

Australian vs New Zealand Manuka Honey

Compare two controlled wholesale offers without turning origin into a national quality score. Use actual supplier and batch evidence.

CONTROL PRINCIPLE

Complete the evidence fields before scoring the offer. Blank or unsupported fields remain OPEN.

1. Comparison brief

Destination / channel	_____
Target product	Pack size: _____ Target MGO / claim: _____ Intended SKU count: _____
Offer A	Supplier: _____ Origin: _____ Quote / version: _____
Offer B	Supplier: _____ Origin: _____ Quote / version: _____

2. Assurance architecture

Evidence field	Offer A - evidence / status	Offer B - evidence / status
Product identity	Claim wording: _____ Basis: _____	Claim wording: _____ Basis: _____
Government baseline	Applicable export / destination rule: _____	Applicable export / destination rule: _____
Private scheme	Scheme / licence / product eligibility: _____	Scheme / licence / product eligibility: _____
MGO / grade	Result, unit, batch and method: _____	Result, unit, batch and method: _____
Authenticity	Markers / traceability / claim evidence: _____	Markers / traceability / claim evidence: _____
Origin evidence	Country claim + supporting records: _____	Country claim + supporting records: _____

Do not convert a standalone MGO result into private-scheme certification. Do not infer superiority from country alone.

Commercial and destination fit

Normalise the offer before comparing total value, risk and channel relevance.

CONTROL PRINCIPLE	Complete the evidence fields before scoring the offer. Blank or unsupported fields remain OPEN.
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Commercial field	Offer A	Offer B	Decision note
Pack specification	_____	_____	_____
MOQ basis / SKU split	_____	_____	_____
Testing included	_____	_____	_____
Incoterm + named place	_____	_____	_____
Currency / payment	_____	_____	_____
Lead time	_____	_____	_____
Remaining shelf life	_____	_____	_____
Landed cost / jar	_____	_____	_____
Channel evidence	_____	_____	_____
Destination readiness	_____	_____	_____

3. Unresolved evidence

OPEN items	1. _____ 2. _____ 3. _____
Owner / due date	_____
Decision rule	Which offer best fits the documented channel, risk threshold and commercial model - and why?

FINAL STATUS	[] HOLD [] CONDITIONAL [] APPROVED [] REJECTED
Decision owner	Name: _____ Role: _____ Date: _____
Conditions / rationale	_____ _____

Boundary: This worksheet is a procurement aid. It is not a certification, laboratory interpretation, legal opinion or statement that either national category is superior. Verify current government, scheme and destination sources for the actual transaction.