

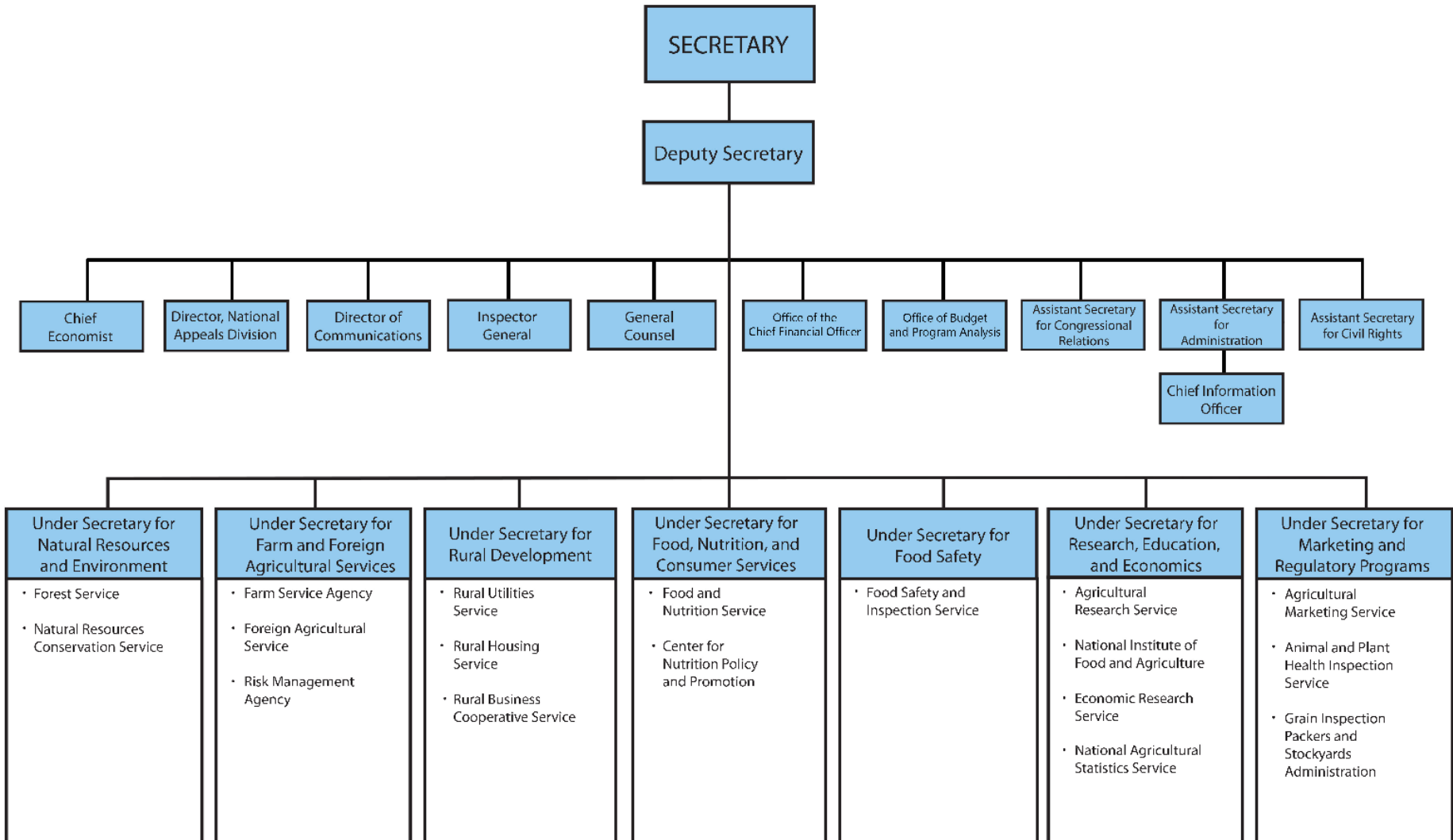
USDA & Tackling Food Trade issues abroad



