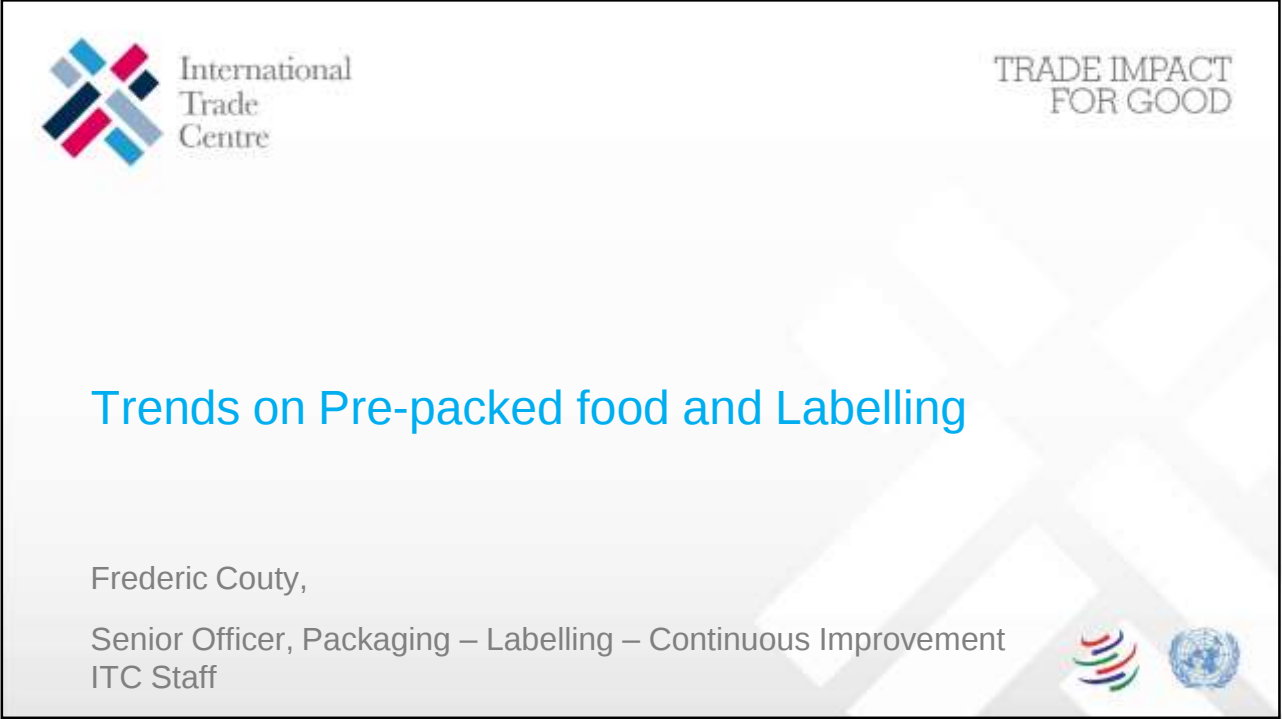


APPENDIX D – Presentations

SESSION 1:

Mr. Frederic Couty



International Trade Centre

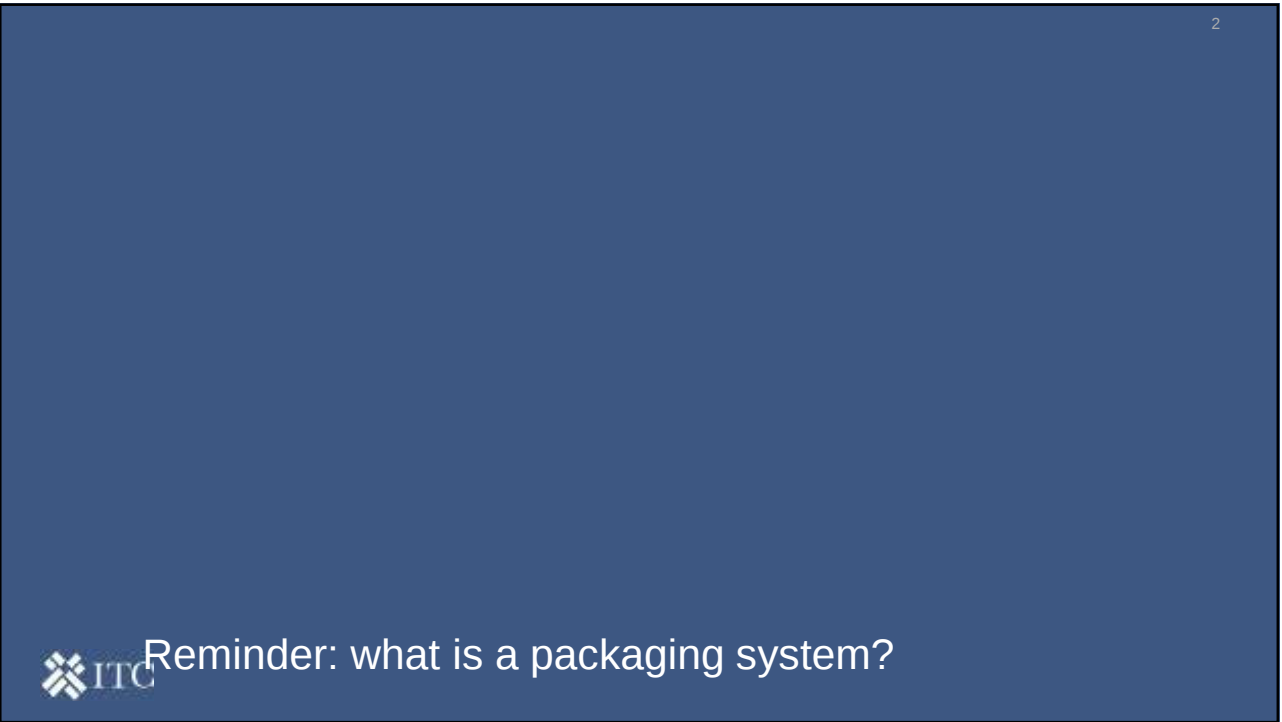
TRADE IMPACT FOR GOOD

Trends on Pre-packed food and Labelling

Frederic Couty,
Senior Officer, Packaging – Labelling – Continuous Improvement
ITC Staff



1



2



Reminder: what is a packaging system?

2

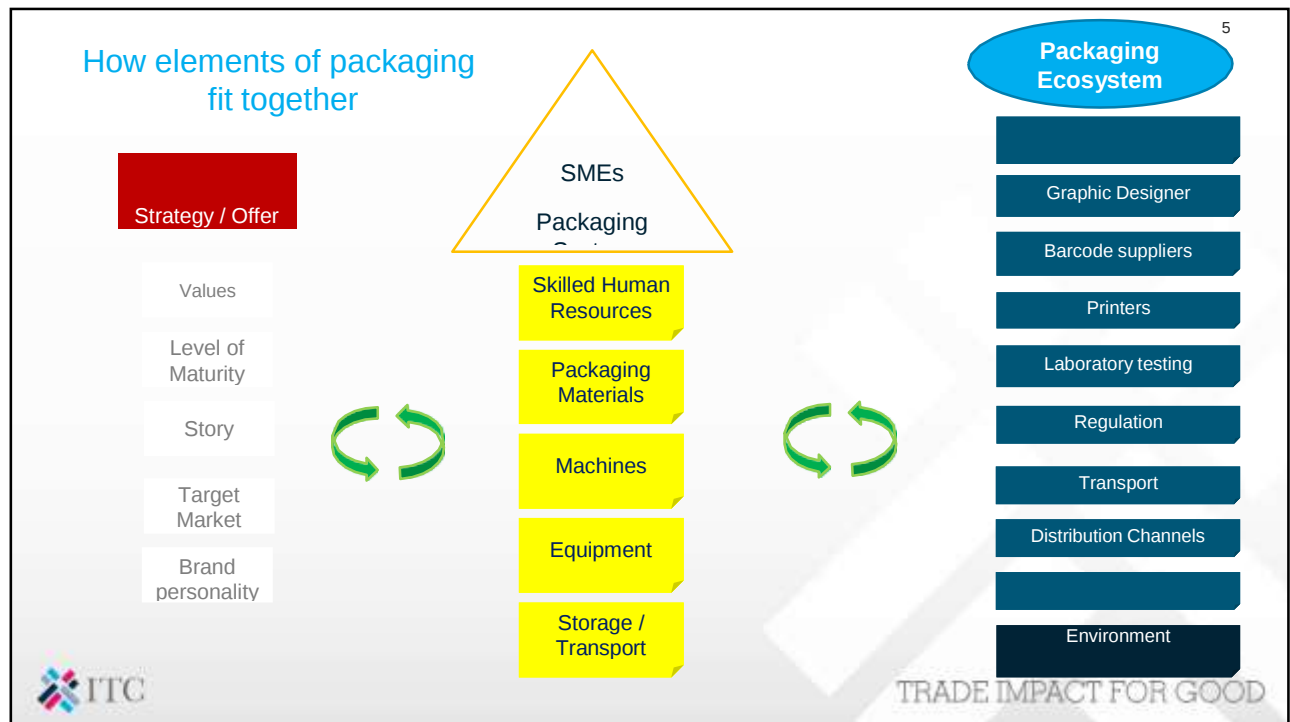


3

How do you define a good packaging system?



4



5



6

Global Trends - Sustainability

1. Awareness of Climatic Change impact (COP26, local initiatives)
2. Customers' requirement: part of the selection criteria
3. Regulations (plastic free, SUP, recycled material contain,...)



TRADE IMPACT FOR GOOD

7

Global Trends - Sustainability

1. Awareness of Climatic Change impact (COP26, local initiatives)
2. Customers' requirement: part of the selection criteria
3. Regulations (plastic free, SUP, recycled material contain,...)

IMPACT

- Supply: Innovations on packaging materials
- Claims on packaging



TRADE IMPACT FOR GOOD

8

Global Trends - Sustainability

1. Awareness of Climatic Change impact (COP26, local initiatives)
2. Customers' requirement: part of the selection criteria
3. Regulations (plastic free, SUP, recycled material content, ...)



IMPACT

- Packaging design: Eco-design methodologies
 - Reduction: weight, wall thickness, head space
 - Growth of flexible packaging



Increase of Modified Atmosphere Packaging (MAP)

TRADE IMPACT FOR GOOD

Global Trends - Sustainability

1. Awareness of Climatic Change impact (COP26, local initiatives)
2. Customers' requirement: part of the selection criteria
3. Regulations (plastic free, SUP, recycled material content, ...)

IMPACT

- Production efficiency: Circular economy, reuse, recycle
- Growth of collection and recycling industry



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Global Trends – Food safety and Certifications (Covid 19 link)

1. Transparency
2. Protective packaging & Tamper evidence
3. More certifications / Reinforcement of GMPs

IMPACT:



TRADE IMPACT FOR GOOD

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Global Trends – Food safety and Certifications (Covid 19 link)

1. Transparency
2. Protective packaging & Tamper evidence
3. More certifications / Reinforcement of GMPs

IMPACT

- New certifications: pandemic preparedness, gluten-free
- More information on labels



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12

Global Trends – Growth in # of Micro and Small scaled companies

1. Covid 19 impact: new career orientation, give a sense of purpose at work
2. Improved enabling environment: company registration, tutorials, access to info.
3. Easy access to ecommerce platforms for product commercialization

IMPACT

- Increased competition to enter traditional retailers (niche markets and specialty products)



13

Global Trends – Growth in # of Micro and Small scaled companies

IMPACT

- Massive use of ecommerce & social media



TRADE IMPACT FOR GOOD

14

Global Trends – Growth in # of Micro and Small scaled companies

IMPACT

- More locally manufactured products
 - Small production = higher cost of pre-packed food product:
 - Unique Brand positioning & Packaging
 - Minimum Order Quantities (MOQ)
 - Need for small scale packing & labelling equipment (more flexible)



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Global Trends – Growth in # of Micro and Small scaled companies

IMPACT

- Potential issues on Traceability / Certifications / GMPs?
- Need for training on designing packaging systems?



TRADE IMPACT FOR GOOD

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Global Trends – E-commerce & Social media

1. New ecommerce platforms at national, regional and international levels
2. Social medias are also becoming trading platforms

IMPACT

- Graphic design of labels for online retailers and physical stores
 - Simplified packaging, large font, single color, straight to the point
- Easier purchasing from international suppliers
- More protective and tamper evidence packaging for transportation
- Increased competition (niche markets and specialty products)



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17

Global Trends – Production: more flexibility in packing capacities

Increase of seasonal designs, special occasion designs, Customization

IMPACT

- Increased of digital printing of labels and packaging



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19

Global Trends – Supply Chain

Covid 19: disruption of international supply chain (input output)
Inflation of product prices



IMPACT

- Increase of price of packaging materials, labels, packing machines, transportation
- Opportunity for short supply chain, locally processed and packed food with a local taste



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19

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Global Trends – Traceability

1. Higher level of transparency and Trust
2. Proof of certification, origin, food safety

IMPACT

- More certification requirement: food grade packaging materials



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Global Trends – Traceability

IMPACT

- Use of datamatrix & QR codes
(internal, tracking) (external interaction)



Global Trends – Traceability

IMPACT

- More intelligent packaging (built in freshness detectors, control growth of bacteria, RFID..)

CONCLUSION

1. Packaging is on a strong move
2. Gap between customers' requirement and capacities of companies
 - Tasty product made traditionally with noble ingredients and free of additives, preservatives, pesticide, gluten, palm oil,
 - With a carbon neutral : packaging system & storage & logistic
 - Cheaper than competition OR ready to pay the price (niche markets)
 - 100% safe for consumer and traceable
 - Very attractive on shelves, both retail and online
 - With a strong social responsibility of companies
3. A jungle of new regulations not necessarily harmonized
4. New business opportunities for MSMEs
5. Need to be agile



ITC

TRADE IMPACT FOR GOOD

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What ITC does to help

24

ITC – PACKAGING – Support to Institutions & NGOs

Capacity building activity to better support SMEs to access the markets

- Training of Trainers & Coaching
- Packaging sector analysis at national, regional and international levels
- Set-up of sustainable Packaging & Labelling hubs
- Support on regulatory requirement
- Set-up of packaging testing laboratories



TRADE IMPACT FOR GOOD

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ITC – PACKAGING - direct technical support to increase SMEs' competitiveness

Methodology: step-by-step approach and hands-on tools

Targets: supply & demand sides

What:

- Workshops & Individual Coaching at distance or on-site
- Packaging Market intelligence
- Support at packaging exhibitions and Trade fairs
- Graphic design of labels
- Support for selection and acquisition of packaging materials & equipment



TRADE IMPACT FOR GOOD

26

ITC – Continuous Improvement of processes

Methodology: step-by-step approach and hands-on tools

Targets: Any kind of organization

What:

- Methodology to reduce any kind of pain an organization may have on a process in a sustainable manner
- Workshops & Individual Coaching at distance or on-site
- Adapted methodology and tools according to the company capacities
- Issues: cycle time, cost, waste reduction, complexity
- Operations, Procurement, Business development



Contact Mr. Frederic Couty: fcouty@intracen.org

TRADE IMPACT FOR GOOD

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TRADE IMPACT
FOR GOOD

Trends on pre-packed food packaging and labelling

Improve access to market & improve competitiveness

Frederic Couty, Senior Officer
Packaging



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Session 2:
Hannah Margaret M. Rabaja

APEC Conference on Pre-Packaged Food
Packaging and Labelling
(SCSC 7 20 19T)

Updates from PH Codex SubCommittee on Food Labelling:

HANNAH MARGARET M. RABAJA, RND, MBA
17 November 2021

The Philippine National Codex Organization

- Department of Agriculture (DA) and Department of Health (DOH) created NCO through Department Order in 2005 and amended in 2008

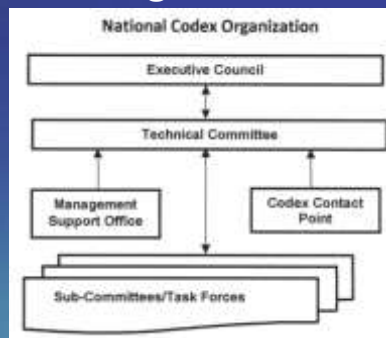


- Now it is an integral part of Republic Act 10611 or the Food Safety Act of 2013

The Philippine National Codex Organization

- NCO** is a body where government agencies and non-governmental organizations such as the academe, food producing and processing industries and other organizations work together to develop national positions and initiate new work on the development of regional and international standards and other Codex texts for adoption by the CAC.

