ARTICULATING FOREST HONEY VALUE: THE BEGINNINGS OF A REGIONAL/ LOCALIZED HONEY FLAVOR WHEEL

Emmanuelle Andaya
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LOOK BACK: MADHU 2019 (PHILIPPINES) SENSORIAL ANALYSIS

TASTE
perceived with our tongue, through taste buds, distinguishes sweet, sour, bitter, salty, umami qualities

FLAVOR

AROMA
perceived by the nose and retronasal olfaction (back of the mouth where nasal and mouth cavities are linked), usually a pleasant smell

COLOR
perceived by sight, range from clear to dark brown,

TEXTURE
perceived by sense of touch and sight, liquid to dense, grainy, creamed, etc,
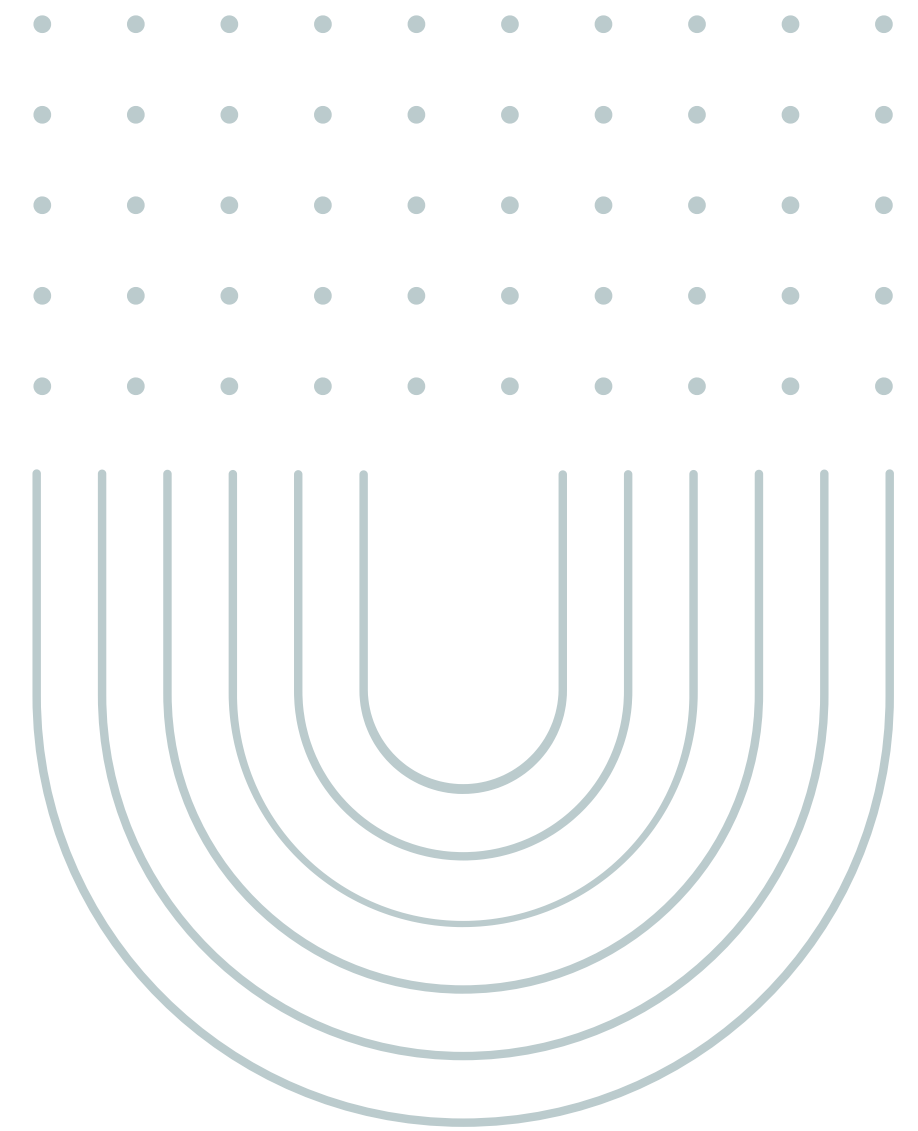
Bee Forage / Botanical Sources
types of plants from which bees gather nectar, may vary from season to season, forage can also include resin, honeydew

Environmental / Cultural Factors
Traditional harvesting practices that are an integral part of the product, uncontrolled environmental factors, such as temperature, natural humidity that impacts general characteristic of the honey

HONEY FLAVOR

*Honey collector photo from NatureWild

"WHAT IS YOUR HONEY LIKE?"