Chih-Yung Wu

Processed Products & Technical
Regulations Division

USDA Organization



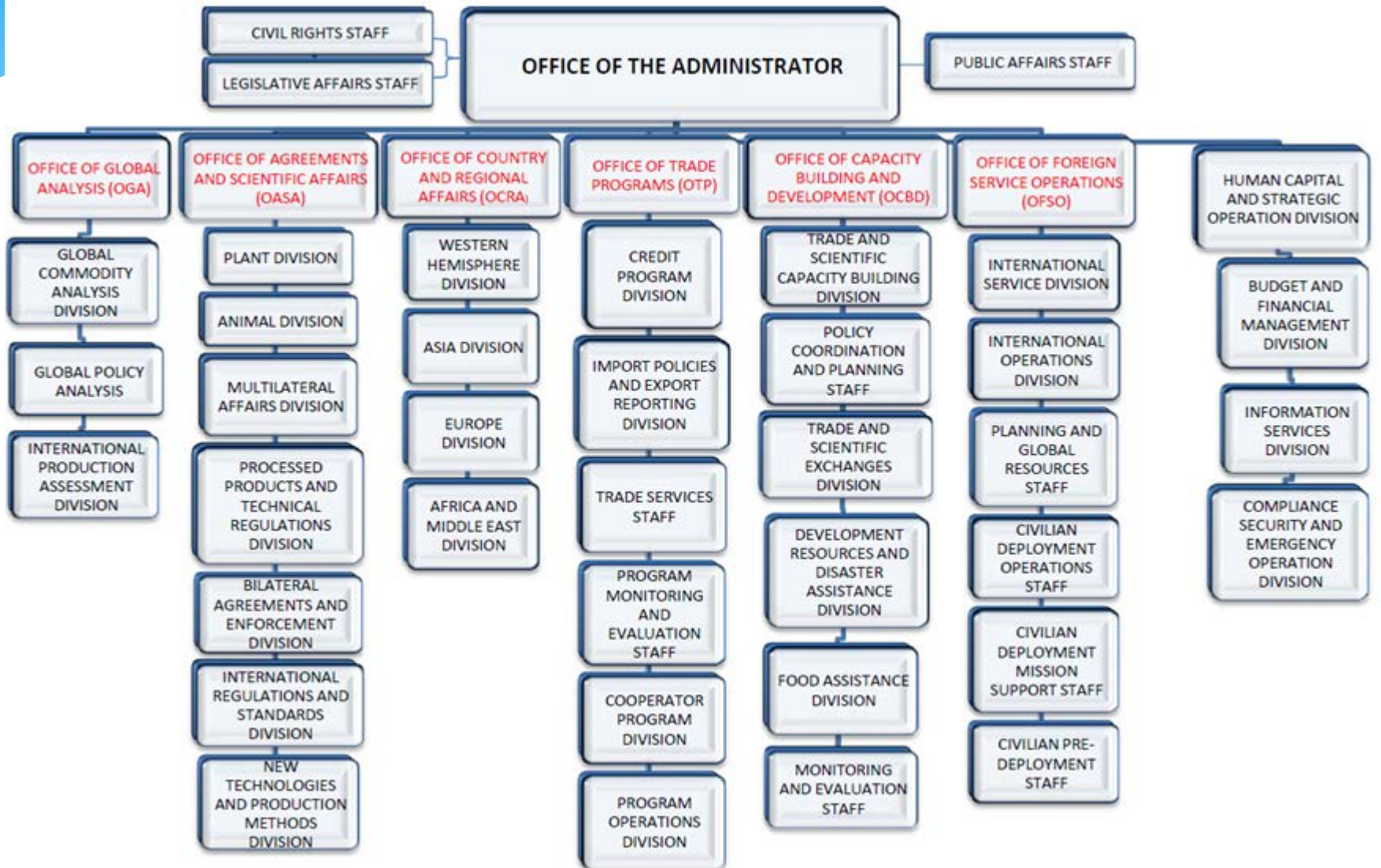
FAS Mission

Linking U.S. Agriculture to the World
to Enhance Export Opportunities and
Global Food Security

About the Foreign Agricultural Service

- * About FAS
 - * Civil Service Staff based in Washington DC
 - * Foreign Service Staff - global network of 98 offices in 75 countries covering 156 countries
 - * Staffed by agricultural attachés and locally hired staff
 - * Eyes, ears, and voice for U.S. agriculture around the world.
- * All FAS staff identify problems, provide practical solutions, and work to advance opportunities for U.S. agriculture and support U.S. foreign policy around the globe.

