b> | g. safeguard  |
| 8. <b>protect</b>       | h. nation     |
| 9. <b>consumers</b>     | i. made       |
| 10. <b>highly</b>       | j. saddening  |

### Discussion – Student A

- a) What do you know about trademarks?
- b) What do you think of bees?
- c) What do you think of honey?
- d) What do beekeepers do?
- e) Should only NZ beekeepers be allowed to use the word "manuka"?
- f) What do you think of protecting intellectual property?
- g) Are bees the most useful insects?
- h) What advice do you have for New Zealand's beekeepers?

## Phrase Match

1. Manuka honey is world
  2. honey bees feeding
  3. This tree grows
  4. For over a
  5. no one could trademark
  6. beekeepers said the trademark decision
  7. fight to protect
  8. it was "delighted"
  9. Our product has a long
  10. the health benefits that consumers
- a. throughout New Zealand
  - b. with the decision
  - c. decade
  - d. on the nectar
  - e. history
  - f. value so highly
  - g. famous
  - h. its honey
  - i. the word "manuka"
  - j. was disappointing

## Discussion – Student B

- a) What do you think about what you read?
- b) What do you think of trademarks?
- c) What do you know about bees?
- d) What trees are special in your country?
- e) What was the last thing that you were delighted with?
- f) What are the health benefits of honey?
- g) What can we use honey for?
- h) What questions would you like to ask beekeepers?

## Spelling

1. Manuka honey is world asfmou
2. It is epcdrudo by European honey bees
3. This tree grows horuguthot New Zealand
4. For over a adeecd
5. The New Zealand honey utrindsy
6. cniatuelllet property
7. "manuka" is from the Maori ualgaeng
8. a "treasured" NZ esipesc
9. the trademark decision was siopnidgaitpn
10. continue to fight to ptoetrc its honey
11. it was ehdteilgd with the decision
12. health eifbtesn

### Answers – Synonym Match

1. f	2. i	3. d	4. b	5. a
6. h	7. j	8. g	9. c	10. e

## Role Play

### Role A – Coconut Trees

You think coconut trees are the best trees. Tell the others three reasons why. Tell them why their trees aren't as good. Also, tell the others which is the least useful of these (and why): palm trees, apple trees or rubber trees.

### Role B – Palm Trees

You think palm trees are the best trees. Tell the others three reasons why. Tell them why their trees aren't as good. Also, tell the others which is the least useful of these (and why): coconut trees, apple trees or rubber trees.

### Role C – Apple Trees

You think apple trees are the best trees. Tell the others three reasons why. Tell them why their trees aren't as good. Also, tell the others which is the least useful of these (and why): palm trees, coconut trees or rubber trees.

### Role D – Rubber Trees

You think rubber trees are the best trees. Tell the others three reasons why. Tell them why their trees aren't as good. Also, tell the others which is the least useful of these (and why): palm trees, apple trees or coconut trees.

## Speaking – Trees

Rank these with your partner. Put the best trees at the top. Change partners often and share your rankings.

- Manuka
- Coconut
- Apple
- Maple
- Wisteria
- Palm
- Cherry
- Rubber

### Answers – True False

1	F	2	F	3	T	4	T	5	F	6	F	7	F	8	T
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Answers to Phrase Match and Spelling are in the text.