



**CBPA**  
CHINA BEE PRODUCTS ASSOCIATION

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## **Strengthening Cooperation on Honey Authenticity and Integrity: A Communication from the CBPA**

Monday, April 20, 2026

Dear Mr. Bernhard Heuvel and Jürgen Binder,

Greetings.

I was greatly encouraged by our previous candid and productive exchanges. On behalf of the China Bee Products Association (CBPA), I would like to express my sincere respect for your outstanding efforts in safeguarding global honey quality and promoting industry transparency.

The CBPA has a history of more than 30 years. As the largest bee industry organization in China, we not only undertake the responsibility of organizing the development of national standards for bee products, but also represent China in actively contributing to the formulation of ISO international standards. As we have discussed, combating honey fraud and upholding industry integrity have always been among our highest priorities.

To address these challenges, the CBPA has implemented a range of measures. For example, we conduct annual market sampling and testing of honey products, and report non-compliant products to the relevant authorities and retailers. We are also in the process of developing stricter

honey standards, which are expected to be released this year, and we require our members to sign formal quality commitment pledges.

At the same time, we recognize that in a complex market environment, the Association's authority has its limitations, and some measures may take time to achieve their full effect. Nevertheless, please be assured of our firm determination. The CBPA exists because of bees and continues to develop through the dedication of our industry. We are supported by many outstanding enterprises and beekeepers who share the same commitment to quality that you have witnessed during your visit to China.

I would also like to highlight the situation of Chinese beekeepers. Many of them migrate long distances throughout the year, working under very demanding conditions with exceptional skill and dedication. However, due to the impact of fraudulent practices on market prices and reputation, their efforts have not always been fairly rewarded. This is a matter of deep concern to us and further strengthens our resolve to fundamentally improve this situation.

We believe that honey fraud in international trade is not a unilateral issue, but a shared challenge across the global supply chain. Both buyers and sellers have a responsibility to ensure integrity and effective oversight. Addressing such a long-standing challenge requires close and sustained international cooperation.

As you have suggested, we can explore the establishment of a "China-European Bee Industry Integrity Framework," enabling trustworthy

importers and exporters to operate within a transparent and credible mechanism. We see this as an important step toward addressing fraud and rebuilding market confidence. In this regard, we would welcome closer cooperation with European organizations such as GHIC. We firmly believe that robust action against fraud is essential to protect the bee industries of both China and Europe, as well as the livelihoods of beekeepers.

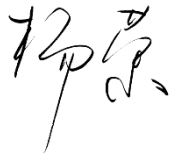
Finally, I would like to cordially invite you and your colleagues to visit China at a mutually convenient time. We would be delighted to arrange business discussions and field visits, and to work together toward a new chapter in China-European cooperation in the bee industry.

Yours sincerely,

Yang Rong

President

China Bee Products Association (CBPA)

A handwritten signature in black ink, consisting of stylized Chinese characters, positioned to the right of the typed name 'Yang Rong'.