FAS Organization Chart



Our Programs and Services

- * Trade Policy – (OASA)
- * Market Development and Export Assistance – (OTP)
- * Market Intelligence – (OGA)
- * Foreign Service & Country Regional Affairs – (OFSO, OCRA)
- * International Capacity Building – (OCBD)
 - * Food Aid Program
 - * McGovern-Dole Food for Education
 - * PL 480 – Food For Peace
 - * Exchange Fellowship Programs
 - * Cochran – Short Term Training 2-3 weeks, group
 - * Bolog – Long Term Training 6-12 weeks, one on one

Office of Agreements and Scientific Affairs (OASA)

- * OASA works to preserve and expand access to foreign markets for U.S. food and agricultural products
- * Promotes an open, rules-based global trading system.
- * Leads USDA in negotiation, monitoring, and enforcement of trade agreements.

Office of Agreements and Scientific Affairs (OASA)

- * Advises senior officials on strategies to prevent and address barriers to U.S. agricultural exports.
 - * Sanitary and Phytosanitary measures (SPS)
 - * Technical barriers to trade (TBT)
 - * Biotechnology and other emerging technologies
 - * Coordinates USDA's participation in the WTO and other international organizations.

How FAS OASA Engages

- * Present Trade issues
 - * WTO – SPS/TBT Notifications
 - * Bilateral engagements
 - * FAS HQ & FAS Post Coordination
 - * Codex Committees
 - * CCFA Outreach
- * Supporting outreach activities
 - * Emerging Markets Program
 - * Standards Alliance
 - * Industry Lead

WTO SPS and TBT Enquiry Point

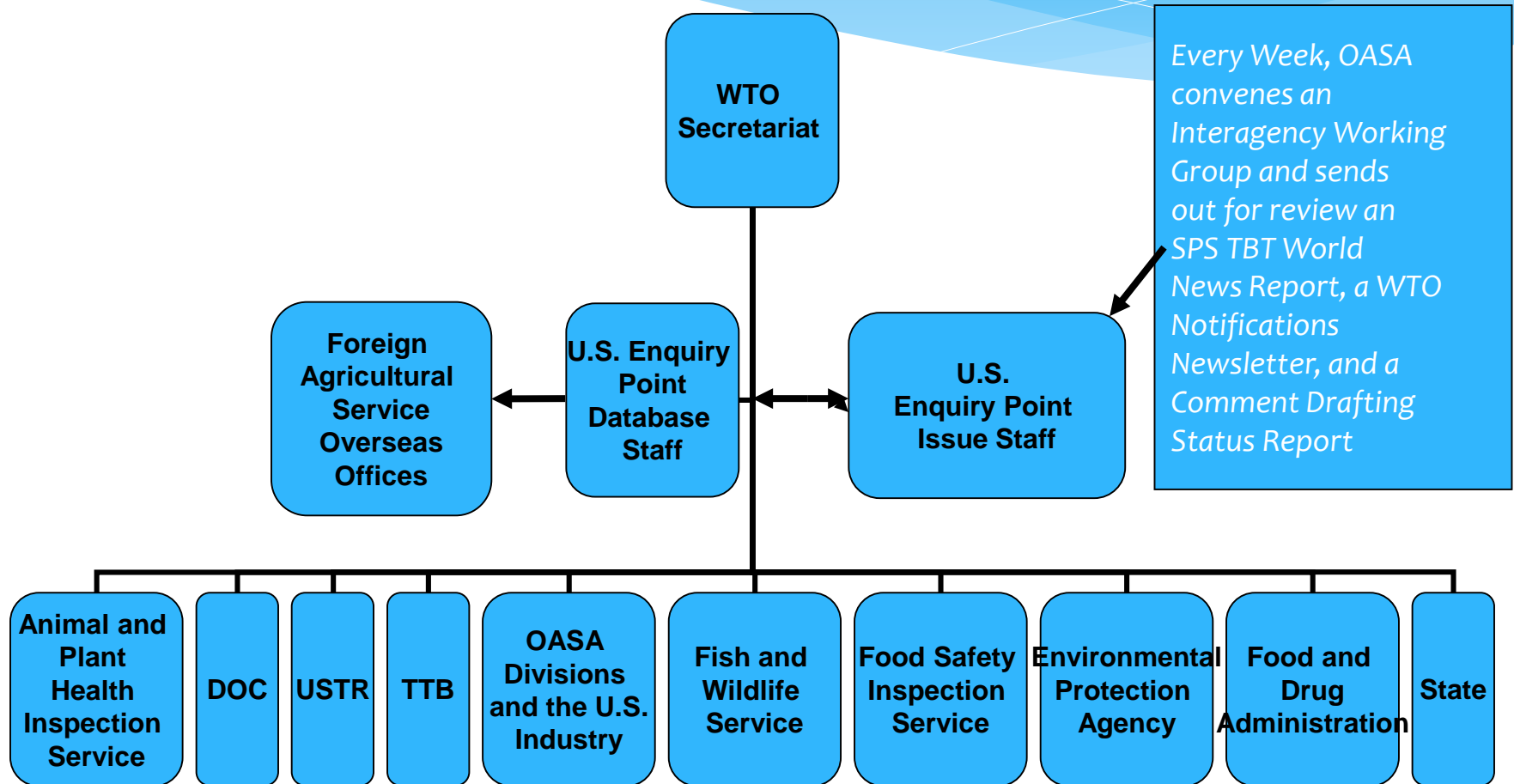
WTO Created the SPS and TBT Enquiry Point:

- * The **National Notification Authority (NNA)** & the **SPS and TBT Enquiry Point** related to Agriculture required by the **SPS & TBT Agreement** are both housed in the **FAS/OASA**
- * FAS coordinates an *interagency process* for reviewing and responding to Agriculture Related SPS and TBT measures.

WTO SPS & TBT Measures

- * Once a measure is notified, FAS gets to work to determine whether the measure may have a negative impact on trade
- * If it does, we coordinate our response and prepare our “comments” via an interagency process.
- * Comments are drafted. We solicit input from across USG and industry, and coordinate the responses and submit a unified response to the notifying WTO member.

U.S. SPS & TBT Enquiry Point



U.S. SPS & TBT Enquiry Point

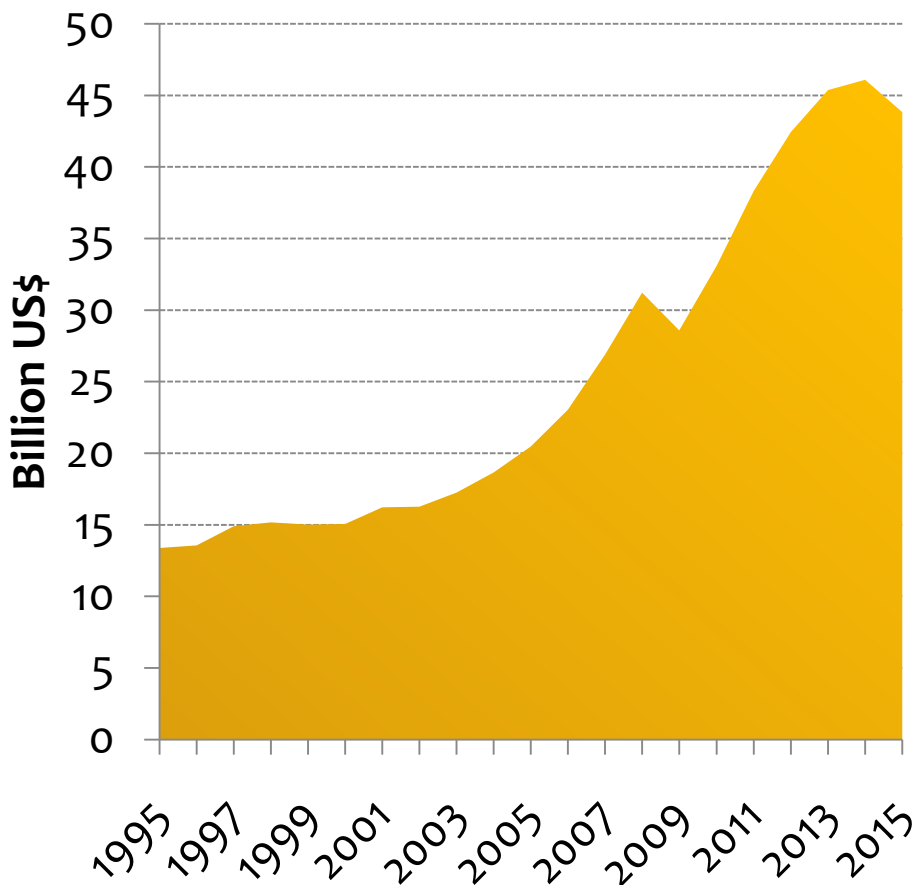
- * OASA collects foreign SPS & TBT measures, translates them, and solicits 200 industry groups and a dozen regulatory bodies to develop a formal U.S. position