University of Californi, Davis Flavor Wheel

Honey Aroma & Tastng Wheel
by Marina Marchese & Kim Flottum

HONEY FLAVOR WHEELS

FLAVOR WHEELS

•Provides a common vocabulary to describe the flavor of a product, especially beyond the 5 tastes descriptions (sweet, salty, sour, bitter, umami)
•It helps describe a product's distinct flavors.
•Help consumers expand their experience of a product and gain more appreciation for a product
Basic description are inside, and more specific are in the outside

HONEY FLAVOR WHEEL

"to move the discussion from 'It's sweet or it's dark-colored' to a set of words that people can use to describe honey that other people can understand. This is our goal." – Amina Harris, Director of U.C.Davis Honey and Pollination Center (2014)

UC Davis
Wine Aroma Wheel
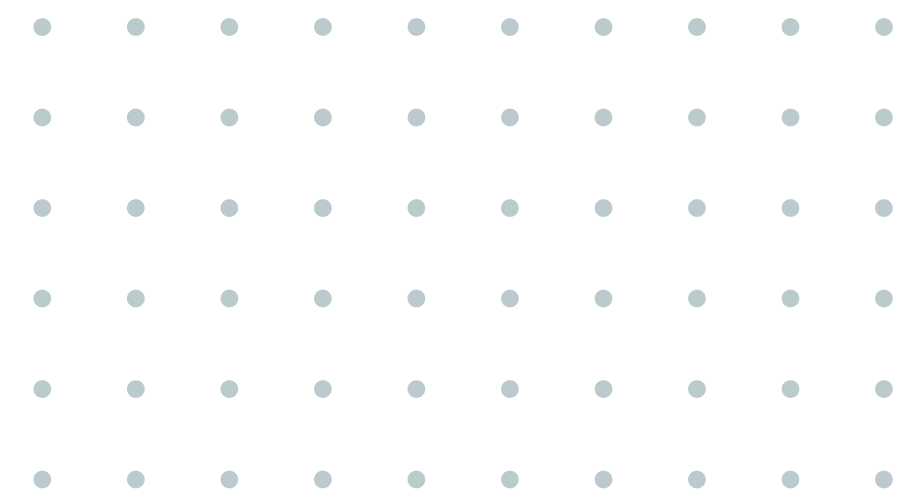
Chocolate
Sensory Wheel
Ghent University

Cheese Flavor Wheel
American Cheese
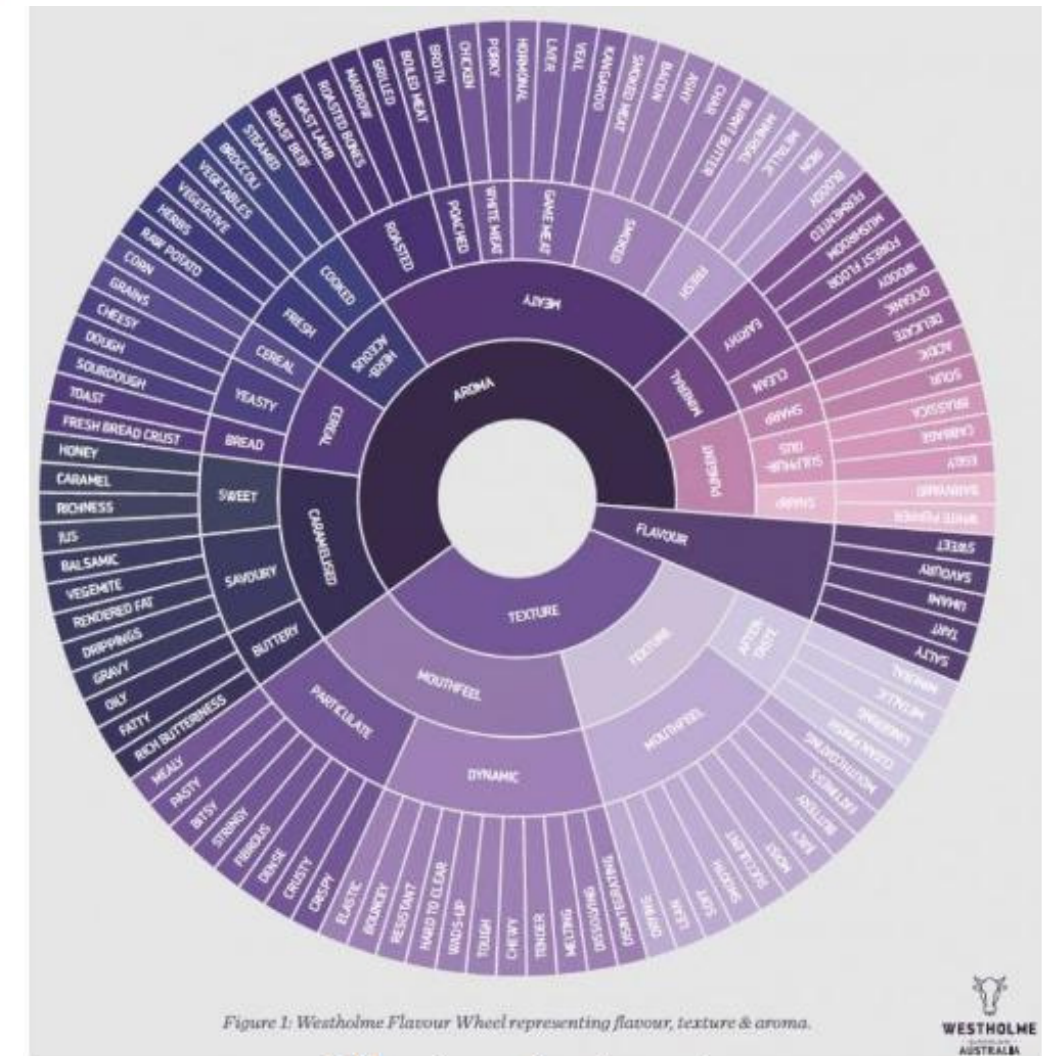Society

