**Defining mānuka honey - and the role of statistics in public processes**

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Ever since 1988, when Dr Peter Molan and his team at the University of Waikato published papers revealing the antimicrobial properties of mānuka honey, the demand for mānuka honey has been growing. It is now an approximately NZ$300 million per annum New Zealand export business.

This seminar reviews the recent development in New Zealand of a government definition of mānuka honey.

First, the problem is a difficult one, and even after a four-year effort only limited progress has been made. Sampling, and statistical analysis (in particular the use of Classification and Regression Trees) are critical tools.

Second, reflection on the process shows how important it is that statisticians be involved, as part of a team, in all stages of the process.

Time: 50 minutes plus time for questions

Date: 20 December 2018 at 10.00 – 11.00