The Philippine National Codex Organization



The Philippine National Codex Organization

- The TC meets every quarter
- The Sub Committee shall meet as often as necessary for the preparation of country positions and implementation of other tasks



Sub-Committee on Food Labelling

- **Chairperson**
 - Hannah Margaret M. Rabaja – Food and Drug Administration
- **Co-Chairperson**
 - Amelita C. Natividad – Food Development Center
- **Members**
 - Philippine Chamber of Food Manufacturer
 - University of the Philippines - Los Baños
 - Infant and Pediatric Nutrition Association of the Philippines
 - Philippine Association of Food Technologists, Inc.
 - Food Development Center
 - Food and Drug Administration

Members and Membership

- Duties and Responsibilities
 - Attend meetings and participate in deliberations
 - Assist in preparation of country positions
- Qualifications
 - Shall be capable of participating and contributing to the discussion
 - Shall be able to sustain participation for at least 3 years ‘
 - Members from govt shall be recommended by agency head
 - Members from private sector shall attend as representative of an organization recognized by NC

- # PH SCFL 2021
- Prepared position paper/response for:
 - Front of pack nutrition labelling
 - Internet sales or e-Commerce
 - Use of technology in food labelling
 - Allergen Labelling
 - Member of the eWG on FOPNL

PH SCFL 2021

- Prepared position paper/response for:
 - Front of pack nutrition labelling
 - Internet sales or e-Commerce
 - Use of technology in food labelling
 - Allergen Labelling
- Member of the eWG on FOPNL

- # Visit the Codex Alimentarius Website

Visit the Codex Alimentarius Website



Visit the Codex Alimentarius Website



Visit the Codex Alimentarius Website

Codex Committee on Food Labelling (CCFL)

Reference	Title	Committee	Year adopted	EN	FR	AR	ES	RU	CH
CXL 1-1979	General Guidelines on Labelling	CCFL	1979	✓	✓	✓	✓	✓	✓
CXL 2-1980	Guidelines on Nutrition Labelling	CCFL	1980	✓	✓	✓	✓	✓	✓
CXL 3-1981	Guidelines for use of 'Healthy and Health Claims'	CCFL	1981	✓	✓	✓	✓	✓	✓
CXL 4-1981	General Guidelines for Use of 'Free From' Claims	CCFL	1981	✓	✓	✓	✓	✓	✓
CXL 5-1981	Guidelines for the Provision of 'Preserving' Labelling and Marketing of Organically Produced Foods	CCFL	1981	✓	✓	✓	✓	✓	✓
CXL 6-1981	Guidelines for the Provision of 'Preserving' Labelling and Marketing of Organically Produced Foods	CCFL	1981	✓	✓	✓	✓	✓	✓
CXL 7-1981	Guidelines for the Provision of 'Preserving' Labelling and Marketing of Organically Produced Foods	CCFL	1981	✓	✓	✓	✓	✓	✓
CXL 8-1981	Guidelines for the Provision of 'Preserving' Labelling and Marketing of Organically Produced Foods	CCFL	1981	✓	✓	✓	✓	✓	✓
CXL 9-1981	Guidelines for the Provision of 'Preserving' Labelling and Marketing of Organically Produced Foods	CCFL	1981	✓	✓	✓	✓	✓	✓
CXL 10-1981	Guidelines for the Provision of 'Preserving' Labelling and Marketing of Organically Produced Foods	CCFL	1981	✓	✓	✓	✓	✓	✓

Showing 1 to 10 of 10 items

Work from CCFL for Adoption or Approval by the Commission

- 44th Session of CAC
- Adoption of proposed draft standards and related texts (Step 8 and Step 5/8)

Codex body	Standards and Related Texts	Reference	Job No.	Step
CCFL	Draft General standards for the labelling of foodstuffs and related texts, and corresponding amendments to the Procedural Manual	REF21PL, paragraph 5.1, Appendix I	100-2018	8
CCFL	Proposed draft Guidelines on food of plant origin labelling and inclusion as an Annex to the Guidelines on Nutrition Labelling (CXL 2-1980) and corresponding amendments to Section 5 of the Guidelines on Nutrition Labelling (CXL 2-1980)	REF21PL, paragraph 5.1, and 5, Appendix IV	104-2018	5/8

- To approved proposal for new work

Codex body	Text	Reference and project document
CCFL	Proposal for new work on labelling information provided through technology	- REF21PL, paragraph 5.1, Appendix V - Annex I of this document



Session 2:
Phelan G. Apostol

APEC Conference on Pre-Packaged Food
Packaging and Labelling
(SCSC 7 20 19T)

FOOD CONTAMINANTS:

An Update from the CCCF14

PHELAN G. APOSTOL, RCh
17 November 2021





What is Food Contaminant?

- Any substance not intentionally added to food or feed for food producing animals, which is present in such food or feed as a result of the production manufacture, processing, preparation, treatment, packing, packaging, transport or holding of such food or feed, or as a result of environmental contamination (CXS-193-1995).

Except:

1. Contaminants having only food and feed quality significance (Copper), but no public health significance
2. Pesticide residues, that are within the terms of reference of the Codex Committee on Pesticide Residues (CCPR)
3. Residues of veterinary drug that are within the terms of reference of the Codex Committee on Residues of Veterinary Drug in Food (CCRVDF)
4. Microbial toxins and microorganisms that are within the terms of reference of the Codex Committee on Food Hygiene (CCFH)
5. Residues of processing aids that are within the terms of reference of the Codex Committee on Food Additives (CCFA)

Food and Feed Contamination Incidents:



Figure 2: Contaminated Maize in Kenya in 2004. Retrieved from <http://www.bestealthsciencedegree.com/10-worst-food-contamination-incidents-ever/>



Figure 3: Polybrominated biphenyl crisis in Michigan (1973). Retrieved from: <https://www.google.com/search?q=Michigan+PBB+contamination+incident&btn=isch&source=lmms&sa=X&ved=2ahUKEwjDhFLyYTDANLJh1YBHR5KABQAJUoAnoECACQBA&biw=1280&bih=512&dpr=1.5>

Roles of CCCF:

- To establish or endorse permitted maximum levels or guidelines for contaminants and naturally occurring toxicants in food and feed;
- To prepare priority lists of contaminants and naturally occurring toxicants for risk assessment by the Joint FAO/WHO Expert Committee on Food Additives;
- To consider methods of analysis and sampling for the determination of contaminants and naturally occurring toxicants in food and feed;
- To consider and elaborate standards or codes of practice for related subjects; and
- To consider matters assigned to it by the Commission in relation to contaminants and naturally occurring toxicants in food and feed.

General Standard for Contaminants and Toxins in Food and Feed (CXS 193-1995)

Code of Practices:

- Code of Practice for the Prevention and Reduction of Aflatoxin in Peanuts (CXC 55-2004)
- Code of Practice for the Prevention and Reduction of Mycotoxin Contamination in Cereals (CXC 51-2003)
- Code of Practice for the Prevention and Reduction of Arsenic in Rice (CXC 77-2017)

Maximum Levels:

- 10 µg/kg AFT in ready to eat almonds
- 0.5 µg/kg AF M1 in milk
- 0.5 mg/kg Arsenic in Salt, Food Grade
- 0.1 mg/kg Cd in Cereal Grains

General Standard for Contaminants and Toxins in Food and Feed (CXS 193-1995)

Guideline Levels:

- Acrylonitrile: 0.02mg/kg in Food
- Vinyl chloride monomer: 0.01 mg/kg in food

Updates from the CCCF14

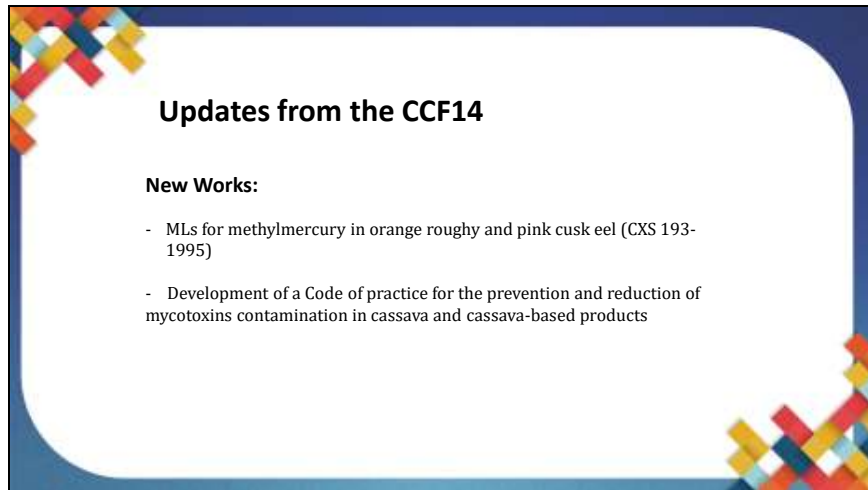
For Adoption:

- **Maximum Levels for Cadmium in Chocolates Containing or Declaring <30% Cocoa Solids on a Dry Matter Basis:**
CCCF agreed to advance the ML of 0.3mg/kg for chocolates containing or declaring <30% total cocoa solids to Step8 for adoption by CAC, noting the reservations of the EU, Norway and Egypt
- **Maximum Levels for Cadmium in Chocolates Containing or Declaring ≥30% to <50% Total Cocoa Solids :**
CCCF agreed to advance the ML of 0.7mg/kg for chocolates containing or declaring ≥30% to <50% total cocoa solids to Step 5/8 for adoption by CAC, noting the reservations of EU, Switzerland, Norway and Egypt.

Updates from the CCCF14

For Adoption:

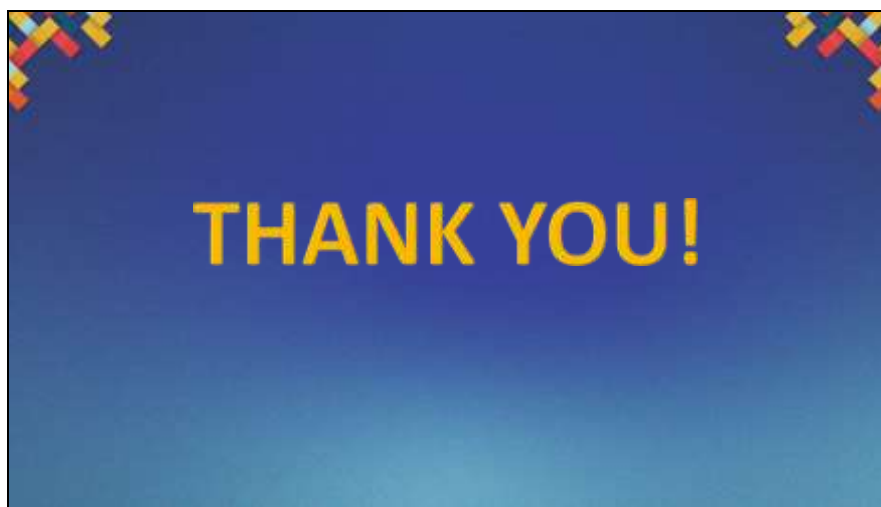
- **Revision of the Code of Practice for the Prevention and Reduction of Lead Contamination in Foods (CXS 56-2004)**
CCCF agreed to forward the revised COP to CAC for adoption at step 5/8 and recommend to CCFA to request JECFA to:
 - Review the lead specifications for diatomaceous earth and charcoal and
 - Evaluate available data to support development of a lead specification for bentonite



Updates from the CCF14

New Works:

- MLs for methylmercury in orange roughy and pink cusk eel (CXS 193-1995)
- Development of a Code of practice for the prevention and reduction of mycotoxins contamination in cassava and cassava-based products



Session 3:
Pierre Pienaar



 Better quality of life, through better packaging, for more people 

APEC Conference

Sustainable Packaging a Global Perspective for 2022

Prof Pierre Pienaar
President
World Packaging Organisation
17 November 2021



Better quality of life, through better packaging, for more people

Packaging has a role to play in sustainability

.... and that is through recycling



Better quality of life, through better packaging, for more people



Better quality of life, through better packaging, for more people

Packaging is necessary

for food safety and quality,
protecting food, extending its shelf-life,
reducing food waste



But need to develop solutions
that reduce packaging volume and
impact without compromising on
protection



Better quality of life, through better packaging, for more people

WPO sees a future without waste

by increasing plastic recycling and identifying alternatives



Better quality of life, through better packaging, for more people

What has been achieved

- Reduce food waste
- Reduce packaging waste
- Increase packaging education

We target unnecessary packaging

We encourage phasing out materials that are not recyclable

We focus on the development of mono-material packaging

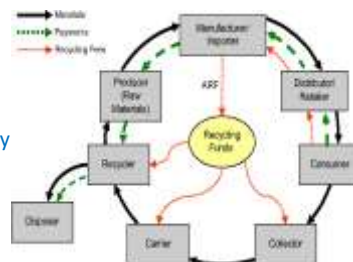


Better quality of life, through better packaging, for more people

How are we achieving this

Across the world we support the design and implementation of affordable and effective mandatory Extended Producer Responsibility schemes.

Our focus for 2021 – 2023 is identifying key countries that require WPO assistance in achieving these EPR outcomes





Better quality of life, through better packaging, for more people

Anywhere, Anytime



Better quality of life, through better packaging, for more people

Focus on reducing packaging waste

EU Targets for waste package recycling



Better quality of life, through better packaging, for more people

Focus on reducing packaging waste

China Targets for waste package recycling

No current recycling targets set

Plans for green and low-carbon by 2030

Plan to be carbon neutral by 2036



Better quality of life, through better packaging, for more people

Focus on reducing packaging waste

India Targets for waste package recycling

Ban recyclable waste reaching landfills by 2025
To ensure 100% recycling and reuse of PET by ?



Better quality of life, through better packaging, for more people

Focus on reducing packaging waste

USA Targets for waste package recycling

No specific targets on packaging as a country



Better quality of life, through better packaging, for more people

Focus on reducing packaging waste

Canada Targets for waste package recycling

Ensure 30% recycled content by weight for all plastic packaging by 2025
Ensure 50% of plastic packaging is recycled or composted by 2025
Support efforts toward 100% of plastic packaging being designed for reuse, recyclability or compostability by 2025



Better quality of life, through better packaging, for more people

Focus on reducing packaging waste

Indonesia Targets for waste package recycling

To cut waste by 30% and marine plastic debris by 70% by 2025



Better quality of life, through better packaging, for more people

Focus on sustainability in packaging

WPO is 100% committed to sustainability



Better quality of life, through better packaging, for more people

Focus on sustainability in packaging

WPO encourages **students** to focus on sustainability





Better quality of life, through better packaging, for more people

Focus on sustainability in packaging

Packaging converters' commitment to sustainability - Huhtamaki

Design is the key to Huhtamaki blueloop circular packaging

Our design principles

- Produce innovative solutions with high yield in green-recycling processes
- Utilize performance coatings and construction to reduce level of foreign materials
- Avoid critical polymers (eg. PVC, PSOC)
- Integrate PCR (post consumer recycled) material where beneficial
- (Don't compete with human food (bio-based))
- Considering CO₂ when selecting materials is not possible
- Reduce packaging design for complexity



Better quality of life, through better packaging, for more people

Focus on sustainability in packaging

Packaging converters' commitment to sustainability - Amcor

More sustainable packaging today and for the future

At 2020 we pledged to decrease all our packaging to be sustainable or recyclable by 2025. Our path is clear: we're helping our customers today. And our future work will make your packaging more sustainable.



Products Choose efficient design options to meet customer needs, including such as recyclable, mono-materiality.



Working for Customers Create a sustainable future together by making sustainable packaging solutions for your business.



Better quality of life, through better packaging, for more people

Focus on packaging waste

Consumer awareness of packaging waste





Better quality of life, through better packaging, for more people

Packaging waste

and this is not sustainable

Phnom Penh, Cambodia



Better quality of life, through better packaging, for more people

Packaging waste

maybe the beginning of recycling?