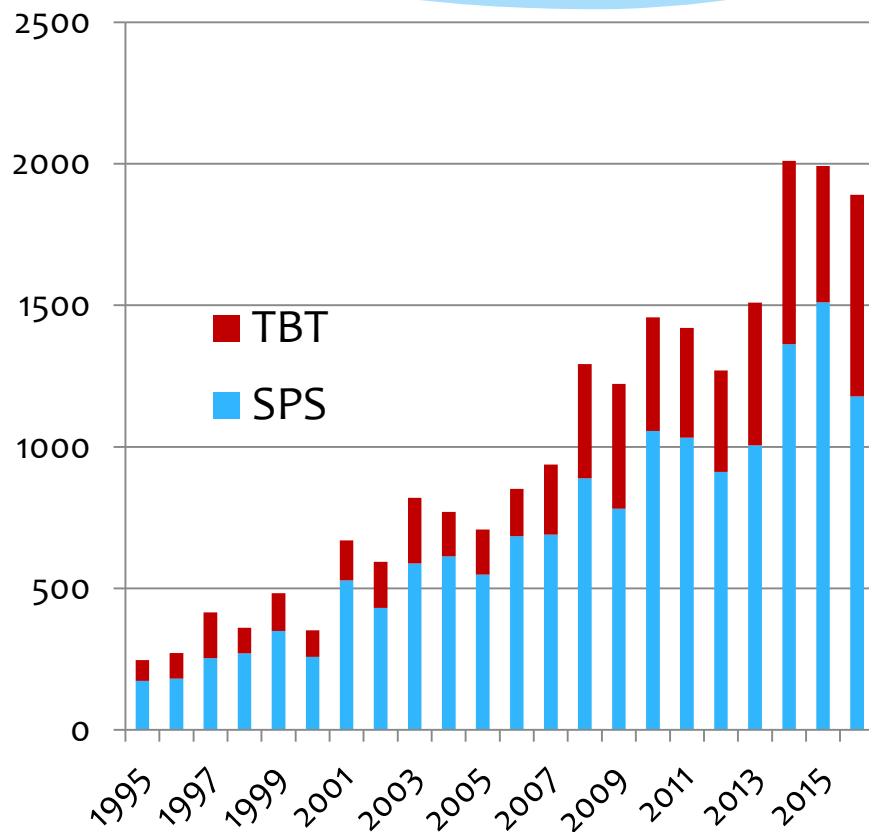
"THE DEPT. OF AGRICULTURE SAYS YES, THE ENVIRONMENTAL PROTECTION AGENCY SAYS MAYBE, AND THE FOOD AND DRUG ADMINISTRATION SAYS NO."

Trade Trends

U.S. Processed Food Exports* FY 1995 - 2015



Foreign SPS and Agriculturally Related TBT Measures Notified to the WTO



Success Stories from FY12-15

From U.S. Comments & Negotiations:

- ❖ Vietnam removed phytosanitary certificate requirements for dehydrated potatoes: \$3 million
- ❖ China clarified and standardized record keeping requirements for non-compliant imports : \$5.8 billion
- ❖ Vietnam removed burdensome certificate requirements for bio-engineered food and food: \$185 million

From U.S. Comments Alone:

- ❖ Indonesia removed requirements for lab test and production certificates for animal genetics: \$200,000

SPS/TBT System for Tracking Agriculture Regulations (STAR)

- * Newsletter subscription to stay current on regulatory changes affecting your industry
 - * Summary of notifications for the week by country, product, or key word.
 - * Auto-notification when full-text of the regulation is available.
- * Search engine to search WTO SPS/TBT notifications.
 - * Save time in reviewing, analyzing and drafting comments on foreign measures.
 - * Contribute earlier in the development of a coordinated U.S. strategy to address the problematic foreign measure.
- * Reduce trade interruptions and stoppages before they occur.
- * Website: https://apps.fas.usda.gov/sps_tbt_dms/
- * Users need to register for a USDA eAuthentication account at <https://identitymanager.eems.usda.gov/registration/index.aspx>