Beef Flavor
Wheel
Australian
Agricultural
Company

DRAWING INSPIRATION FROM THE SPECIALTY COFFEE SECTOR

Coffee Flavor Wheel (1995, 2016,) was intended to provide a standardized language for tasters/cuppers to describe coffee and understand each other or level off on the taste
> some consider it to be insufficient in working to the diversity of consumers' palates around the world, descriptors used are tied to words and flavours that are more identifiable for Western palates.
> translations were not enough to account for local differences in palate and sensory perception
> call for localised versions of the Flavor Wheel to reduce cultural bias and improve inclusivity.
>> "localised flavour wheels pave the way for more diverse and inclusive conversations about coffee flavour, it could lead to greater education not just in specific regions, but across the wider specialty coffee market."
> regional flavour descriptors can help develop a farmer's sense of taste, and help them gain a better understanding of the value consumers assign to their coffee
> Seniman Coffee and 5758 Coffee Lab in Indonesia have developed their own flavour wheel with 36 aroma references and 82 sensory descriptors
f>lavour wheel was a way to bridge the gap and access this body of knowledge
"Decolonising Coffee Through Flavour", SCA-certified coffee consultant Ārāmse discusses the importance of adding new flavours based on different locations.
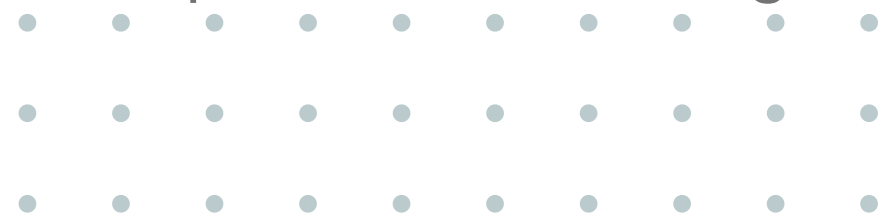
Specialy Coffee Assoc 2016
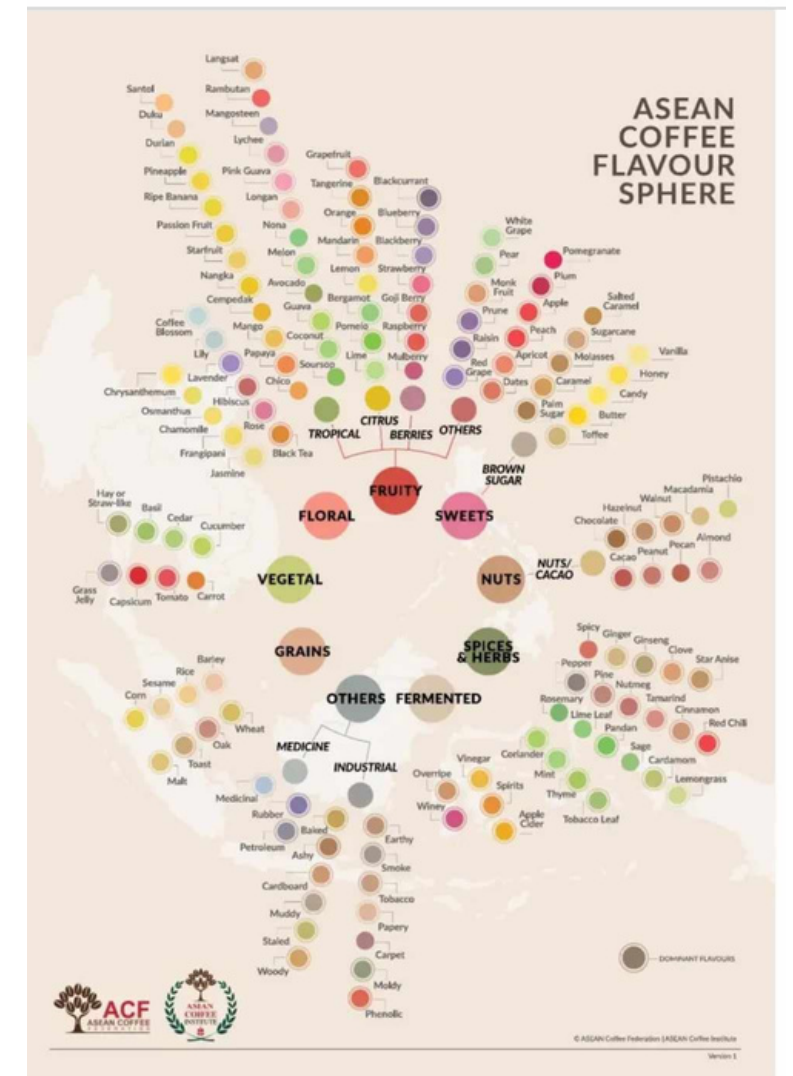
December 2022