Lagos, Nigeria



Better quality of life, through better packaging, for more people

The future challenges

FMCG companies **no longer passive approach** – light weighting

Build **infrastructure** to manage increased recycling

Implementing more **closed** loop systems

Build **recovery** capability – polyolefins, pyrolysis, gasification



Better quality of life, through better packaging, for more people

The future challenges

Plastic film producers, meanwhile, are pushing hard to develop **mono-material** (such as all-polyethylene) packaging solutions

Substantial work to develop more **food-safe-grade** plastic films incorporating recycled content



Better quality of life, through better packaging, for more people

The future challenges

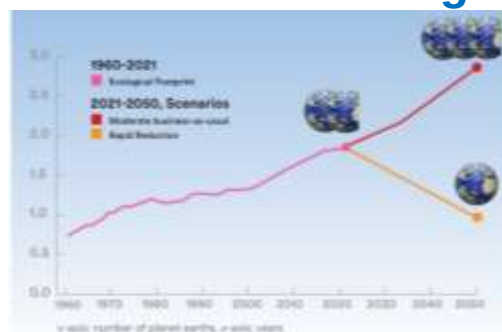
Create the opportunities to **educate** our next generation:

- Educate, Equip, Empower: Primary



Better quality of life, through better packaging, for more people

The **ultimate** future challenges





Better quality of life, through better packaging, for more people

Great Pacific Garbage Patch

This is NOT where plastic belongs



Better quality of life, through better packaging, for more people

The ultimate future challenge



Prof Pierre Pienaar (CPP)
President at WPO

✉ president@worldpackaging.org

🌐 www.worldpackaging.org

Thank you!

*Better quality of life through
Better packaging for more people*

Follow us!



WPO World Packaging Organisation

Product Packaging & Labeling

Innovations & Best Practices:
Latest Design Trends on Pre-Packaged Food Products

Isabel Regina Z. Meriales
November 17, 2021

Contents

- I. Lifestyle Trends
 - a) Consumer Sentiments
 - b) Pandemic as a Business Factor
- II. Design Trends



Lifestyle Trends

Because we live in an age of uncertainty nowadays, new consumer behaviors have emerged, and different sentiments have been formed as well.



Latest Design Trends on Pre-Packaged Food Products



Consumer Sentiments: Radical Optimism

- Focus on feelings of joy & pleasure
- In times of uncertainty, it is a brave choice

Latest Design Trends in Pre-Packaged Food Products

Consumer Sentiment: Radical Optimism

Pandemic as a Food & Drink Business Factor

The pandemic has also caused a change in business and consumer behaviors.



TECHCELLERATION



HIGH QUALITY FOOD AT HOME



FOOD AS MEDICINE



SHIFT TOWARDS PLANT-BASED



RESTAURANTS MOVING INTO HOME



EMBRACING FOOD SYSTEMS



Latest Design Trends in Pre-Packaged Food Products

Food as a Business Factor

FROZEN FOOD RENAISSANCE



RISE OF LOCALISM



SUSTAINABLE & HYGIENIC PACKAGING



RISE OF THE SUBSTITUTES



REDUCING WASTE & ACCEPTING IMPERFECTIONS



Label Design Trends on Pre-Packaged Food Products

Pandemic as a Guiding Factor

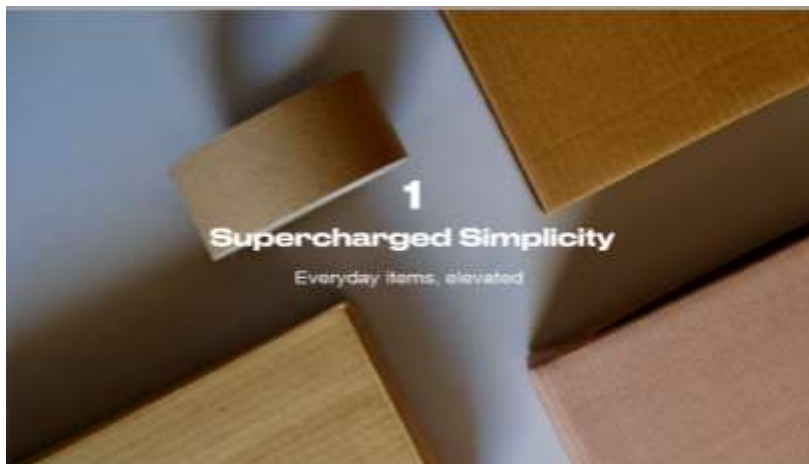
How are these lifestyle
changes manifested?



1

Supercharged Simplicity

Everyday items, elevated

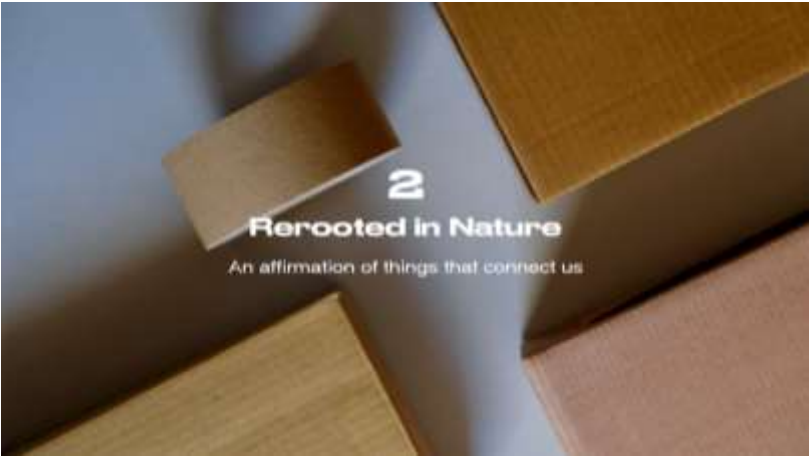


1. Elevate pantry staples
 2. Consider refillables
 3. Focus on function
 4. Be part of lifestyle
- 



1





Design-Wise

1. Focus on materials
2. Consider reusables
3. Recyclability
4. Investigate post-consumer materials



Urban Design Trends in Eco-Friendly Food Products



Urban Design Trends in Eco-Friendly Food Products

Design-Wise



Urban Design Trends in Eco-Friendly Food Products

Urban Design Trends in Eco-Friendly Food Products

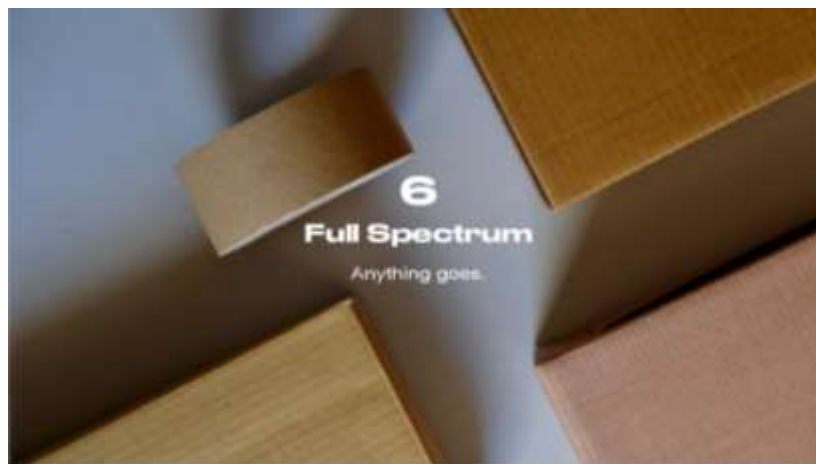
Design-Wise

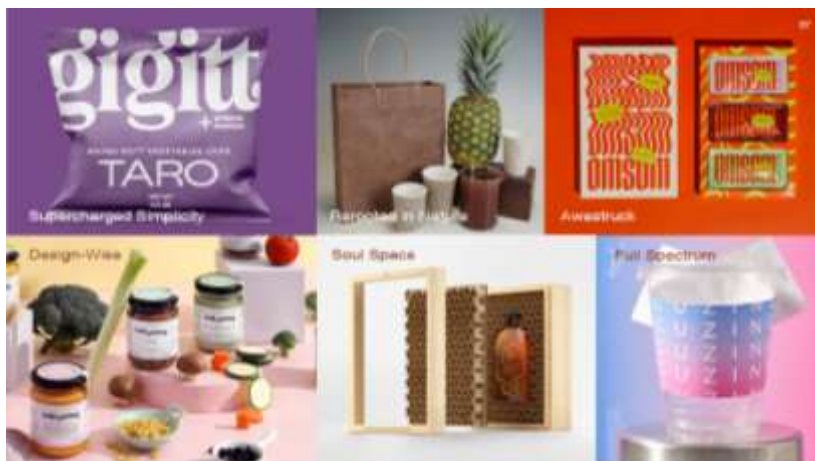


Urban Design Trends in Eco-Friendly Food Products

Urban Design Trends in Eco-Friendly Food Products







References & Links

Copyright Clearance Center, Inc.

- **WSPH Articles:**
 - **WSPH Focus:** Container 2022, Voluntary
 - **Containerize:** The Impact On Sustainability – Key Drivers
 - **Containerize:** Fixed & Drive Change Requirements
 - **Food & Drink Packaging:** Forecast, January 2022
 - **Food & Drink Packaging:** Forecast, Spring 2022
 - **Future of Packaging 2020**
 - **Future of Packaging 2020**
 - **Intelligence:** Paper Packaging Innovation
 - **Intelligence:** Fuel Waste
 - **Key Travel:** From Light to Heavy
 - **Green to Smart:** Active Packaging
 - **Key Trends:** Packaging Materials
 - **Sustainable:** Baking, April 2021

Case Studies

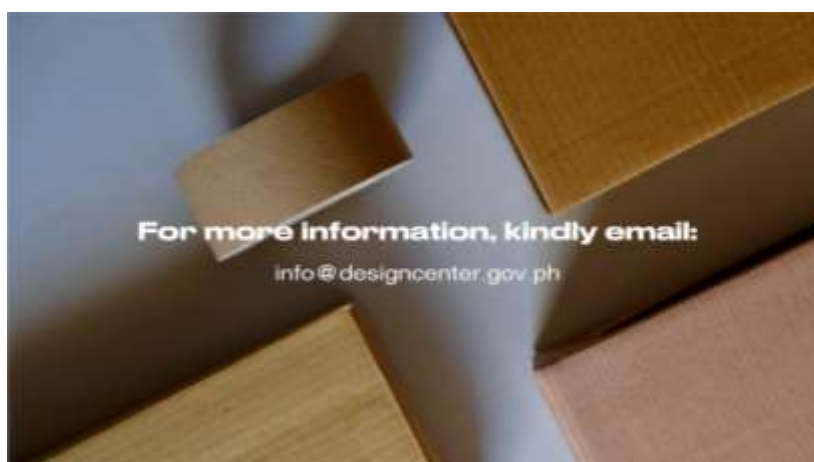
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Classroom Application

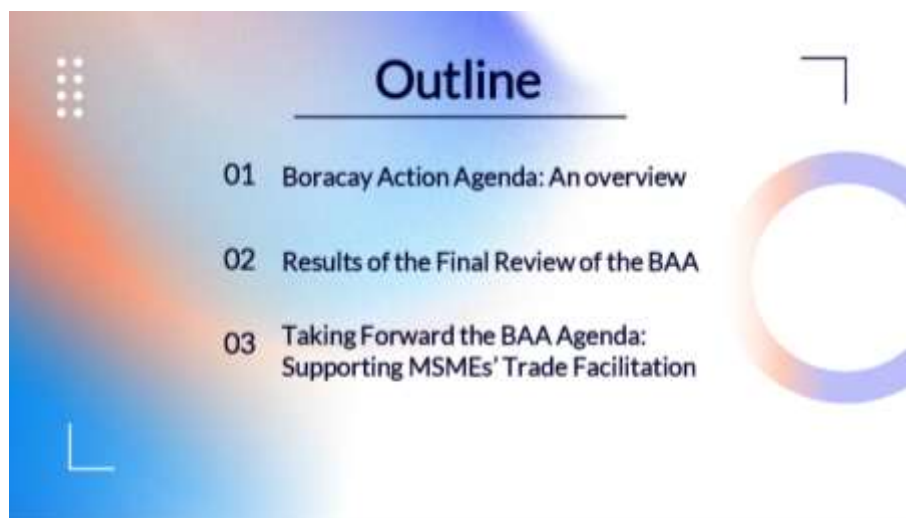
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Other images, if they are images

- Other image/lifestyle images
- [Woods Photo Library](#)
 - <https://www.gettyimages.com/photos/88000661-13>
 - <https://www.gettyimages.com/photos/81917131>
 - <https://www.gettyimages.com/photos/81917131>
 - <https://www.gettyimages.com/photos/81917131>



Session 4:
Ana Clarisa D. Abastillas



BAA Priority Actions

Priority Action 1 (PA1)

Facilitate the access of MSMEs to FTAs/RTAs and streamline rules of origin (ROO) procedural and documentary requirements and harnessing IT to ease documentation and procedures.

Priority Action 2 (PA2)

Streamline customs-related rules and regulations and assist in the compliance of MSMEs.

Priority Action 3 (PA3)

Provide timely and accurate information on export and import procedures and requirements.

Priority Action 4 (PA4)

Widen the base of Authorized Economic Operators (AEO) and trusted trader programs (TTP) to include SMEs in order for them to contribute to security, integrity and resilience in supply chains.

Priority Action 5 (PA5)

Support measures to widen options on financing for MSMEs and further develop the infrastructure to facilitate lending to them.

Priority Action 6 (PA6)

Expand internationalization opportunities for micro and small enterprises providing goods and services through ICT and e-commerce.

Priority Action 7 (PA7)

Strengthen institutional support for MSMEs.

Priority Action 8 (PA8)

Strengthen focus on MSMEs led by women.

BAA Priority Actions, in sum:

PA1,2,3,4

TRADE FACILITATION



Nine (9) workstreams

PA5

FINANCING



Five (5) workstreams

PA6

DIGITAL ECONOMY



Four (4) workstreams

PA7

INSTITUTIONAL SUPPORT



Six (6) workstreams

PA8

WOMEN MSMEs



Three (3) workstreams

APEC Global MSME Forum 2021 (28-30 June 2021)

GLOBAL MSME
FORUM 2021

Liberty

Global MSME Forum

Speakers

Visitor Guide

Side Activities

Q

📅

Hi, Eva Clarke

🔔



APEC Global MSME Forum 2021

Brought together policy makers, MSMEs, industry and business leaders, officials of international organizations and members of the academia



Final Review of the BAA Study Report

Published in the APEC Website in October 2021.
Can be accessed through:
<https://www.apec.org/Publications/2021/10/Final-Review-of-the-Boracay-Action-Agenda-Study-Report>



Findings of the Final Review of the BAA Study Report



BAA Priority Actions on Trade Facilitation

PA1,2,3,4

TRADE FACILITATION



Nine (9)
workstreams

Priority Action 3 (PA3)

Provide timely and accurate information on export and import procedures and requirements.

- > Enhance information sharing and transparency, through the development of guidebooks on doing business in sectors where MSMEs are most concentrated, as well as strengthen and promote the usage of trade information portals on goods and services trade
- > Encourage the review of import licensing requirements and administration, with a view to increasing their transparency and predictability acknowledging that such import licensing requirements are particularly burdensome for MSMEs.
- > Intensify information exchange on food packaging and labeling requirements, and undertake regular stocktake initiatives and capacity building for the compliance of MSMEs

BAA Priority Actions on Trade Facilitation

MSMEs shared their experiences amidst the pandemic.
MSMEs encounter barriers to trade such as:

- access to market information and distribution networks,
- logistics costs,
- customs procedures,
- foreign regulations,
- tariffs, and
- competition and how digitalization was a key factor to their businesses' survival.

Tools Supporting the Internationalization of MSMEs



APEC Trade Repository
<http://tr.apec.org/>



ITC Trade Portal
<https://marketanalysis.intracen.org/en>



Global Trade Helpdesk
<https://globaltradehelpdesk.org/>

Tools Supporting the Internationalization of MSMEs



Guidelines on the Best
Licensing Practices of COMS
to MSMEs



Mercator Programme

A Navigational Map for Trade Facilitation

Mercator Programme

<https://academy.wcoomd.org/courses/wto-trade-facilitation-agreement>

Upcoming



Trade4MSMEs

Moving Forward

- Information and knowledge can be seen as key resources for improving the internationalization processes of MSMEs
- Providing timely and accurate information on export and import procedures and requirements will help reduce operating costs and cut processing time of MSMEs.
- Collaboration through capacity building is considered as an important facilitator of these processes, particularly by nurturing information and knowledge sharing.

Thank you.

