

# From Pollination to Palate: Building Consumer Trust in the South African Honey Value Chain



Healthy bees are essential for sustainable food systems. Building consumer trust in honey requires collaboration across research, industry and government to ensure authenticity, food safety, traceability and sustainable production.

## Event Overview

The University of Pretoria, in partnership with ASSAf's Forum on Food Safety (AFFS), will host a National Science Month seminar titled **"From Pollination to Palate: Building Consumer Trust in the South African Honey Value Chain."** The seminar will bring together researchers, government, industry, regulators, and beekeepers to strengthen the honey value chain through science, innovation, and collaboration.

### Featured Topics

- Bees, pollination and bee health
- Research and innovation
- Honey supply chains
- Quality, counterfeit and authentication
- Consumer protection
- Food safety, and public health

### Target Audience

- Researchers
- Producers
- Regulators
- Retailers
- Consumers, and members of the public

*Hosted by the University of Pretoria in partnership with the Academy of Science of South Africa (ASSAf) Forum on Food Safety (AFFS)*

## Event Details

**Date:** 31 July 2026

**Time:** 09:00–16:00

**Venue:** Hybrid (In-person & Online via Zoom)  
Future Africa  
Campus, UP

## Registration



### FREE – Registration Required

Scan the QR Code or register online.

<https://forms.gle/QxkUXyMDCmaUSECbA>