WHY A REGIONAL OR LOCALIZED HONEY FLAVOR WHEEL?

Current flavor wheel was developed based on beekeeping and Apis mellifera honey, and with the western market as target.

Use of descriptions that are meaningful to the target consumers, in this case, local, or regional markets

Useful not just for evaluators, but also for honey collectors and consumers

Defining more appropriate descriptions. What is good in regional / local markets may be considered bad in other markets

GOAL IS NOT TO REINVENT A NEW WHEEL BUT TO MAKE IT RELEVANT.

WORKSHOP

•Form groups according to the number of honey samples available.
•Each group should have members from different countries, though there is no limit to number of member from the country of the honey
•Each member is asked to taste, smell and then describe the flavor of the honey (there are no wrong answers). In addition to taste description, identify flavors you can taste or smell. They don't have to be limited to food smell/taste. It can be anything that reminds you of something. (use your memory of taste and smell). Write each descriptive word on one card.
(Round 1 – own references, Round 2 – with help of reference)
•Share your descriptions with the other members. Confirm the description of the other members by tasting and smelling again.
•As a group, agree on the applicable descriptive words of the honey and post them on a flip chart and post them on the wall.
–Name of Honey, Country of origin, Province Source, Group, Botanical Source (if known) then descriptive words
–We will leave these here. Participants are invited to taste the honey and add a mark on the descriptive words that they also note in the honey. If there are other flavors you recognize, write them on a piece of paper and post them here too. We will confirm it at the end of the conference.
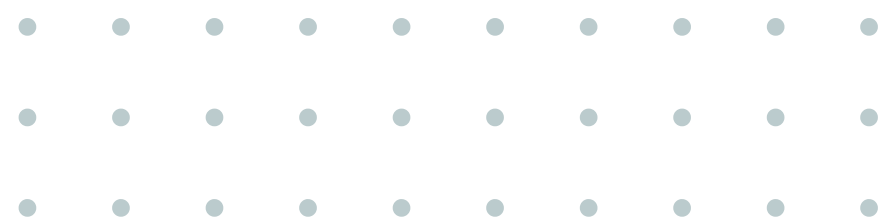
Taste

General
Description

Specific
Description

Taste Map

| Taste | Sweet, sour, bitter |

| General Description | fruity, floral, earthy, spice, caramel/candy, woody, herb |

| Specific Description | fruity - citrusy - lemon, orange, pomelo |

Others - cooked coconut
Earthy - mushroom, resinous

- When we say sweet? There is a range of sweet... is it sugar sweet? Is it fruity sweet?
- When we say sour? Is it sour in a good way or bad way? Is it sour like a fruit? Or sour like vinegar?

Name of Honey, Country of origin, Province Source
Botanical Source (if known)

Taste

Sweet, sour, bitter

- Put a dot on the paper if you agree with the description

General Description

fruity, floral, earthy, caramel/candy, woody, herb

Specific Description

fruity - citrusy - lemon, orange, pomelo
Others - cooked coconut
Earthy - mushroom, resinous

General Description

Specific Description

Add descriptions as necessary