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**APEC Conference on Pre-Packaged Food
Packaging and Labelling
(SCSC 7 2019T)**

**Overview of the SME Sector in the APEC
Region: Key Issues on Market Access
and Internationalization**

Akhmad Bayhaqi (ab@apcc.org)
APEC Policy Support Unit

OUTLINE

1. Definition of SMEs
2. SMEs contribution to the economy
3. Key characteristics of Micro, Small and Medium Enterprises
4. SMEs in the global trade
5. Barriers for SMEs
6. SME policy focus
7. Key Takeaways

Main Reference:

1. PSU Report to APEC SMEWG, [Overview of the SME Sector in the APEC Region: Key Issues on Market Access and Internationalization \(2020\)](#).

Definition of SMEs

- Although the definition of an SME varies between members, the number of employees is a basic criterion for classifying businesses as SMEs in nearly all APEC economies.
- There are nearly 150 million businesses considered to be SMEs across the APEC region, accounting for around two-thirds of employment.
- In most APEC economies, over 98% of enterprises are considered to be SMEs, with more than half having shares over 99%. Micro-sized enterprises tend to make up the highest share of total SMEs, followed by small-sized enterprises, with medium-sized enterprises often comprising a very low share of total SMEs.
- The wholesale and retail trade sector, followed by service sector industries, comprise the highest share of total SMEs in most APEC economies.

Definition of SMEs

Economy	Number of Employees	Sales / Revenue	Assets / Capital	Sector / Industry	Effective date of most recent official definition
Australia ¹	0				---
Brunei Darussalam	0				---
Canada ²	0				---
Chile	0	0			2010
China ^{3,4}	0	0	0	0	2017
Hong Kong, China	0			0	---
Indonesia ^{4,5}		0	0		2008
Japan ⁶	0		0	0	1999
Korea ⁶		0	0	0	2015
Malaysia ⁴	0	0		0	2014
Mexico ⁶	0	0		0	2009
New Zealand	0				---
Papua New Guinea ⁷	0	0	0	0	2016
Peru		0			2013
The Philippines ⁸			0		2008
Russia	0	0			2015
Singapore ⁶	0	0			2011
Chinese Taipei ^{3,4}	0	0	0	0	2009
Thailand	0		0	0	2002
United States ³	0	0		0	2017
Viet Nam ⁹	0	0	0		2018

Key characteristics of Micro, Small and Medium Enterprises

No / Aspect	Micro	Small	Medium
1 Formality	Mostly in informal sector	Many have operated in the formal sector	All are operated in the formal sector.
2 Organisation & management	Traditional	Many with modern management systems	All have formal organisational structure with modern MS
3 Workers used	Most are family businesses	Many use wage-paid employees	All use wage-paid employees
4 Production process	Traditional/manual	Many are highly mechanised	Higher degree of automation
5 Market orientation	Served local low income households	Domestic and/or export	Domestic and/or export
6 Profile of the owner	Non-/low educated and poor	Many are well educated	Well-educated and medium to high-income
7 Technology used	Use manual process or 'out of date' machines	Many use machines and utilise IT	Higher use of modern technology/IT
8 Owner/ entrepreneur	Many owned/managed by women	Less women are involved	Very few women as owners/entrepreneurs
9 Reason/motivation	To survive	Mostly for profit	All for profit
10 Spirit of entrepreneurship	In general low	Mostly high	All high

Source: Recent evidence of the development of micro, small and medium enterprises in Indonesia by Tulus Tambunan (2019)

SMEs contribution to the economy

- SMEs account for over 60% of total employment in the majority of APEC economies, with several having shares over 80%.
- Employment by SMEs tends to grow at an annual rate of around 1.0% to 2.5% among the APEC economies.
- Although growth in employment by large enterprises typically outpaces that of SMEs, SMEs contributed over 60% to net employment growth in half of the APEC economies over the past 5-10 years with several economies having shares above 90%.
- In addition, SMEs typically contribute between 40% to 60% of GDP or value added in most APEC economies.
- The contribution of SMEs to net growth in the number of enterprises is substantial. For instance, despite experiencing rather significant declines in the number of large enterprises, Australia and Malaysia still had net growth in the total number of enterprises due to growth in the number of SMEs.

Overview of SMEs in the APEC Region, latest available data

Economy	Number of SMEs	Share of Total Enterprises (%)	Number of Employees	Share of Total Employment (%)	Economic Measure	SME Share of Total (%)
Australia	2,309,436	99.8	7,634,000	68.3	Value added	55.8
Brunei Darussalam	5,876	97.2	66,123	57.3	Revenue	35.4
Canada	1,280,764	99.8	13,666,900	86.5	Sales	35.0
Chile	944,905	98.6	3,970,273	47.3	Sales	13.8
China	21,921,056	99.6	621,120,000	80.0	GDP	60.0
Hong Kong, China	338,113	98.3	1,314,031	45.6	Value added	37.0
Indonesia	64,194,056	99.99	116,978,631	97.0	GDP	61.1
Japan	3,578,176	99.7	32,201,032	68.8	Value added	52.9
Korea	3,732,997	99.9	15,527,605	89.8	Value added	50.8
Malaysia	907,065	98.5	N/A	66.0	GDP	37.1
Mexico	4,169,677	99.7	12,729,320	63.8	N/A	
New Zealand	518,856	97.0	645,300	28.8	GDP	27.9
Papua New Guinea	49,500	13.0	291,346	12.3	GDP	17.3
Peru	1,899,584	99.5	9,840,871	89.4	Value added	30.7
The Philippines	920,677	99.6	4,922,251	62.8	N/A	
Russia	4,531,300	N/A	18,021,000	25.2	Revenue	N/A
Singapore	262,600	99.5	2,500,000	71.4	Value added	47.4
Chinese Taipei	1,466,209	97.6	8,965,000	78.4	Sales	29.6
Thailand	3,077,822	99.8	13,950,241	85.5	GDP	42.4
United States	30,748,033	99.9	59,915,217	47.3	GDP	43.5
Viet Nam	507,860	98.1	6,263,989	44.5	Net turnover	45.1

SMEs in the global trade

- The study finds that SMEs as a share of total goods exporters varies widely across the APEC members, but generally accounts for over 70% of total exporters in those economies for which there are data.
- In nearly all of these APEC economies, annual growth in the number of large exporters outpaced that of SME exporters over the past 5 to 10-year period.
- Nevertheless, in most of the APEC economies for which there are data, SME exporters accounted for over 70% of the net growth in the total number of exporters over the reference period.

Number of SME Exporters (Goods)

Economy	Number of SME Exporters	Share of Total Exporters (%)	Share of Total SMEs (%)	Year	Number of SME Exporters	Share of Total Exporters (%)	Share of Total SMEs (%)	Year
Australia ¹	46,252	87.2	2.0	2017-18	38,687	89.8	1.9	2007-08
Canada	33,970	96.6	2.7	2018	33,201	96.8	3.0	2011
Chile	4,516	55.3	0.5	2017	4,354	57.9	0.6	2009
Mexico ²	4,069	83.1	3.6	2017	4,133	80.4	4.3	2014
New Zealand ³	7,212	67.9	1.4	2018	4,116	65.2	0.9	2009
Peru	4,895	70.5	0.3	2017	5,845	75.2	0.4	2013
Thailand ⁴	26,984	71.0	0.9	2018	22,110	59.6	0.8	2010
United States ⁵	282,855	97.5	0.9	2017	270,053	97.6	1.0	2009

SMEs in the global trade

- The contribution of SMEs to total goods export value also varies quite substantially across the APEC economies for which there are data, with several having shares below 15%, while others have shares above 25%.
- Although growth in the value of goods exports from large enterprises outpaced that of SMEs over the past 5 to 10-year period in more than half of the APEC economies, SMEs in most APEC economies experienced annual growth rates of over 4%.
- The share of net growth in the value of goods exports attributed to SMEs varied quite substantially across the APEC members over the reference period. In general, SMEs contributed a larger share in those economies in which annual growth in the value of goods exports from SMEs outpaced that of large enterprises.

Value of SME Exports

Economy	Value of SME Exports	Share of Total Export Value (%)	Year	Value of SME Exports	Share of Total Export Value (%)	Year
Australia ¹	AUD 13.5 billion	4.3	2017-18	AUD 12.6 billion	6.9	2007-08
Canada	CDA 199.6 billion	39.3	2018	CDA 147.6 billion	38.8	2011
Chile	USD 1.4 billion	2.2	2017	USD 1.2 billion	2.4	2009
Indonesia ²	INR 293.8 trillion	14.4	2018	INR 162.3 trillion	17.0	2010
Korea	USD 206.2 billion	34.1	2018	USD 134.1 billion	36.9	2009
Malaysia	MYR 167.4 billion	17.3	2017	N/A	16.9	2011
Mexico ³	MXN 192.0 billion	12.5	2017	MXN 165.5 billion	13.8	2014
Peru	USD 2.3 billion	5.6	2017	USD 1.8 billion	4.8	2013
Chinese Taipei ⁴	TWD 1.5 trillion	13.7	2018	TWD 1.3 trillion	16.9	2009
Thailand ⁴	THB 2.3 trillion	28.7	2018	THB 1.7 trillion	27.3	2010
United States	USD 459.7 billion	33.4	2017	USD 308.9 billion	32.9	2009

Exporters as a Share of Firms & Exports as a Share of Total Sales by Size (%)

Economy	Share of Firms Exporting Directly			Share of Total Sales Exported Directly			Year
	Small	Medium	Large	Small	Medium	Large	
Chile	0.8	3.8	22.5	0.2	1.5	5.7	2010
China	4.6	17.5	29.4	7.5	5.7	13.8	2012
Indonesia	6.3	7.9	24.2	2.8	4.9	11.7	2013
Malaysia	4.3	19.2	59.0	2.2	7.6	30.3	2013
Mexico	0.7	9.1	15.0	0.1	2.1	5.6	2010
Papua New Guinea	11.5	4.9	0.0	1.2	2.1	0.2	2015
Peru	4.8	16.3	26.9	2.3	7.3	12.8	2017
The Philippines	3.9	9.0	23.6	1.8	6.1	16.6	2014
Russia	4.8	5.5	6.6	2.4	3.1	1.8	2012
Thailand	2.2	3.4	28.1	8.8	2.9	18.8	2016
Viet Nam	4.8	11.5	36.1	2.2	6.6	21.8	2015

Note: The classifications of firm size are based on number of employees: Small (5-19); Medium (20-99); Large (100+). The share of firms exporting directly include only those firms where direct exports constitute at least 10% of total annual sales.

Source: The World Bank Enterprise Surveys, available at www.enterprisesurveys.org.

Firms Identifying Customs and Trade Regulations as a Major Constraint (%)

Economy	Firm Size			Sector		Year
	Small	Medium	Large	Manufacturing	Services	
Chile	6.1	4.4	6.1	8.0	4.4	2010
China	0.1	1.3	1.4	0.5	0.8	2012
Indonesia	9.9	15.9	25.5	12.3	11.3	2015
Malaysia	19.3	20.0	14.7	15.7	19.7	2015
Mexico	3.1	8.2	12.3	5.3	5.3	2010
Papua New Guinea	11.5	11.0	48.5	31.5	19.6	2015
Peru	7.3	14.1	10.8	5.9	14.7	2017
The Philippines	5.9	13.9	20.9	12.7	8.7	2015
Russia	14.8	18.0	15.2	15.5	16.1	2012
Thailand	4.4	14.5	7.7	3.4	9.1	2016
Viet Nam	6.5	8.8	3.2	2.7	8.7	2015

Note: The classifications of firm size are based on number of employees: Small (5-19); Medium (20-99); Large (100+).
Source: The World Bank Enterprise Surveys, available at www.enterprisesurveys.org.

Barriers for SMEs

- SMEs often face a mix of internal and external barriers that prevent a greater level of participation in global trade. Specific barriers can also vary substantially across industries. Typical constraints include a lack of access to finance, inadequate production capacity, and a lack of internal capabilities such as skills and time.
- The World Trade Organization has found that the ability of SMEs to export is more adversely impacted by trade costs (both fixed and variable) than that of large firms.
- E-commerce and participating in regional and global value chains can allow SMEs to overcome some of the major obstacles to trade, thereby offering channels through which SMEs can more easily internationalize.
- Many of the same barriers to trade remain as challenges in order for SMEs to enter into GVCs, while ICT-enabled trade can present its own unique obstacles for SMEs.

Barriers for SMEs

- Economies emphasized a lack of internal capabilities as a key constraint for SMEs. These include a lack of skills and knowledge in order to develop the strategies required to manage the process of internationalization, identify potential markets and buyers, and navigate foreign regulations and business practices – and a lack of time and financial resources in order to develop or acquire the necessary skills.
- Australia discussed the difficulties that SMEs face with non-tariff barriers, especially for agri-food exporters (e.g., labelling, certification), but also for manufacturing firms (e.g., conformance standards, product registration) and services firms (e.g., documentary barriers, licensing laws).
- Chile noted the barriers that all SMEs face in accessing capital as well as the constraints due to inadequate public infrastructure (i.e., road networks) that agriculture and manufacturing exporters face in getting their product to market.
- Meanwhile, Hong Kong, China and Singapore emphasized the challenges that SMEs face in competing in foreign markets in an increasingly globalized economy, particularly given their limited resources.

Case Studies: Chile

- Chile identified four key challenges SMEs face when engaging in internationalization activities: management barriers, capital barriers, structural barriers, and lack of information.
- Exports in the services sector are concentrated in the Santiago Metropolitan Region, which comprises 85% of services exports. A key challenge for Chile is to find ways to include all regions in the development of SME services exports.
- eCommerce ProChile – encourages exports through three digital channels: 1) Exporta Digital aids SMEs to export goods and services by developing an online presence; 2) Marketplace Chile B2B makes it easier and less time-consuming for Chilean exporters to find buyers; and 3) Nostalgia Amazon Program supports SMEs to diversify their export distribution channels.
- Chile has found that while 63% of large enterprises continuously export (i.e., they have registered exports over the past five years), only 38% of SMEs continuously export. In 2018, 58% of SME exporters shipped to a single foreign destination.

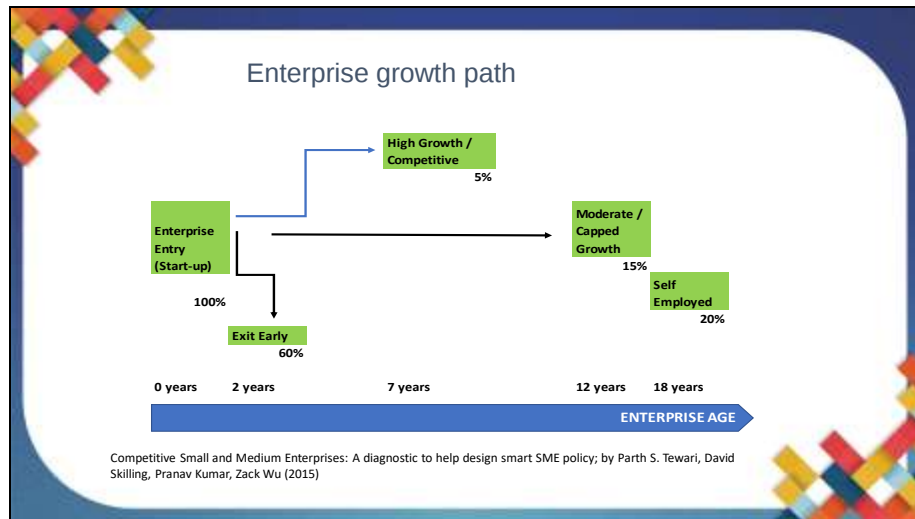
Food Packaging and Labeling

Chapter A: Sanitary and phytosanitary measures			Example
A31	Labelling requirements	Measures defining the information directly related to food safety, which should be provided to the consumer: Labelling is any written, electronic, or graphic communication on the consumer packaging or on a separate but associated label	Labels that must specify the storage conditions such as "5 degree C maximum"; b) potentially dangerous ingredients such as allergens, e.g. "contains honey not suitable for children under one year of age".
A33	Packaging requirements	Measures regulating the mode in which goods must be or cannot be packed, or defining the packaging materials to be used, which are directly related to food safety.	Use of PVC films for food packaging is restricted.
Chapter B: Technical barriers to trade			Example
B31	Labelling requirements	Measures regulating the kind, colour and size of printing on packages and labels and defining the information that should be provided to the consumer: Labelling is any written, electronic, or graphic communication on the packaging or on a separate but associated label, or on the product itself. It may include requirements on the official language to be used as well as technical information on the product, such as voltage, components, instruction on use, safety and security advises, etc.	Refrigerators need to carry a label indicating its size, weight as well as electricity consumption level.
B33	Packaging requirements	Measures regulating the mode in which goods must be or cannot be packed, and defining the packaging materials to be used.	Palletized containers or special packages need to be used for the protection of sensitive or fragile products.

