Honey produced in Uyui and Manyoni areas has potential for Geographical indication labeling. This study was conducted to investigate conditions that promote the quality and reputation of honey produced in Uyui and Manyoni districts and their influence on its potential for geographical indication labeling. Mixed research approaches were employed to collect both qualitative and quantitative data. Secondary data on honey, geographical indications, natural factors, human factors, institutions and electronic sources. Primary data were collected through interviews involving 129 beekeepers and 8 key informants from various institutions. In-depth interviews, focus group discussion, and documentary reviews were employed to collect qualitative data. Through household questionnaire and laboratory analysis, 220 beekeepers and 14 honey samples were employed respectively to collect data. The five phased cycles including were used in analyzing qualitative data. Excel 2013 and IBM Statistical Package (SPSS version 21) were used in the descriptive analyzing of data collected through household questionnaires. In addition, the study used a linear regression analysis model to identify parameters that influence and differentiate the quality and reputation of honey from the data collected through household questionnaires. Pollen and physicochemical analysis were employed to determine the link between pollen types and quality of honey. The results of this study indicate that production methods (human skills) covering hive placement, honey harvesting seasons, ripeness of honey, honey harvesting procedures, honey filtering, and honey storage promote honey quality and reputation for potential GI labeling. This was also verified by linear regression analysis. In addition, the study results on natural factors’ influence on potential GI honey labeling have shown that Brachystegia spiciformis, Julbernardia globiflora, and Combretaceae species were most important honey-bee plant sources that led to the production of honey characterized by a golden colour, stickiness, and sweet taste in Uyui. On the other hand, Brachestegia spiciformis, pseudo prosopis fischeri (Taub), and Helianthus annuus have been found to be most important honey-bee plant sources in Manyoni. Pseudo prosopis fischeri (Taub.), in particular, has been found to produce honey characterized by whitish/milk colour, thickets’ flower aroma, and sweet sour taste. The results have also shown that institutional environment in both the study areas support the production of honey with reputable quality but there various constrains associated. Besides, the results on physicochemical attributes indicate that 92.8 percent of the honey samples tested adhered to European Commission Council Directive 2001/110EC and Tanzania honey standards. It is therefore concluded that the traditional production methods, natural factors, institutional environment, and physico-chemical quality indicators in both study areas influence the quality and reputation of honey for potential GI labeling. It is recommended that various
stakeholders should collaborate to employ various strategies to identify and label potential GIs honey from Tanzania to improve beekeepers livelihoods.