

## Introduction

Honey is a traditional food product widely used and recognized by all the cultures in the world and these are the ones that have transmitted the knowledge we have about honey. But are we clear about the factors that really affect the quality of honey and what affects them?

## Aims

- To research and determine the causal-effect relationship of the different quality parameters.
- To bring information to the food industry for the determination of the quality parameters.
- To offer relevant information about the parameters to the final consumer.

## Quality parameters

Color.

Moisture content and water activity.

Sugar content.

HMF content

Electrical conductivity.

Protein and pollen content

Enzymatic activity.

Microbiological count.

Antioxidant activity.

Aroma compounds.



## Consumer perception of honey

A survey was carried out and a total of 417 answers were obtained where 90% of people were in active adulthood (18-65 years old).

Most consumers consume honey as they consider it a good and natural sweetener, while the second major reason is its protective health properties.

Consumers identify that honey undergoes changes over its lifetime but most of them misidentify them.

Consumers tend to prefer liquid and darker honeys with a clear preference for the typical honey light amber over other colors.

They ignore the different possible origins of the honeys and the procedure that undergoes from the extraction until honey reaches their hands.

## Conclusions

- Nutritional and organoleptic properties can vary significantly as each honey is unique and its characteristics depends on multiple factors.
- It is necessary to ensure that all the processes that honey goes through preserve as much as possible all its natural characteristics.
- It is also necessary to make a task of raising consumer awareness regarding honey, to avoid mistakes identifying the changes suffered by honey, the changes it may have gone during the production process and to make known the different properties that each honey can bring to them.