Source: Classification of Non-Tariff Measures, UNCTAD 2012

Food Packaging and Labeling in APEC

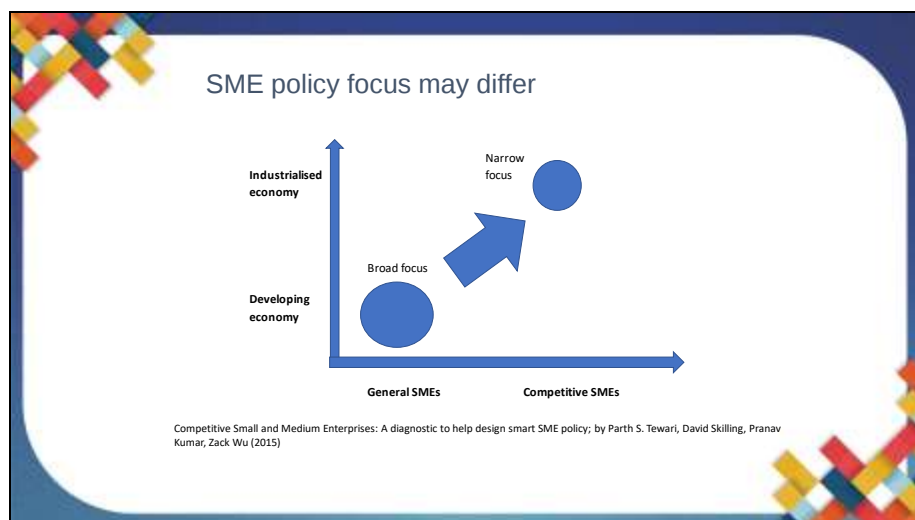
- TRAINS data for: Brunei Darussalam; Canada; Chile; China; Hong Kong, China; Indonesia; Japan; South Korea; Malaysia; Mexico; New Zealand; Papua New Guinea; Peru; Philippines; Russia; Singapore; Thailand; United States.
- 381 measures for prepackaged food; A31 = 26; B31 = 38; A33 = 7; B33 = 2.
- ASEAN Food and Beverage Alliance (2018):
 - Reasons for complexity in nutrition labelling: not aligned to international standards; requirements are not transparent; frequent changes in labelling requirements.
 - Compliance costs and problems related to nutrition labelling: administrative costs; testing costs; re-labelling costs.
- A focus should be given to reducing non-tariff barriers as these are often the most complex and costly for resource-constrained SMEs to navigate.
- For SMEs in developing economies in particular, non-tariff measures such as conformity and pre-shipment requirements combined with weak domestic inspection and certification procedures often make it very difficult for smaller firms that wish to export.



Preference in Growth Paths for Low-, Moderate- and High-growth Firms

Growth Paths Used	All Growing Firms	Weak Growth	Moderate Growth	Strong Growth
Increasing sales in existing market	60.9%	57.6%	61.2%	66.2%
Improving efficiency	35.2%	37.4%	38.2%	23.8%
Enhancing brand awareness	30.6%	24.2%	31.2%	45.0%
Introducing new products and services to the market	29.4%	23.7%	31.0%	38.8%
Entering new markets domestically	22.3%	18.7%	22.9%	30.0%
Collaboration	16.1%	11.6%	22.9%	20.1%
Entering international markets	14.9%	7.6%	17.8%	27.5%
Tapping into new distribution channels	8.5%	6.1%	10.2%	11.2%
Starting a new venture	4.1%	1.5%	3.8*	11.2%
Taking over another venture	2.8%	3.0%	1.9%	3.8%
Other	6.2%	6.1%	4.5%	10.0%
Don't know	2.3%	2.0%	3.2%	1.2%

Wakkee, Ingrid & van der Veen, Marijke & Eurlings, Willo. (2015). Effective Growth Paths for SMEs. Journal of Entrepreneurship. 24. 169-185. 10.1177/0971355715586894.



Cherry picking strategy?

	From	To
Policy Goals	Increase number of companies	Enable high potential companies to grow
Policy themes	Business planning, productivity tech adoption and broad internationalisation	- Management capacity building - Internationalisation ("micromarket") - Innovation ("creator")
Policy Process	Broad themes, each of which ends up supporting a few promising companies (note: selection and resource prioritisation happens but they done on an ad-hoc basis)	- Define ~ 500-1,000 competitive SMEs - Understand special needs, design policy/initiatives - Track progress - Measure and give feedback on effectiveness of government programmes based on companies' performance

IPS Exchange, Number 8, January 2016 Supporting a Dynamic SME Sector: Challenges Faced by SMEs in Singapore Yahya, Faizal; Chang, Zhi Yang; Ng, Yan Hao and Tan, Meng Wah

Key Takeaways

1. SMEs in the global trade: growth in the value of goods exports from large enterprises outpaced that of SMEs.
2. Barriers for SMEs: the ability of SMEs to export is more adversely impacted by trade costs. Typical constraints include a lack of access to finance, inadequate production capacity, and a lack of internal capabilities such as skills and time.
3. SME policy focus: broad or narrow? The difficulty in formulating policies for such a diverse sector as the SME sector cannot be overstated. A "cherry-picking" strategy may suffer from regulatory capture and market distortion.
4. The DNA of New Exporters:

"...it is a relatively small number of "atypical" firms that drive export growth from new exporters. These atypical firms are new economic entities in the sense that they invest in new plants and equipment at their creation and prior to the commencement of any exporting. At the same time, these firms are often the creation of established domestic or foreign firms and often operate in the same industry as their owners. This seems to give them an advantage: they export more initially, have higher export survival probabilities, and quickly achieve export levels commensurate with those of established exporters."

(Blum, Bernardo S., Sebastian Claro, Ignatius Horstmann, and Trevor Tombe. 2020. "The DNA of New Exporters: Spin-offs and FDI at the Extensive Margin of Trade." *American Economic Review: Insights*, 2 (3): 397-408.)

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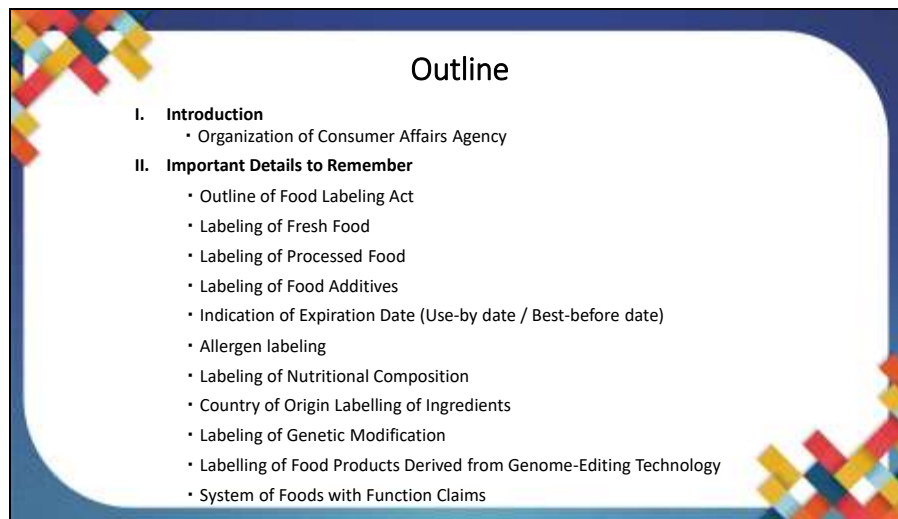


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Asia-Pacific
Economic Cooperation

Session 5:
Miwa Ichijo



Organization of Consumer Affairs Agency

Mission of the Consumer Affairs Agency

As the organization that steers and leads the nation's consumer administration, the Consumer Affairs Agency strives to realize a society where every consumer as a leading player can live a safe, worry-free and affluent life.

Overview of the Consumer Affairs Agency

- Addressing advanced consumer policy
- Creating systems and environments for consumer activities
- Aiming to create a consumer civil society
- Supporting local consumer administration
- Checking commodity price trends
- Realizing safe consumer life
- Preventing a recurrence of an accident based on lessons learned
- Protecting consumers from scams
- Establishing trusted representation for consumers informed decisions with proper labeling

• Realizing informed food choices

➡ CAA strives to operate a food labeling system easily understandable and necessary for consumers.
(https://www.caa.go.jp/en/policy/food_labeling/)

1

1. Outline of Food Labeling Act (Act No. 70 of 2013)

This law's main purpose is ensure safety of ingesting food and to secure opportunities to make autonomous and rational choice of food by consumers. This law was created by integrating provisions relating to food labeling of the "Food Sanitation Act", "Act on Standardization and Proper Quality Labeling of Agricultural and Forestry Products" and "Health Promotion Act".

Food Labeling Standards (Article 4)

○The Prime Minister must establish, by Cabinet Office Ordinance, standards for labeling of Food that is intended for sale, for each category of Food and of Person Engaged in Food-related Business, etc., which contains, among the following information, those considered necessary for consumers to ingest safely and make an autonomous and rational choice of the Food belonging to the said category:

- ① the name, allergen, preservation method, expiration date, ingredients, Additives, nutritional value and caloric value, country of origin, and other information that Persons Engaged in Food-related Business, etc. should display when selling Food.
- ② the labeling method and other information that Persons Engaged in Food-related Business, etc. should comply with when displaying the information set forth in the preceding item.

Compliance with Food Labeling Standards (Article 5)

○Persons Engaged in Food-related Business, etc. must not conduct the sale of Food that is not labeled in accordance with the Food Labeling Standards.

Instructions (Articles 6 and 7)

○The Prime Minister (all food), the Minister of Agriculture, Forestry, and Fisheries (food except for liquor), the Minister of Finance (liquor) may instruct such Person Engaged in Food-related Business to display the Labeling Information or to comply with the Compliance Matters.

○The Prime Minister may issue an order when a person who has been given instruction does not take measures without just cause. The Prime Minister may order to recall food or to suspend business if he/she finds this to be urgently necessary. The relevant minister must publicly announce to that effect when instruction or order has been given.

On-site inspection, etc. (Articles 8 to 10)

○When it is necessary, the minister have the officials investigate into violation, make On-site inspection, or order a Person Engaged in Food-related Business to submit document, etc.

Penal Provisions (Articles 17 to 23)

○Penal provisions are defined about violation of order, etc.

2

2. Labeling of Fresh Food

< Labeling matters for fresh food >

Name	Indicate the general name expressing the content.
Origin	Agricultural products As for domestic food, indicate the prefecture of production. As for imported food, indicate the country of origin.
	Livestock products As for domestic food, indicate that it was produced in Japan. As for imported food, indicate the country of origin.
	Aquatic products As for domestic food, indicate the area where it was caught or gathered (In case that indicating the area is difficult, it is possible to indicate the name of the port or prefecture where aquatic products were unloaded.) As for imported food, indicate the country of origin.



When fresh foods are sold in retail shops, their name and origin shall be indicated on any of below:

- A readily visible position of the package or wrapping
- A notice near the products
- Other readily visible places

○ Besides these, some items shall be labeled according to characteristics of each item.

3

3. Labeling of Processed Food

<Labeling matters for processed foods>

	Mandatory labeling	Partially mandatory
Name	General name expressing the content shall be declared.	
Ingredients	All ingredients shall be listed in descending order of weight.	
Additives	All additives shall be listed in descending order by weight. ※Additives can be listed in the ingredients' field clearly separated from ingredient list.	
Content	The content weight, volume, number, solid amount, etc shall be declared.	
Use-by date, or best-before date	Corresponding to nature of products, use-by date or best-before date shall be declared. The date is indicated in the order of year-month-day.	
Storage condition	The concrete storage condition, on which the quality is kept until the use-by or best-before date, shall be declared.	
Name and address	The name of food business related company, or the name of its operator who is responsible for food labeling shall be declared. The address of food business related company shall be declared.	
Location of the production facility, etc. and personal or corporate name of the manufacturer	For products manufactured or processed in Japan, the production or processing site shall be declared. For imported products, address (location) and personal name (for companies, corporate name) shall be declared.	
Allergen	Labeling is obligatory for 7 kinds of ingredients and food additives including wheat and egg, etc. Labeling is encouraged for 21 kinds of ingredients and food additives including soybeans and pork, etc.	
Country of origin (imported food)		
Indication of nutritional component	5 nutritional components(energy, protein, fat, carbohydrate, sodium (expressed in "salt equivalent")) shall be declared. Saturated fatty acid and dietary fiber are encouraged to label. The other nutrients are optional.	
Country of origin for ingredients	For all processed foods which were manufactured or processed in Japan, Country of origin shall be indicated for the ingredient which is the most predominant of a product by weight.	
Gene Modification	For the 33 kinds of processed foods, it should be declared that they are genetically modified if that is used. Additionally, if genetically modified agricultural products were not handled separately from not genetically modified that, shall be declared so.	

○ Besides these, some items shall be labeled according to characteristics of each item.

4

4. Labeling of Food Additives

○ In principle, "material names" of all contained food additives shall be labeled on the food.

Example of labeling

Ingredients: Wheat, sugar, vegetable oil (containing soybeans), egg, almond, butter, isomerized liquid sugar, powdered skim milk, foreign liquor, starch

Food additive: Sorbitol, leavening agent, flavoring agent, emulsifier, food coloring (caramel, carotene), antioxidants (vitamin E, vitamin C)

Field to list food additives

<Exception>

Indication of group name

Indicating usage next to the name

- ※ 1 They can be listed in the ingredients' field provided that they are clearly separated from ingredients.
- ※ 2 It is allowed to use abbreviation for material names.

5

5. Indication of Expiration Date (Use-by date / Best-before date)

	Meaning	Examples of food with labeling
Best-before date	Date until which the product can be eaten deliciously This is the period, under any stated storage conditions, during which the unopened product will sufficiently retain expected qualities. However, beyond the date the food may still retain such qualities.	Snack, cup ramen, canned food
Use-by date	Date after which the product may no longer be safe to consume This is the period, under any stated storage conditions, during which the unopened product is deemed free from the risk of being unsafe due to rot, spoilage, or other quality deterioration.	Boxed lunch, sandwich, prepared food

<Usage of use-by and best-before dates>



6

6.Allergen Labeling

- Allergen labeling is mandatory for the processed food that contains specific ingredients, in order to prevent health hazard to consumers with specific allergy, based on the frequency and extent of past cases.

[Major symptoms of food allergies]
Mild symptoms: Itching, nettle rash, swelling of lips or eyelids, vomiting, wheezing
Severe symptoms: Anaphylactic shocks including impaired consciousness and hypotension, etc.

Specified Ingredients, etc.

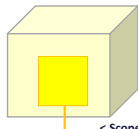
Names of specified ingredients, etc.		Reason	Labelling requirement
Specified ingredients	Shrimp, crab, wheat, buckwheat, egg, milk, (peanut)	Items with high need for labelling based on the number of cases and severity	Mandatory labeling
Items conforming to the specified ingredients	Almond, abalone, squid, salmon roe, orange, cashew nut, kiwi fruit, beef, walnut, sesame, salmon, mackerel, soybean, chicken, banana, pork, matsutake mushroom, peach, yam, apple, gelatin	Items with a considerable number of cases and patients with severe symptoms on a continuous basis but not as much as the specified ingredients	Recommended labeling

7

7.Labeling of Nutritional Composition

- In principle, nutritional composition information shall be declared on all processed foods and additives for consumers.

<Example of labeling>



< Scope >
Package and wrapping

Nutritional composition indication (per package(2 pieces))	
Calorie	483 kcal
Protein	17 g
Fat	23 g
Carbohydrate	52g
Saccharides	49g
Dietary fiber	3g
Salt equivalent	3.6 g
Iron	1.4 mg

< Required items to indicate in a labeling of nutritional composition >

- [Mandatory]
Calorie, protein, fat, carbohydrate, sodium (expressed in salt equivalent)
- [Optional (encouraged)]
Saturated fatty acid, dietary fiber
- [Optional (others)]
Saccharides, carbohydrate, cholesterol, vitamin, minerals

8

8.Country of Origin Labeling of Ingredients

※Enforced on September 1, 2017
Transitional period ends in March 2022.

