NEWS RELEASE

Honey-do: American transports 8.6 tons of New Zealand’s finest

2/10/2017

New Zealand’s picturesque landscapes — those volcanic plateaus, rolling hills and sandy beaches of the Pacific Ocean — provide the perfect backdrop for the creation of the traditional meats, fish, fruit and other perishable products the island nation has become known for throughout the world. But of all the hot commodities coming out of New Zealand, Manuka honey may be the island’s most-lauded export.

While honey has been used for medicinal purposes for thousands of years, Manuka honey is believed to have high concentrations of healing properties, making it one of nature’s most powerful medicines. Produced in remote areas of New Zealand by bees that pollinate the crisp white flowers of the native Manuka plant, the honey is used to treat everything from sore throats to inflammation to minor wounds and burns.

Although transport doesn't require a temperature-controlled environment, like meat or fruit, the prepackaged containers of this golden elixir require delicate handling, usually by ocean freight. But recently — on short notice — American Airlines was called upon to carry 8.6 tons of honey from the New Zealand city of Auckland (AKL) to Los Angeles (LAX). From there, the honey travels on to London Heathrow (LHR).
The honey was shipped swiftly and smoothly in order to meet an upcoming contract deadline in the U.K.

Since the route’s mid-year launch in 2016, American’s new service between LAX and AKL continues to grow. "We are currently gearing up for another big fruit and flower season in 2017," says Carolyn Evans, country manager for GSA Cargo — American’s global sales agent in Australasia. Recent bad weather, including snow on New Zealand’s south island, has impacted those famous exports, which have delayed the season slightly. "Sub-tropicals, like passion fruit, will soon be coming on stream — and, in the meantime, we are busy with wine, shoes, wool products and band equipment!" Evans says.

Good thing, because the world is waiting. “The onwards connections from the Los Angeles gateway to both Europe and South America are proving particularly popular because of the number of industries that need to airfreight goods out of New Zealand. Today, more than 50 percent of what we export is bound for destinations beyond Los Angeles," Evans says.

American provides a daily, direct flight from New Zealand to LAX with its new, fuel-efficient Boeing 787 aircraft, offering connections beyond the U.S. to London and Sao Paulo. The route further establishes American's service to and from the South Pacific with the airline's international network.