



INTERNATIONAL
T R A D E
ADMINISTRATION

Enabling Environment for Market Access

Renee Hancher
U.S. Department of Commerce



Food Supply is Global

- U.S. food imports, >\$30 billion
- U.S. food exports, >\$30 billion
- Food consumption patterns changing
(income, taste, quality, convenience)



Food in Trade

- WTO Agreements (TBT and SPS);
- Health and safety issues regulated by governments;
- International food safety standards ensure a level playing field.



Food in Trade

- Bilateral negotiations
- Free Trade Agreements
- Regulatory cooperation
(North America, Europe, Japan)
- China, safe products



Food in Trade

- APEC, Food Safety Cooperation Forum
- ASEAN food standards harmonization
- Gulf Cooperation Council, food testing



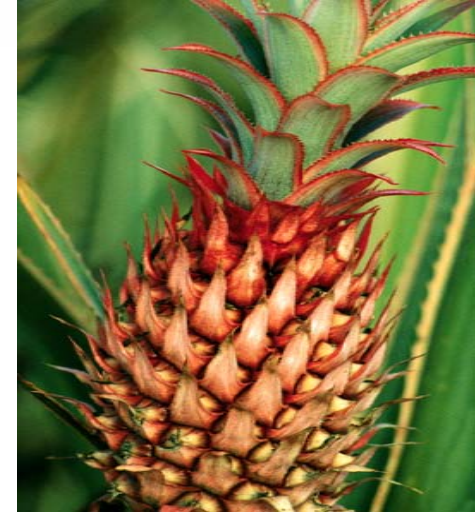
Food Standards

- Can facilitate efficient international trade.
- Can be used intentionally or unintentionally to impede access.



Food Standards

- National
- Regional (European, GCC)
- International Safety (Codex)
- International (OECD, UNECE, ISO)
- Private (GlobalGap, retailer, ISEAL)



Standards and Market Access

- Most common non-tariff barrier that U.S. exporters face;
- U.S. standards may not be accepted in other markets;
- Used by nations to address other problems (counterfeits, poor quality goods, generate revenue).



Examples of Trade Barriers for Processed Foods

- Stringent or unique standard;
- Duplicative or burdensome testing procedures;
- Lack of information about how to comply with mandatory requirements;
- Labeling requirements;
- Different shelf life requirements
- Product bans.



How to Engage?

- Work through industry groups
- U.S. delegations to Codex meetings
- Food standards harmonization in North America
- APEC Food Safety Cooperation Forum



How to Engage?

- Working Groups for FTAs
 - (Australia, Bahrain, CAFTA-DR, Chile, Israel, Jordan, Morocco, NAFTA, Singapore)
- ASEAN workshops
- Action Plan for Import Safety
 - Importer best practices
 - Use of voluntary standards



Codex Alimentarius

- Develops international food safety standards used by governments
 - Product Committees
(milk, processed fruits and vegetables, fresh fruits, fish)
 - Policy Committees
(food labelling, food import and export inspection systems, nutrition and foods for special dietary uses)



SPP, Safe Food and Products

- Strengthen mechanisms within North America for the exchange of information on import safety issues;
- Identify and share with SPP counterparts best practices used by importing companies to secure their supply chains and ensure that quality and safety are built into products.



APEC

- Leaders Statement :

“Develop a more robust approach to strengthening food and consumer product safety standards and practices in the region, using scientific risk-based approaches and without creating unnecessary obstacles to trade.”



APEC

- Food Safety Cooperation Forum
 - Regulator dialogue
 - Seminars and workshops for APEC economies (HACCP, secure supply chains)
 - Opportunities for industry participation



ASEAN

- Prepared foodstuffs a priority sector for standards harmonization;
- ASEAN Food Safety Network focuses on regulatory transparency, improving technical infrastructure, food safety standards;
- Food Safety Cooperation Forum forming;
- U.S. industry engagement welcome.



Trade Issues in Import Safety

- National treatment in testing and certification;
- Effect on small and medium-sized firms;
- Heightened testing of U.S. goods in other markets;
- Cost/delay concerns.



Emerging Issues



- Private Standards
 - GlobalGap
 - Food miles
 - Retailers
- Sustainability
 - Green labels and certification



Industry Resources

- Stay Informed about Regulations
- Report Trade Barriers
- Engage with Industry Groups
- Work with Commerce



Stay Informed of Regulations

Notify US

- Receive early warning of proposed technical regulations and provide comments;
- Connects industry to tech regs at the touch of a button;
- Sign up for sectors and countries of interest.

www.nist.gov/notifyus



Report Trade Barriers

- Trade Compliance Center (TCC)
 - Helps exporters overcome trade barriers;
 - Sees that foreign countries comply with their trade commitments;
 - Informs American firms about their rights under international trade agreements to which U.S. is party.

www.export.gov/tcc

tcc@mail.doc.gov

(202) 482-1191



Become an Active Partner with Commerce

- Work with the Honolulu Export Assistance Center;
- Make contact with the Commerce food industry analyst:
Megan.Crowe@mail.doc.gov;
- Join industry advisory committees.



Thank You!

Renee.Hancher@mail.doc.gov

