

# FOOD news & notes

## New Generation Of Honey Producers Warn Consumers About Altered Products

(NAPSA)—More and more, consumers across the country are being deceived into thinking that all the honey they purchase from grocery stores shelves is 100 percent pure honey. Though several products on the market strongly resemble real honey and, in some instances, are even sold in the iconic honey bear container, many are nothing more than a blend of other sweeteners.

Such altered products are deeply concerning to beekeepers across the country, including 26-year old Jamie Johnston. A beekeeper in her family's Colorado business, Johnston is passionate about her craft and works hard to harvest and produce the pure, high-quality honey that consumers trust and love. Jamie and her sister JC are proud to carry on the 100-year family tradition and be part of this hard-working industry.

"Growing up, I never thought that I would join the family business, but going to college and being away from it for a few years made me realize just how much I love beekeeping and producing honey," said Jamie Johnston. "This is the job that I was meant to do."

In the winter, the Johnstons travel to California so that their bees can pollinate the almond crop. In the spring, they travel back to Colorado where they extract and sell their 100 percent pure honey.

Read the label to ensure purchase of 100 percent pure, high-quality honey. For more information, including recipes featuring this natural product, go to [www.honey.com](http://www.honey.com).



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### Jamie Johnston's Sweet Tips

When using honey it's important to remember these keys to sweet success:

- Store honey at room temperature. If it becomes cloudy or crystallized, warm the honey in a microwave-safe container (remove the cap first) or pan of warm water until the crystals dissolve. Be careful not to boil or scorch the honey.
- With a cooking spray or vegetable oil, lightly coat cups and spoons before using them to measure honey. This will help the honey slide out again more easily.
- A 12-ounce jar of honey equals one standard measuring cup.
- When substituting honey for sugar in baked goods, reduce any liquid source in the recipe by  $\frac{1}{4}$  cup. Add  $\frac{1}{2}$  teaspoon of baking soda for each cup of honey used. Reduce oven temperature setting by 25 degrees Fahrenheit to prevent over-browning.
- Read the ingredient labels—even if the product says "honey." Some products indicate they have honey in them when they actually don't. For the real deal, be sure to choose products that list honey as the primary sweetener.