Processed foods subject to the labeling :
All processed foods manufactured domestically
(excluding eating-out and so-called in-store processed foods)

Ingredients subject to the country origin labeling :
the most predominant ingredient of a product by weight

- Others :**
- Mandatory labeling shall be placed on packages.
 - When "And/Or Labeling" and "All Inclusive Labeling" are used, voluntary disclosure of complementary information on the Internet etc are encouraged.
 - Raise consumers awareness about the system outline and meaning of the terms.

Labeling Rule :

Indicate supplying countries in descending order by weight, in principle

Example :
(Country A, Country B)
(Country A, Country B, others)

(Considering of feasibility of implementation, provisions below are introduced.)

Or Labeling

(If package change is expected necessary every time the supplying place changes.)

Example :
(Country A or Country B)
(Country A or domestic), (Country A or Country B or others) are possible

With a note that the indication is based on the past records or future plans

Inclusive Labeling

Example :
(imported)
(imported, domestic)
are possible

(If package change is expected necessary every time the supplying place changes among three or more countries)

Inclusive-If And/Or Labeling

(If package change is expected every time the supplying place changes even though Inclusive Labeling is adopted)

With a note that the indication is based on the past records or future plans

Production country labelling of semi-processed ingredients

(If the ingredient is semi-processed)

Example (produced in country A)(domestically produced)

※If tracing back to the perishable ingredients is possible, it is allowed to indicate their places of origin. ※Labeling in order of weight is principle and follow the method above such as And/Or Labeling.

9

9. Labeling of Genetic Modification

- Food safety is ensured for genetically modified products (Food Sanitation Law).
- Mandatory labeling system (currently Food Labeling Act) was launched in 2001.
 - 8 kinds of farm products (※1) and 33 processed food groups (※2) are subject to the mandatory labeling.
 - Foods of which the modified DNA is not detectable after the processing (soy sauce, vegetable oil, etc.) are exempted from mandatory labeling.

Examples of mandatory labeling

The case where genetically modified products are separated from not genetically modified ones.

"Papaya (genetically modified)," etc.



The case where genetically modified products are not separated from not genetically modified ones.

"Corn (not separated from genetically modified ones)," etc.



Examples of optional labeling

The case where farm products which are not genetically modified are separated from genetically modified ones (even for farm products other than 33 processed food groups, labeling is possible in the same way).

Indications such as "Soybeans (not genetically modified)," etc.

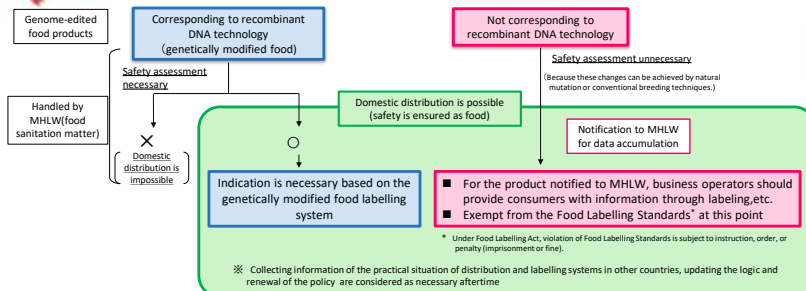


※1 Soybeans, corn, potatoes, alfalfa, sugar beets, rape seed, cottonseed, papaya. Currently they are not grown for food in Japan.

※2 Processed/Manufactured foods from which modified DNA, etc. can be detected (tofu, canned corn, etc.)

10

10. Labeling of Food Products Derived from Genome-Editing Technology

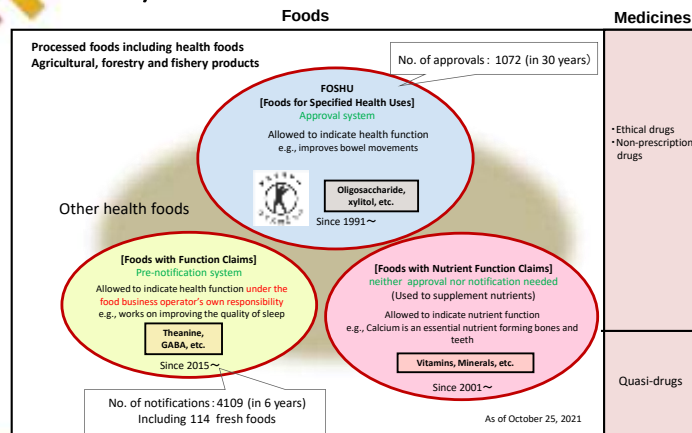


(Concept)

- When foreign gene etc. does not remain, it is impossible to distinguish genome-editing technology from conventional breeding technique.
- Also the current system of information transmission is insufficient regarding food products derived from genome-editing technology
- Some consumers require indication of genome-edited food products for consumer's autonomous selection

11

11. System of Foods with Function Claims



12

APEC Conference on Pre-Packaged Food
Packaging and Labelling
(SCSC 7 2019T)

Food Labelling Requirements in Malaysia

Session 5: Packaging and Labelling Requirements

NUR LIYANA BT MOHAMAD NIZAR

Senior Assistant Director,
Food Safety and Quality Division
Ministry of Health Malaysia

COMPETENT AUTHORITY

Food Safety and Quality Division,
Ministry of Health is the regulatory
authority for food safety in
Malaysia

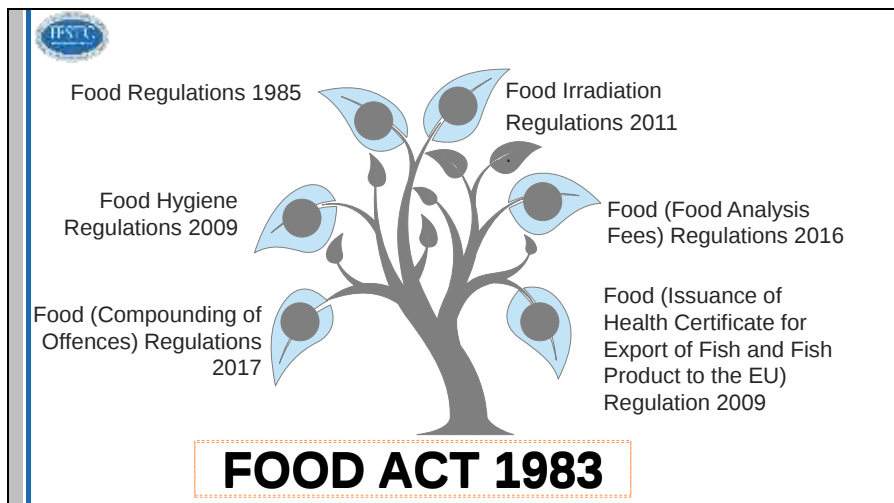
Link Website :

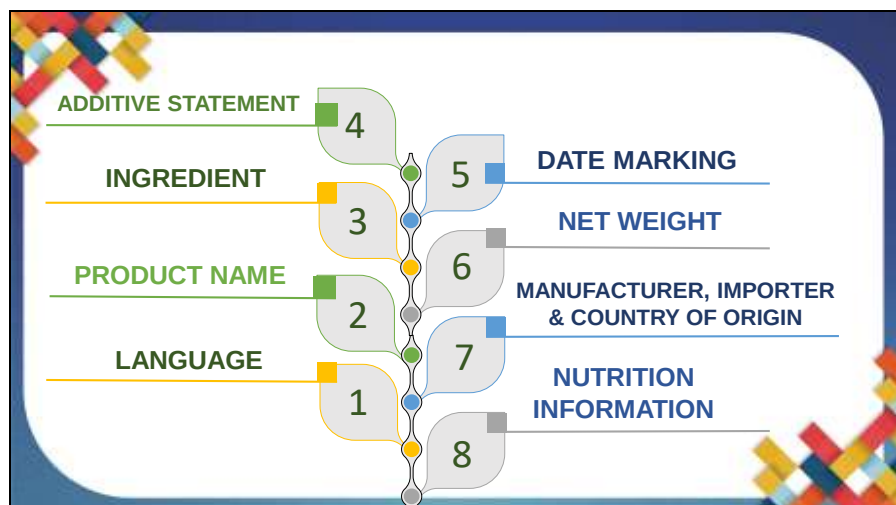
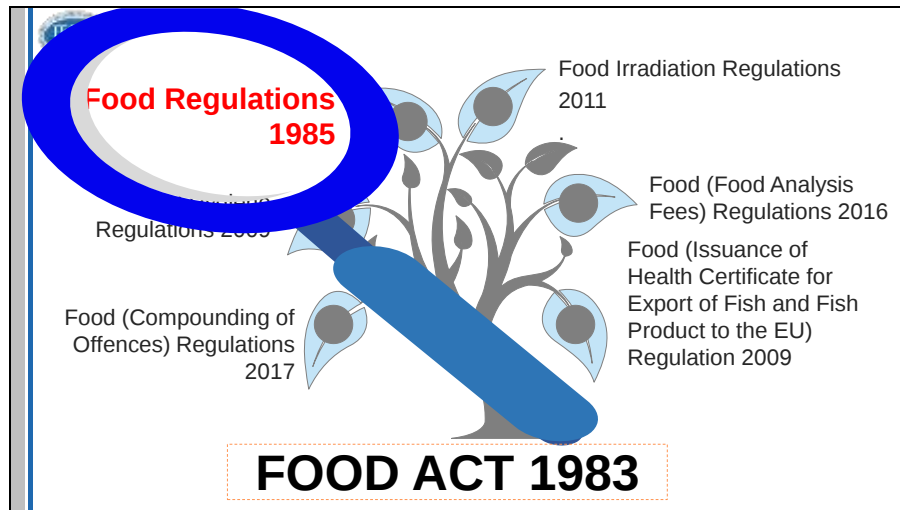
[http://fsq.moh.gov.my/v6/xs/index.
php](http://fsq.moh.gov.my/v6/xs/index.php)



TO ENSURE THE
PUBLIC IS PROTECTED
AGAINST







New amendments on mandatory declaration:

- Percentage ingredient (QUID)
- INS Numbering or name of additives
- Total sugars and sodium for nutrition labelling

To be enforced on
1st January 2024

LIANN

**COCONUT EGG SPREAD
SERI KAYA**

Net Weight / Berat Bersih : 600g

Ingredients:
Telur (40%), Santan Kelapa (35%), Gula, Pemekat (Konjac), Bahan Perisa

Ingredient:
Egg (40%), Coconut Milk (35%), Sugar, Thickener (Starch), Flavour

Simpun di peti sejuk selepas dibuka
Keep refrigerated after opening

PERCENTAGE OF INGREDIENTS PERSENTASE BAHAN		
	100g	Sekiranya dituangkan Per 100ml
Terangin / Orange	2.55%	30ml
Lemak / Fat	5.4%	0.6g
Pektin / Pectin	2.1%	1.1g
Jumlah Gula Total Sugar	4.5%	5.7%
Protein	4.5%	0.6g
Kandungan Natrium	7%	8.4%

ADDITIVES / BAHAN TAMBAHAN

Manufactured by / Dihasilkan oleh:
ABC Sdn Bhd
XXXX (Full Address)

Imported by/ Diimport oleh:
LIANN Sdn Bhd
1-1 Jalan Taman Serdang,
43400 Serdang, Selangor
Pb: Rancate
No tel : 03-78865434

Product of XX

BEST BEI/LIANN-SRI : 16/9/2025

MS 1500:2018
100421-2020

LIANN

**COCONUT EGG SPREAD
SERI KAYA**

Net Weight / Berat Bersih : 600g

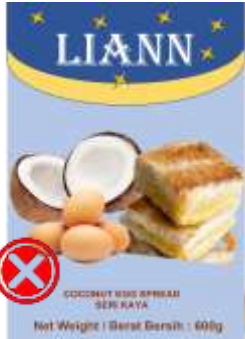
LANGUAGE

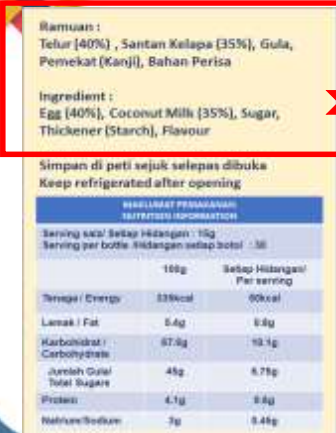
- Labelled in Bahasa Malaysia or English for import
- Translation other language
- **EXCEPT** for product **SPECIAL PURPOSE PRODUCT** must be label in Bahasa Malaysia



PRODUCT NAME

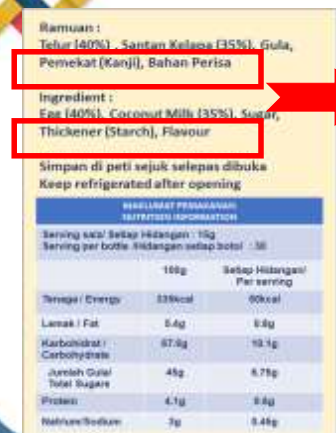
- At main display panel
- Prominent in height, visual emphasis, and position





INGREDIENT

- List in descending order
- Must be labelled with :
 - ✓ Common name of the animal or vegetable
 - ✓ Ingredient that can cause hypersensitivity



ADDITIVE STATEMENT

- Functional class of food additive followed by the name of the food additive or INS number in brackets
- Functional class for flavor only

Ramuan :
Telur (40%) , Santan Kelapa (35%), Gula,
Pennekat (Kanji), Bahan Perisa

Ingredient :
Egg (40%), Coconut Milk (35%), Sugar,
Thickener (Starch), Flavour

Simpan di peti sejuk selepas dibuka
Keep refrigerated after opening

BERKAITAN PERMAKAIAN NUTRITION INFORMATION		
	100g	Sesuai Hidangan/ Per serving
Serving saiz/ Serving Hidangan : 15g		
Serving per bottle/ Hidangan setiap botol : 30		
Energy / Energy	336kcal	60kcal
Lemak / Fat	5.4g	8.4g
Karbohidrat / Carbohydrate	67.5g	12.1g
Jumlah Gula/ Total Sugars	45g	6.75g
Protein	4.1g	6.4g
Natrium/Sodium	7g	8.4g

NUTRITION INFORMATION

- Must stated as 100g and per serving
- 6 nutrient mandatory to be declared
- Other nutrient such as cholesterol, dietary fiber is optional to be declared
- Vitamin and mineral at least 5% of NRV

Manufactured by / Dikilangkan oleh:
ABC Sdn Bhd
XXXX (Full Address)

Imported by/ Diimport oleh:
Lian Sdn Bhd
1-1 Jalan Taman Serdang,
43400 Serdang, Selangor
Fb: Biancafe
No tel : 03-78865434

Product of XX

BEST BEF/BAIK SBL : 19/8/2025



MANUFACTURER, IMPORTER & COUNTRY OF ORIGIN

- Name and address of manufacturer and importer
- Country of origin

DATE MARKING

 Must be in capital letter & **bold lettering**

 Use small lettering & **not bold**

✓

- BEST BEFORE / BEST BEF
- EXPIRY DATE / EXP DATE
- CONSUME BEFORE / CONS BY
- USE BY

✗

- Best Before
- Exp / Expiration date /Expiry date
- Consume by
- Use by

Manufactured by / Dikilangkan oleh:
ABC Sdn Bhd
XXXX (Full Address)

Imported by/ Diimport oleh:
LIANN Sdn Bhd
1-1 Jalan Taman Serdang,
43400 Serdang, Selangor
Fb: lianncafe
No tel : 03-78865434

Product of KK

BEST REF/BAIK SBL : 19/8/2025



HALAL LOGO



EXAMPLE

Endorsed by Department of
Islamic Development Malaysia

NOT PERMITTED




Health Claim or
any statement that
give rise to doubt
about the safety of a
similar food or arouse
or exploit fear in the
consumer



	Per 100g	Per serving (20g)
Energy (kJ)	1400	280
Carbohydrate (g)	20.0	4.0
Protein (g)	2.0	0.4
Fat (g)	10.0	2.0



Net Weight / Berat Bersih : 200g



BEST REF/BAIK SBL : 19/8/2025

CONCLUSION

- Food labels should be clear and understandable to assist consumers who want to make better-informed food and dietary choices.
- Food labels are effective tools for marketing, but the manufacturer has the responsibility to ensure that the food label is accurate and in compliance to all applicable regulations and that it is truthful and not misleading.
- Malaysia is constantly revising the food laws, regulations and standards so as to be in line with current needs as well as international requirements. reference is to be made to Codex Standard.

