

## **HONEY FROM RIVERA**

We are a governmental brand from the city of Rivera, which brings together beekeepers from the northern region of Uruguay. In this pioneering project, our brand boosts regional production encouraging its development and expansion. Throughout this project, beekeepers receive the support of the national and county government to access quality standards, set up a traceability system, and generate new commercial bonds.



**Choose quality, consumes "Mieles de Rivera"**

### **About the project**

The "Implementation of a commercialization strategy for regional production" project, represents a pioneering public-private initiative of long-term commercial development in the department of Rivera and the surrounding region. This strategy is being promoted by the Government of Rivera, the National Development Agency (ANDE), and supported by the Ministry of the Cattle raising, Agriculture and Fisheries (MGAP), Uruguay XXI, and the Commercial and Industrial Association of Rivera (ACIR).




The project's goal consists that our beekeepers gain access to new markets that demands high-quality products, making the most of the productive advantages that the territory gives; like the absence or minimal levels of glyphosate, obtained from the implementation of apiculture in the eucalyptus' forests. Some tests have been carried out along with the University of Uruguay, that support the quality of the honey.

The producers under the supervision of the project have a traditional production system along with traceability protocols that allow each stage of the process to be tracked.

Honey from Rivera ensures the quality of its products in order to provide potential customers with the perfect combination of flavor and nutrition.

Eucalyptus' honey is predominant in the territory due to the large forest areas in the region and the high productivity of these tree species.

## Characteristics of Eucaliptus' Honey

-  Taste: Strong and slightly woody
-  Scent: Balsamic
-  Color: Light Ambar and Extra Light Ambar

## Properties

The traditional and artisanal production of our honey guarantees the safeness of the product suitable for the most demanding control standards.

Although in general, honey acts against colds and flu, eucalyptus' honey is more powerful in fighting these conditions due to its richness in vitamins A, B, and C. These give the honey antimicrobial and antioxidant properties that strengthen the immune system. Also, vitamin B contributes to high energy values, avoiding the body's fatigue and tiredness.

The consumption of Eucalyptus' honey helps with the combat and prevention of breathing diseases like allergic cough, sinusitis, asthma, bronchitis, and pharyngitis. Likewise, it is an excellent natural expectorant. Its antiseptic and anti-inflammatory properties make this type of honey a remarkable urinary tract disinfectant. It is recommended for those who suffer from cystitis, nephritis, or have a predisposition to form kidney stones.

## Contacts:



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