



COMMUNITY ENVIRONMENT HEALING

FOR IMMEDIATE RELEASE

20th September 2017

The powerful health properties of Manuka honey are renowned the world over and now the Northern Rivers stands to benefit under a sweet opportunity for local farmers.

Australian Manuka honey organisation, Gather By, is looking to partner with local landholders with access to a minimum of 4Ha/10 acres to sustainably produce high-value, premium medicinal Manuka honey for local and global markets.

Medicinal Manuka honey is highly sought-after for its antibacterial, healing qualities, with small jars selling for up to \$200.

"Global demand for raw, pure, and potent medicinal and therapeutic Manuka honey sustainably produced from Australia far outweighs supply," says Gather By Co-Founder and CEO Matt Blomfield.

Gather By has its sights set on the Northern Rivers where research shows that the plant variety responsible for contributing to the most potent medicinal Manuka honey thrives.

Under the arrangement, farmers buy the plants and grow the plantation while Gather By brings in the bees and harvests the honey with profit divided under a shared deal.

Newrybar landholder Tony Stublely planted four hectares of 'Manuka Honey Forest' in his rich red soil two weeks ago and plans to plant out another paddock in March next year.

Mr Stublely says he was looking for an innovative opportunity to diversify his income that wasn't labour intensive and was also good for the land which has been used to graze cattle.

"I'm 57 and I love being on the property but I'm going to get to a point in my sixties where I don't want to be running up and down the hills all of the time!" he says.

"I'm hoping, in time, to get a really good return on the investment without having to harvest anything — the bees do that for you."

"In 3-5 years' time I should be getting a better return per hectare than what cattle or even crops like macadamias are returning at the moment."

"The varieties that we're planting are also very good for the land, the local wildlife and the bees, so as well as making some money, that's a big win."

Local landholders and beekeepers can learn more about Medicinal Manuka Honey Production at two upcoming information sessions: Newrybar Town Hall (October 4, 6pm) and Lismore Workers Club (October 5, 6pm).

At these sessions, the Gather By team will present their research and experience in planting, growing and producing medicinal Manuka honey and explain how you can get involved.

Mr Blomfield says the high-income, low-maintenance model offers positive, sustainable benefits to the farmer, bees and the local environment.

"Together, with the community, Gather By has developed a new and innovative, medicinal honey agribusiness which prioritises bee health and local land regeneration," he says.

"I'm proud and excited to watch this new initiative grow and see the benefits flow to people and the environment."

Based on years of extensive research, Gather By has designed unique 'Medicinal Honey Forests' which include a selection of plants and herbs that optimise potent Manuka honey production while supporting bee health and local ecosystems, and enriching the land.

"We have identified over a dozen clonal species with bioregion diversity from the Leptospermum genus with potency levels well above average and across a broad range of flowering times," says Jenna Ford, Co-founder, Gather By.

Landholders and beekeepers are invited to pre-register their interest online at www.gatherby.org/northernrivers or in person at the event.

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For photo and filming opportunities with a local grower, please contact:
Milly Stubleby | T: 0422 832 815 – Rebecca Stackpool | T: 0452 424 060 | E: press@gatherby.org
Matt Blomfield, Co-Founder and CEO, Gather By is also available for phone interview by request.
 See www.gatherby.org

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Hi-Res Images Available - Download Here <https://www.dropbox.com/sh/2blnfoqe6hxaq1v/AACv9bWL2mxll9zYm9bKOFRYa?dl=0>



1. Honeybee on native Australian Leptospermum.



2. Natural honeycomb produced from native Australian plants.



3. Beehive on Northern Rivers property.



4. Gather By's Bioactive Manuka Honey Range.



5. Matt Blomfield, CEO & Co-Founder surrounded by a Medicinal Honey Forest of Leptospermum in the Northern Rivers.



6. Medicinal Honey Forest of Leptospermum in the Northern Rivers.

BACKGROUND

Gather By is an Australian-owned company providing the highest level of food security through revolutionary health and environmental projects committed to regenerating the environment.

Our contributions include:

- Community, environment and pollinator restoration;
- Promoting the benefits of plant-based medicine;
- Holistic, closed loop, sustainable business models.

Through regional community support, Gather By has developed a high-income, low-maintenance regenerative farming model, producing and supplying medicinal Manuka honey from the Australian bush to the end user. Pure, potent and raw premium Manuka Honey is produced and distributed to meet the enormous global demand through its worldwide Medicinal Honey Channel.

Years of research and tens of thousands of kilometres travelled have located which parent plant (of the 87 varieties of *Leptospermum*) contributes maximum potency to the honey harvested.

This is an important consideration when defining the strength and efficacy of medicinal Manuka honey.

It is during the pollination process that dihydroxyacetone (DHA) is converted to Methylglyoxal (MGO), a crucial ingredient used for its antibacterial properties.

This nectar is tested for DHA and from that we select 15 of the hyper-DHA plants for propagation.

These selected *Leptospermum* bushes are then bred for bioregion diversity, maximising potency, growth and extended nectar flow.

FOR FURTHER INFORMATION, PLEASE CONTACT:

Milly Stubley | T: 0422 832 815 – Rebecca Stackpool | T: 0452 424 060

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OUR TEAM – KEY PEOPLE

MATT BLOMFIELD – CEO & CO-FOUNDER

Matt, a passionate and visionary Founder with a successful track record conceptualising and actualising innovative, large-scale global projects. He leads the commercialisation, market development, sales and marketing, supply chain security, and new technology, building stakeholder value.

JENNA FORD – CO-FOUNDER

Jenna is the highly experienced, hands-on Founder, who identifies, sources and produces the raw and pure honey while implementing the Medicinal Honey Forest™ with Australian landholders to sustainably produce the honey, regenerate communities and the environment.

TONY STUBLEY – DIRECTOR & LANDHOLDER PARTNER

Tony has broad experience and a successful track record in marketing, advertising and brand building, driving increasing brand value to Gather By. Along with his partner Ruth, Tony implements the Medicinal Honey Forest™ on his beautiful estate in Byron Bay to produce Medicinal and Therapeutic

DR GARY EWART – DIRECTOR

Bringing 25 years of applied scientific research experience to Gather By, Gary heads all things molecular for plant-based research and IP processes. He works with the team to prioritise and action valuable honey bee research.

NICK CHIARELLI – COO

Nick's passion for our natural environment is matched by his skills and experience helping innovative and sustainable business models come to life. Nick's experience includes a range of start-ups right through to his most recent role as CFO of an ASX listed data security company.

KIERAN BAILEY – PLANTATION IMPLEMENTATION

Boasting 24 years of extensive horticulture and landscaping experience, Kieran is responsible for implementing the Medicinal Honey Forest, and optimises productivity and maintenance of innovative, large-scale plantations to maximise honey production.

JEFFREY GIBBS – BEEKEEPING & BIOSECURITY

Jeffrey inherited 2000 hives from his father when he was 14 and has been researching bee health his entire life. He has built one of the largest pure, beeswax candle companies in the world at Northern Light. Jeffrey's passion brings a sense of urgency to our food security and the pollinators who protect it. We are working together building resilient honey bee colonies to develop a model that is unique and premium in Australia.