Effective Comments

- * **Risk Determination:** Measures should be based on sound science and risk assessments, and be no more trade restrictive than necessary to achieve an appropriate (**to the problem and source**) level of protection
- * **Harmonization:** Does each notified measure harmonize with current Codex, OIE, IPPC or other international (including voluntary commercial) standards or does it implement standards that are more restrictive?
- * More Stringent Standards have to be justified by a scientific assessment
- * **Also, Members are encouraged to adopt Codex, OIE, IPPC standards**
International standards, guidelines, and recommendations in subject areas

Social Media and Int'l Trade

- * Consumers more than ever want to know what's in their food
- * Fundamental misunderstanding of food additives role:
 - Unaware of safety evaluations
 - Unaware of benefits
 - Unfamiliar with chemical names

Social Media and Int'l Trade

- * Consumer “Clean Eating” Movement to remove food additive (“chemicals”) from food
 - * Blogospheres used to communicate includes misinformation and non-science based data
- * Processed foods are the main target
- * Companies respond with a “all-natural” or clean label movement.

Outreach – Educating Trade Partners

- * Utilizing Independent Bodies Such as Codex and JECFA to set standards
- * Technical exchanges with Trade partners
- * Building relationships and creating capacity building projects



George Takei

2 April at 00:16 - ✨

Ah, 1st April: the only day of the year that people critically evaluate things they find on the Internet before accepting them as true.

PPTRD Outreach Events



Workshop attendees at the Real InterContinental Hotel San Salvador



USAID
FROM THE AMERICAN PEOPLE

INDIA



Confederation of Indian Industry

Seminar on
**Food Additives: A Global Perspective on
Safety Evaluation and Use**
29th August 2013, Gulmohar Hall, India Habitat Centre, New Delhi

Update for IACM Outreach Events

2016 – Food Additive Safety 101

- * Target Country/Regions

- * Hanoi, Vietnam & Jakarta, Indonesia (Completed)

- * Food Additives 101 presented. Audience requested future workshops as follow-up.