THANK YOU



NUR LIYANA BT
MOHAMAD NIZAR



nurliyana@moh.gov.my



APEC Conference on Pre-Packaged Food
Packaging and Labelling
(SCSC 7 2019T)

Food Labelling Management in China

Session 5: Packaging and Labelling Requirements

Hangyu YU

Division 1, Center for Food Safety Standard

CHINA National Center for Food Safety Risk Assessment

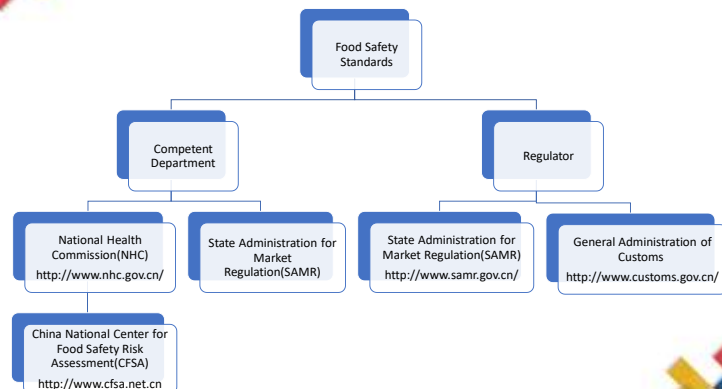
18th Nov, 2021

Outline

- I. Introduction to the food labelling management in CHINA.
- II. Mandatory Packaging and Labelling Requirements
- III. Important Details to Remember
- IV. Sample of Certifications

*Slide 1 Uniform for all presentations (use banner for conference)

Frame Diagram—Food Safety management



Frame Diagram—Food labelling standards under Food Safety Law



4 General Food Labelling Standards

Standards	Development History
GB 7718 General Standard for the Labeling of Prepackaged Foods	GB 7718-1994 GB 7718-2004 GB 7718-2011 (Currently valid) GB 7718-202x (being revised)
GB 28050 General Standard for the nutrition Labeling of Prepackaged Foods	GB 28050-2011 (Currently valid) GB 7718-202x (being revised)
GB 13432 General standard for the labeling of prepackaged foods for special dietary uses	GB 13432-1992 GB 13432-2004 GB 13432-2013 (Currently valid) GB 13432-202x (being revised)
GB 29924 General standard for the labeling of food additive products	GB 29924-2013 (Currently valid)

Food labeling requirements in food product standards (22 standards)

	Food product standards	Labeling requirements	
1	Cheese	GB 5410-2010	Transportation and storage temperature
2	Condensed milk	GB 13103-2010	The product shall be marked with "The product cannot be used as a breast milk substitute for infants" to avoid confusion
3	Fermented milk	GB 19302-2003	Name and relevant marking requirements for recombinant milk
4	pasteurized milk	GB 19645-2005	Name
5	Sterilized milk	GB 25319-2010	Name and relevant marking requirements for recombinant milk
6	Modified milk	GB 25319-2010	Relevant marking requirements for recombinant milk
7	Quick-Frozen and Pre-packed Food made of Wheat Flour and Rice	GB 10130-2010	The product identification shall indicate quick-frozen only, cooked ready to eat or non-ready to eat, and cooking and processing methods
8	Distilled liquor and Compound Wine	GB 17371-2013	Warning, alcohol level
9	Semimolten wine and Compound Wine	GB 17371-2013	Warning, alcohol level
10	Chocolate, cocoa butter substitute chocolate and their products	GB 31741-2010	Warning principle
11	Puffed food	GB 13061-2014	Warning label for rice pellets is different
12	Packaged drinking water	GB 19194-2014	Name, food additive
13	Table salt	GB 2724-2010	Warning
14	Beverage	GB 7301-2015	Types of fermented beverage products The storage and transportation conditions of the beverage type and refrigerated should shall be marked Label method
15	Animals Products of Animal Origin	GB 10130-2010	Warning events
16	Jelly	GB 10130-2010	Warning events
17	Meat for food processing	GB 14922-2010	Product description
18	Plant protein for food processing	GB 24101-2010	Warning principle warning
19	Potato	GB 24101-2010	Label safety
20	Vegetable oil	GB 1789-2010	Name, oil proportion and total oil content
21	Vinegar	GB 2719-2010	Name and name
22	Natural mineral water	GB 8537-2010	Water source, minerals and trace elements content and distribution requirements

Food labeling requirements in Special dietary food standards

Food product standards			Labeling requirements
1	Infant formula	GB 10765-2021	Category, attribute, applicable age, instructions for use, warnings, prohibited terms
2	Older infants formula	GB 10766-2021	Category, attribute, applicable age, instructions for use, warnings, prohibited terms
3	Young children formula	GB 10767-2021	Category, attribute, applicable age, instructions and warnings
4	Cereal-based complementary foods for infants and young children	GB 10769-2010	Product category and edible method
5	Canned complementary foods for infants and young children	GB 10770-2010	The label shall indicate the month age, consumption method and precautions of infants and young children suitable for consumption.
6	General Standard for Infant Formula Food for Special Medical Purposes	GB 25596-2010	Category, attribute, applicable situation, instructions for use and warnings
7	General Standard on Formula Food for Medical Use	GB 29922-2013	Category, attribute, applicable situation, instructions for use and warnings
8	Complementary food supplements	GB 22570-2014	Suitable for people and warnings
9	General Standard for Sports Nutrition Food	GB 24154-2015	Category, unsuitable crowd, warning
10	nutritional supplementary food for pregnant women and lactating mothers	GB 31601-2015	Food name and warning

• Scope of GB7718-2011

- Prepackaged Foods--Foods prepackaged or made up in advance **with a measured quantity in packaging materials and containers**, including foods prepackaged and made up in advance with a measured quantity in packaging materials and containers **and having uniform quality or volume labels** in a certain quantity limit.
- Applies to the labeling of prepackaged foods to be offered to consumers either directly or indirectly.
- Does not apply to the labeling of food packaging which provides care to prepackaged foods during storage and transport and the identifier of bulk foods and made-on-site foods.



made-on-site food

Only for Storage & Transportation Package

Weighing sales food (non sales unit)

Unpackaged food



Mandatory factors for food labeling :

Pre-packaged food shall have a label on its package. The label shall indicate:

- 1) Name,
- 2) Net content,
- 3) Ingredients,
- 4) Producer name, address and contact information,
- 5) Date of manufacture & Date of minimum durability,
- 6) Product standard(s) code,
- 7) Storage conditions,
- 8) Food Production License Number,
- 9) Nutrition labelling,
- 10) Other information to be indicated in accordance with applicable legislation, regulation and national food safety standards.

Example for Mandatory Packaging and Labelling Requirements(Local products)

Front		Back																			
Logo/trademark PRODUCT NAME/ BRAND NAME/ FANCIFUL NAME Specific name Net Wt.		Ingredients list: xx xxx xxx xxx xx Date of manufacture: Date of minimum durability: Storage conditions: Producer name: Address: contact information: Product standard(s) code: Food Production License Number: Lot No. Allergen info Suggested use: Mandatory Non mandatory Nutrition Information <table border="1"> <thead> <tr> <th>Item</th> <th>Per 100g</th> <th>NR/%</th> </tr> </thead> <tbody> <tr> <td>Energy</td> <td>Xxxx kJ</td> <td>20%</td> </tr> <tr> <td>Protein</td> <td>xx g</td> <td>49%</td> </tr> <tr> <td>Fat</td> <td>xx g</td> <td>51%</td> </tr> <tr> <td>Carbohydrates</td> <td>xx g</td> <td>1%</td> </tr> <tr> <td>Sodium</td> <td>xx mg</td> <td>82%</td> </tr> </tbody> </table>		Item	Per 100g	NR/%	Energy	Xxxx kJ	20%	Protein	xx g	49%	Fat	xx g	51%	Carbohydrates	xx g	1%	Sodium	xx mg	82%
Item	Per 100g	NR/%																			
Energy	Xxxx kJ	20%																			
Protein	xx g	49%																			
Fat	xx g	51%																			
Carbohydrates	xx g	1%																			
Sodium	xx mg	82%																			

All flowing information should be in Chinese

Example for Mandatory Packaging and Labelling Requirements(Imported products)

Front		Back																			
Logo/trademark PRODUCT NAME/ BRAND NAME/ FANCIFUL NAME Specific name Net Wt.		Ingredients list: xx xxx xxx xxx xx Date of manufacture: Date of minimum durability: Storage conditions: Importer & Agent name: Address: contact information: Country of origin: Lot No. Allergen info Suggested use: Mandatory Non mandatory Nutrition Information <table border="1"> <thead> <tr> <th>Item</th> <th>Per 100g</th> <th>NR/%</th> </tr> </thead> <tbody> <tr> <td>Energy</td> <td>Xxxx kJ</td> <td>xx%</td> </tr> <tr> <td>Protein</td> <td>xx g</td> <td>xx%</td> </tr> <tr> <td>Fat</td> <td>xx g</td> <td>xx%</td> </tr> <tr> <td>Carbohydrates</td> <td>xx g</td> <td>xx%</td> </tr> <tr> <td>Sodium</td> <td>xx mg</td> <td>xx%</td> </tr> </tbody> </table>		Item	Per 100g	NR/%	Energy	Xxxx kJ	xx%	Protein	xx g	xx%	Fat	xx g	xx%	Carbohydrates	xx g	xx%	Sodium	xx mg	xx%
Item	Per 100g	NR/%																			
Energy	Xxxx kJ	xx%																			
Protein	xx g	xx%																			
Fat	xx g	xx%																			
Carbohydrates	xx g	xx%																			
Sodium	xx mg	xx%																			

All flowing information should be in Chinese

The name of the food

- The specific name of the food shall be presented in the prominent place of the label, and shall clearly indicate the true nature of the food.
- Where a name or several names have been established in respect of a certain food under a national, trade or local standard, one of these names or an equivalent name shall be selected for use.
- Where a "coined", "fanciful", "transliterated", "brand" name, "folk" name or "trade mark" is used, it shall accompany with the specific name (true nature name) in the same display panel.
- Where a "coined", "fanciful", "transliterated", "brand" name, "folk" name or "trade mark" contains misleading words or terminologies, a specific name which indicates the true nature of the food in the same word size, shall be used in close proximity to this name in the same display panel.



Brand name

specific name
"Corn Chips Fried puffed food"

Ingredient List

- All ingredients shall be listed in descending order of their weights added in the process of manufacture or preparation of the food.
- ingredients constituting less than 2% of the food may listed in any order at the end.
- Where an ingredient is itself the product of two or more ingredients (except for compound food additive), such a **compound ingredient** may be declared, as such, in the list of ingredients, provided that it is immediately accompanied by a list, in brackets, of its primary ingredients in descending order of proportion. Where a compound ingredient (**for which a name has been established in a national, trade or local standard**) constitutes less than 25% of the food, its primary ingredients need not be declared.



Ingredient: milk chocolate (white granulated sugar, cocoa butter, cocoa liquid block, skimmed milk powder, lactose, milk fat, refined vegetable oil, emulsifier (soybean phospholipid), edible flavor), peanut, glucose syrup, white granulated sugar, skimmed milk powder, refined vegetable oil, edible salt, egg protein powder, edible flavor

14

Ingredient List—Food additives

- The genetic name of food additives in GB 2760(*National food safety standard for use of food additives*) shall be declared.
- 3 options:
 - The specific name of food additives : lemon yellow
 - Class title+ specific name : Colorant (lemon yellow)
 - Class title+ INS : Colorant (102)
- Exemption :
 - Processing aids,
 - Inactive enzyme preparations,
 - Carried over food additives with no technique function.

15

Nutrition Labelling

Nutrition Facts table		
Item	Per 100g	NRV%
Energy	Xxxx kJ	xx%
Protein	xx g	xx%
Fat	xx g	xx%
Carbohydrates	xx g	xx%
Sodium	xx mg	xx%
Vitamin C	xx mg	xx%
Calcium	xx mg	xx%
Choline	xx mg	xx%

For more nutrition facts information and the principles of nutrition claim, please check:

GB 28050-2011 General Standard for the nutrition Labeling of Prepackaged Foods

The nutrition labelling for prepackaged foods exempt for:

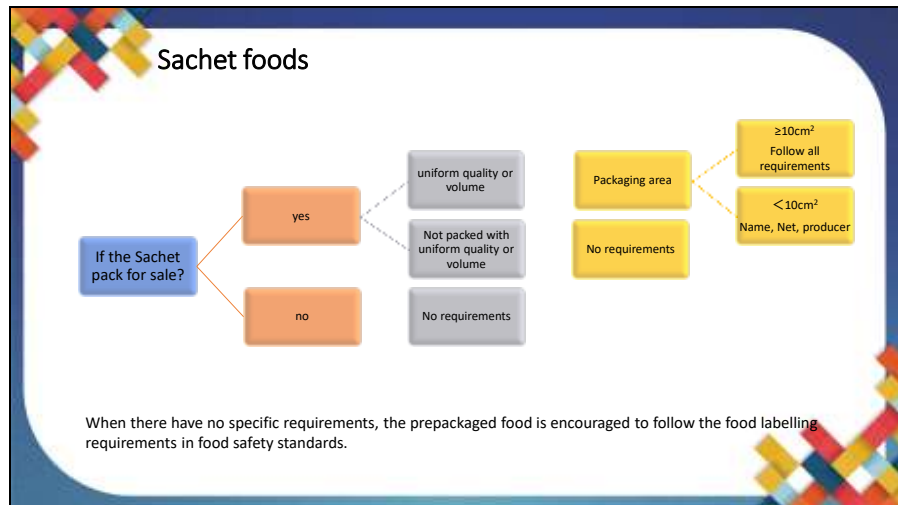
- Fresh food, such as packed raw meat, raw fish, raw vegetables and fruits, poultry eggs, etc,
- Beverages with alcohol content $\geq 0.5\%$,
- Food with total packaging surface area $\leq 100\text{cm}^2$ or maximum surface area $\leq 20\text{cm}^2$,
- made-on-site food,
- Packaged water,
- Prepackaged food with daily consumption $\leq 10\text{g}$ or 10ml ;

Top 10 Important Details to Remember

1. Date marking-- Date of manufacture & Date of minimum durability;
2. For mandatory requirements, the foreign languages should have corresponding Chinese characters. The foreign letters shall not be larger than the corresponding Chinese characters (except for trademarks).
3. All prepackaged food should have an ingredients list, including single ingredient foods.
4. All ingredients declared in the original ingredient list must have the corresponding Chinese. When a ingredient is exempt from the original ingredient but not exempt in China, the ingredient should also be declared in Chinese.
5. Country of origin, Agent & Importer information should be declared.

Top 10 Important Details to Remember

6. Contents indicating the function of preventing and curing diseases shall not be declared or suggested, contents indicating the health care of the food other than *health foods* shall not be declared either explicitly or impliedly. → APPROVED BY SAMR
7. Ingredients qualitative declaration when special emphasis the presence of the ingredient.
8. 1+4 items are mandatory for Nutrition labelling, including Energy, Protein, Fat, Carbohydrates and Sodium. Should declared by content per 100g(ml) and NRV%.
9. Every single nutrition fact on original NFT should have corresponding Chinese. (Unless completely covered)
10. Food Production License Number & Product standard(s) code are exempted from imported foods.