Update for IACM

2017 Standards Alliance

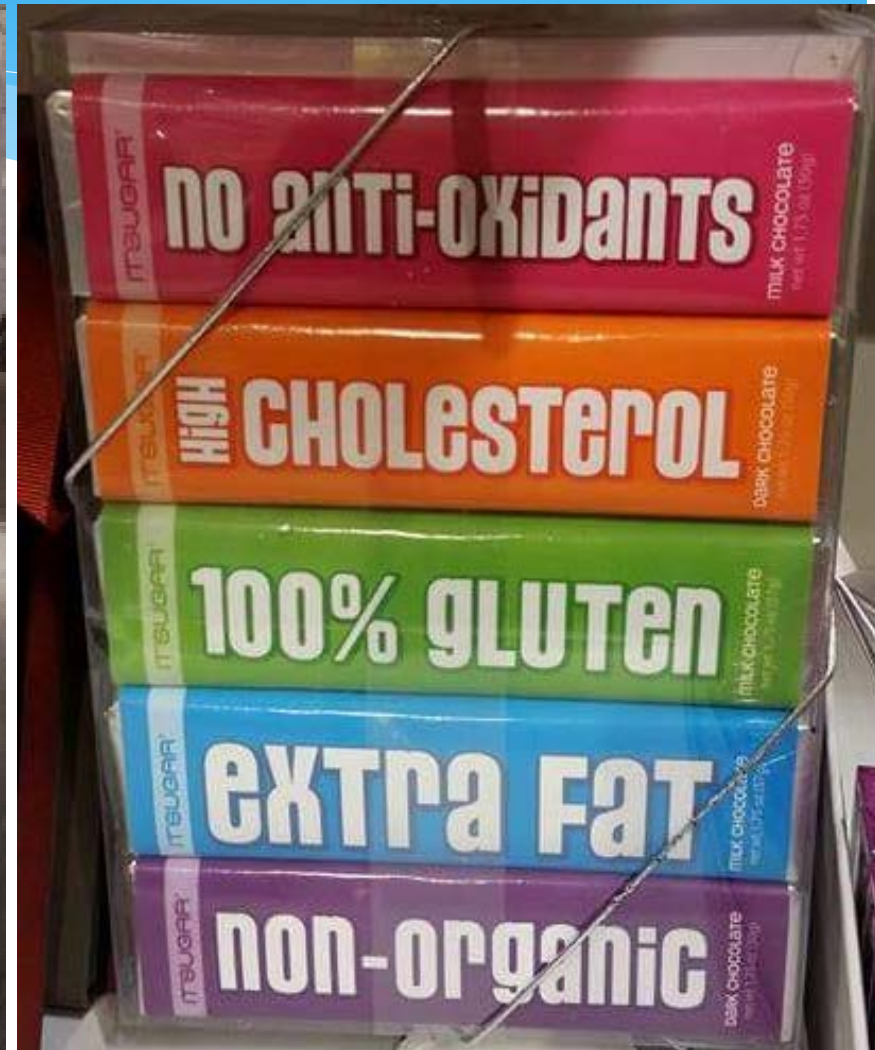
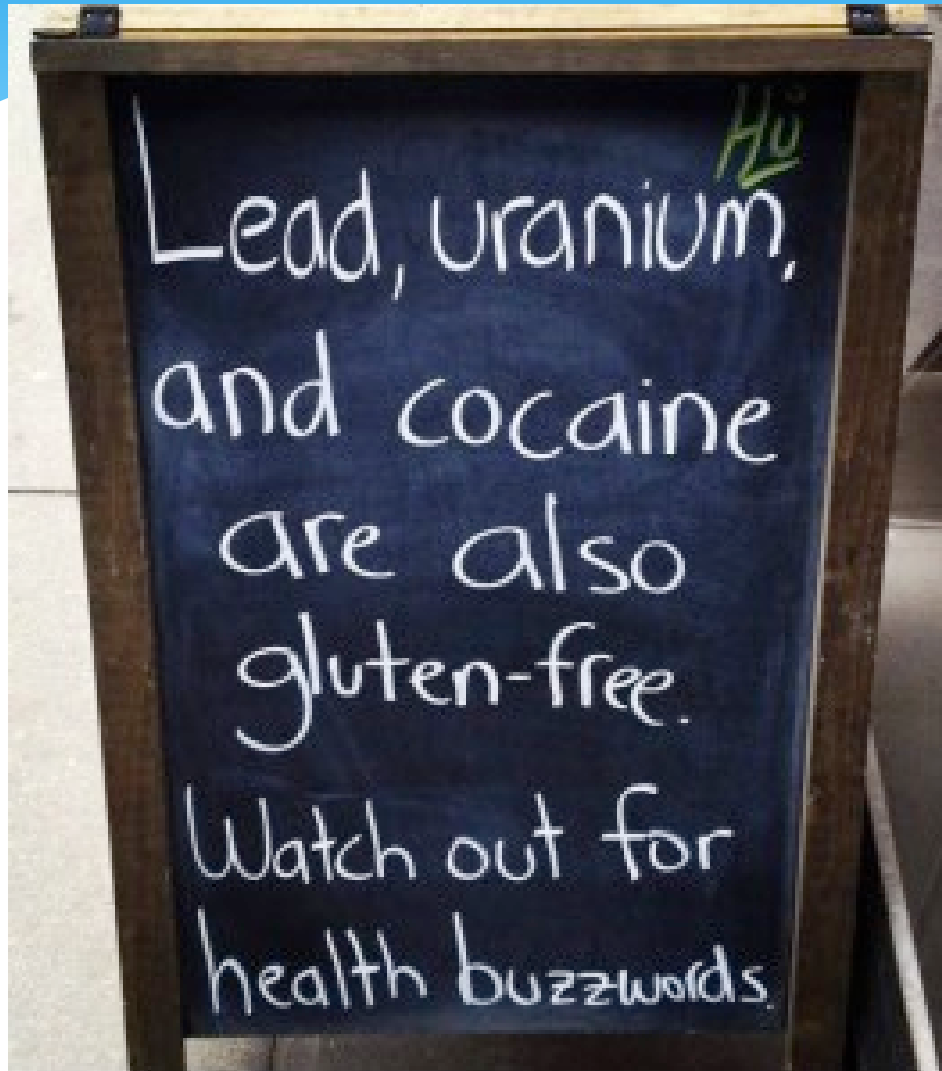
Emerging Markets Program - Dec 2016

- * Middle East/North Africa – Dubai, UAE
 - * In depth Presentations on Exposure, Toxicology, and ADIs
 - * Target Audience: Gulf Standards Organization

Standards Alliance 2017 – Grant Proposal Forthcoming

- * Target Country
 - * SE Asia – Vietnam Follow-up,
- * Future Locations?
 - * India, Myanmar, Thailand, Laos, Taiwan?

Questions?



Thank You

Chih-Yung Wu

202.720.9058

Chih-Yung.Wu@fas.usda.gov