- ### Next step:
- GB 7718 plan to cover all types prepackaged food (with or without uniform quality or volume) .
 - Food allergens may be the mandatory requirements for 8 categories.
 - A single chapter for imported food.
 -



国家食品安全风险评估中心
China National Center for Food Safety Risk Assessment

Thanks for listening

yuhangyu@cfsa.net.cn

Dawisa Paiboonsiri



Introduction

Labelling Requirement:

- **ACFS:**
- Agricultural Commodities
Official website:
<https://www.acfs.go.th/#/>
- **FDA:**
- Food Labelling
Official website:
<https://www.fda.moph.go.th/sites/food/Pages/Main.aspx>

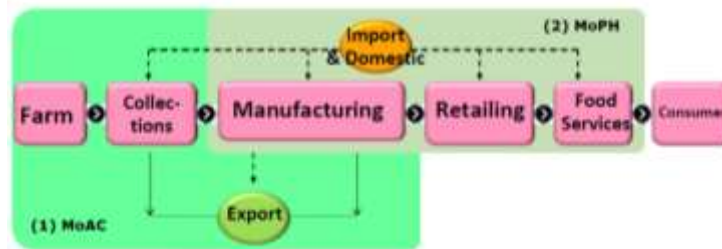
Food Packaging Requirements: FDA

National Bureau of Agricultural Commodity
and Food Standards (ACFS)
Ministry of Agriculture and Cooperatives

Food and Drug Administration (Thai-FDA)
Ministry of Public Health

Food and Drug Administration (Thai-FDA)
Ministry of Public Health

Keys Agencies for Food Control in Thailand



Note:

- (1) MoAC: Ministry of Agriculture and Cooperatives
- (2) MoPH: Ministry of Public Health

3

Agricultural standards Act 2008

- ❖ Effective 20 August 2008
- ❖ The National Committee on Agricultural Standards (ACFS) is a statutory body in charge of policy
- ❖ 2 types of standards
 - ❖ Mandatory standards:
 - ❖ license required for production, export or import
 - ❖ require inspection / certification by approved CB
 - ❖ Voluntary standards:
 - ❖ license not required
 - ❖ inspection / certification on voluntary basis
- ❖ The uses of certification mark for both types of standards are controlled by law



Objectives and scope

Objective

- varieties of agricultural commodities under different regulations
- ease of implementation

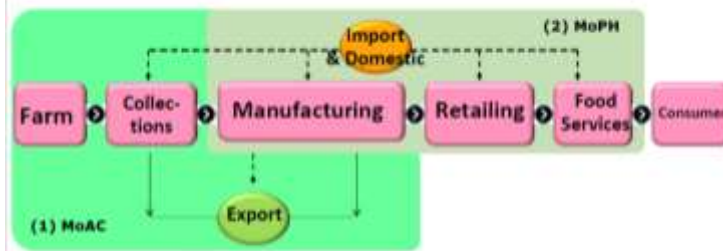
Scope

- covers the labelling of agricultural commodities both food and non-food in the prepackaged format for consumers and in the non-retail containers
- do not cover agricultural commodities in bulk format

Structure of the standard

1. **Scope**
2. **Definitions**
3. **Requirements for the labelling of agricultural commodities**
 - General principles
 - Specific principles
4. **List of information to be on the label** (or presented via means other than label) **of food**
 - fresh f&v, processed f&v, rice, pulses and legumes, fishery products, livestock products
5. **List of information to be on the label** (or presented via means other than label) **of non-food**
 - Raw spices and herbs, plant products, seed, other planting materials, feed, livestock products, live fish
6. **Appendix:** example of application of this standard

Keys Agencies for Food Control in Thailand



Note:

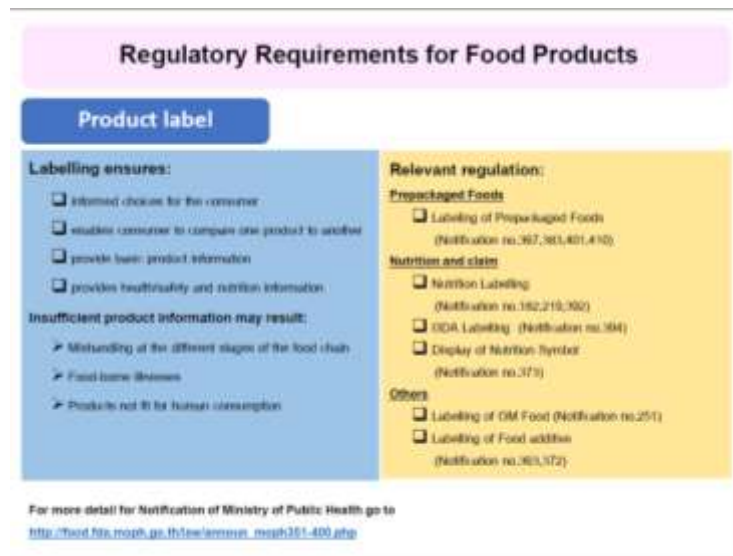
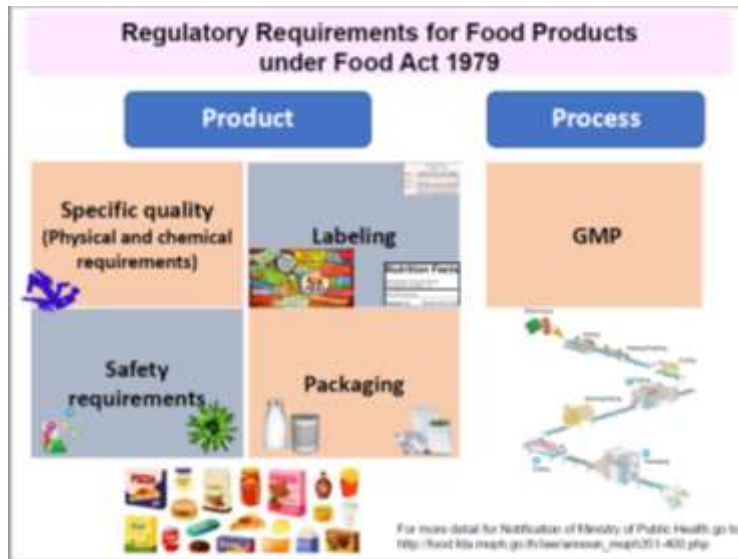
(1) MoAC: Ministry of Agriculture and Cooperatives

(2) MoPH: Ministry of Public Health

7

Food Safety Control under Food Act 1979





Labelling of Prepackaged Food		
12. Cooking instruction (if any)	11. Storage instruction (if any)	10. Warning Statement (if any) 14. Additional Texts in Annex
1. Name of Food - appear to the main part - readily legible - proportionate to area of label - not overlap consecutive texts	2. Food Serial No  with 13 Digits	3. Name and Address - Manufacturer ... or - Packer ... or - Importer ... or - Retail office
4. Contents of Food in Metric System - by net weight (g, kg) - by net volume (ml, L)	Label shall have text in Thai language	5. Percentage by Weight of Main Ingredients in descending orders
9. Expiry Date (Best Before)	7. Declaration of Food Additive: Functional class together with name of food additive or EEC No.	6. Information for Food Allergen
8. Display the use of Preserving Agent	13. Instruction for use and essential text for food intended use for infant and non-identical baby or particular individuals	11. Particular text specified by particular food situation

Food Packaging Regulation by Thai FDA

Food Act B.E. 2522 (1979)

↓

FOOD CONTAINER

Definition : Any object used as a receptacle for food by placing, packaging or any other method







Certification marks permitted to place on labels

❖ Certification Marks or logo shall be issued by

- Government Agency
- Officially Recognized Agency
- Certification Body certified by Accreditation Body under International Accreditation Forum

❖ Type of Certification

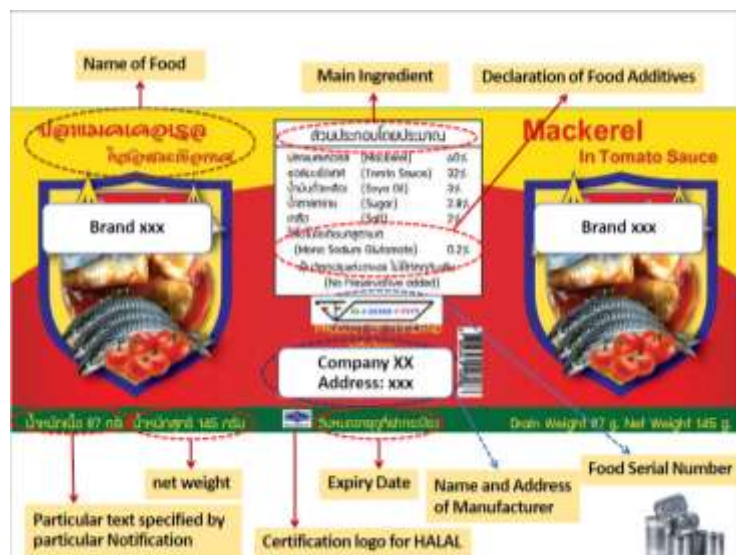
1. Management Certification System
For example: HACCP, ISO 22000, BRC Global, FSFC 22000
2. Product Certification: For example: GAP, GI
3. Other certification: For example: HALAL, KOSHER

❖ Certificate shall consists details of

- Name and address of certified manufacturer
- Type of certification
- Name of certified body
- Scope of Certification shall be identified.
- Certificate still valid

FDA Announcement for Criteria of Displaying Certified Mark or Logo according to certification system (9 March, 2021)

Example for mandatory packaging and labelling requirements





Session 5:
Maria Paz Grandon

APEC Conference
on Pre-Packaged Food Packaging
and Labelling (SCSC 7 2019T)

**PACKAGING AND LABELLING REQUIREMENTS
AND EXPERIENCE IN CHILE**

Session # 5 – Packaging and Labelling Requirements
Maria Paz Grandon
Head of Public Policy Division – Ministry of Health
November 30th, 2021

- 1. LAW
- 2. OUTCOME
- 3. INTERNATIONAL IMPACT
- 4. FUTURE CHALLENGES



Law 20.606: Nutritional Composition Of Food And its Advertising

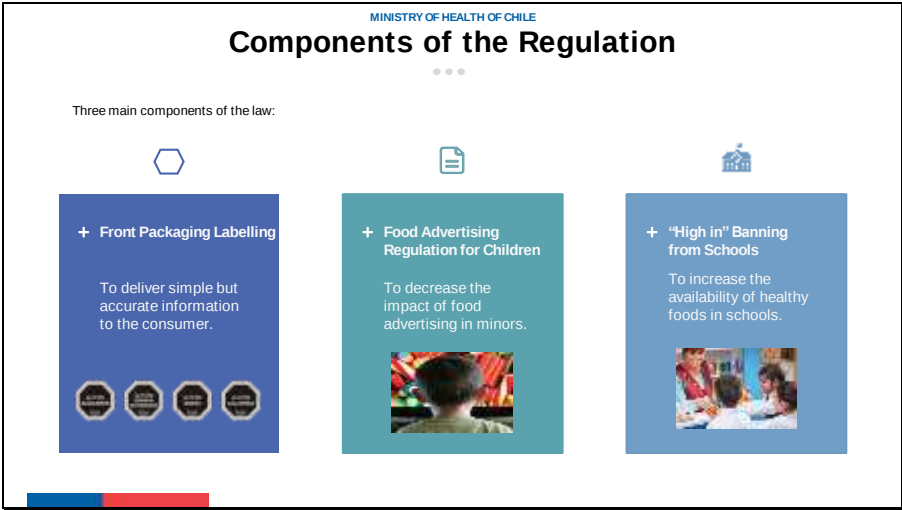
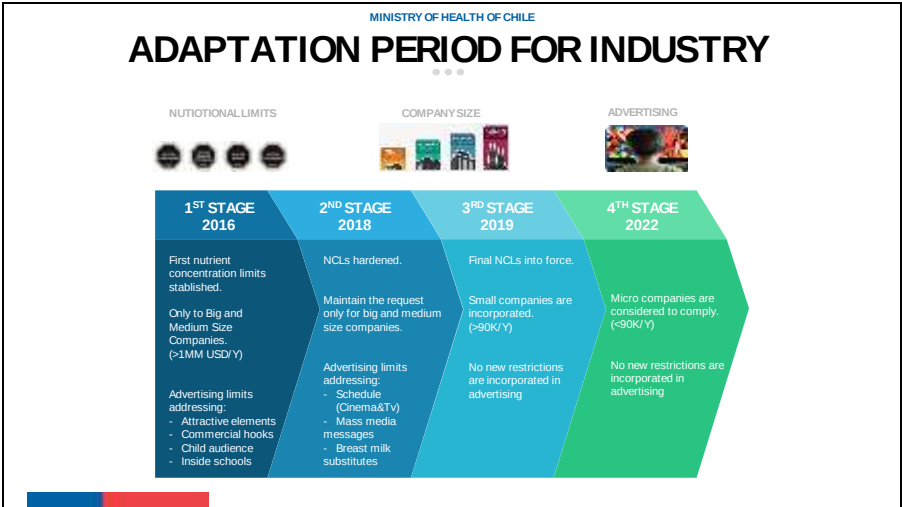
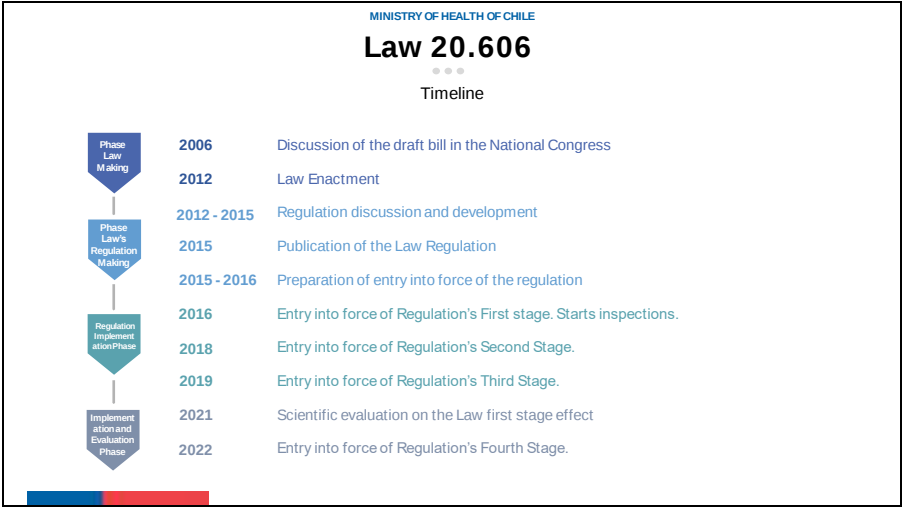
Overview



To generate long term reduction of obesity prevalence and non transmissible diseases.

Decrease population's total consumption of critical nutrients.
Change consumer behaviour towards healthier foods





NEW CRITICAL NUTRIENT CONCENTRATION LIMITS



Entrada en vigencia
LEY DE ALIMENTOS

Límites en alimentos sólidos

	1ª ETAPA	2ª ETAPA	3ª ETAPA
Carbohidratos	350 g/100g	300 g/100g	275 g/100g
Sodio	800 mg/100g	500 mg/100g	400 mg/100g
Azúcares	32,5 g/100g	15 g/100g	10 g/100g
Grasas Saturadas	6 g/100g	5 g/100g	4 g/100g

Límites en alimentos líquidos

	1ª ETAPA	2ª ETAPA	3ª ETAPA
Carbohidratos	100 g/100ml	80 g/100ml	70 g/100ml
Sodio	100 mg/100ml	100 mg/100ml	100 mg/100ml
Azúcares	6 g/100ml	5 g/100ml	5 g/100ml
Grasas Saturadas	3 g/100ml	3 g/100ml	3 g/100ml

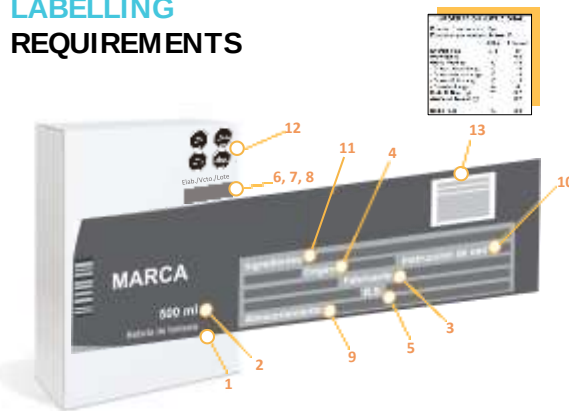
LABELLING REQUIREMENTS

https://www.minsal.cl/wp-content/uploads/2019/07/2019.07.18_MANUAL-DE-ETIQUETADO_ACTUALIZADO-2019.pdf



LABELLING REQUIREMENTS

MINISTRY OF HEALTH OF CHILE



1. Food Name
2. Net Content
3. Manufacturer Info
4. Origin Country
5. Number and Date of Resolution
6. Date of Elaboration
7. Production Batch Number
8. Due Date
9. Storage Instructions
10. Use Instructions
11. Ingredients List (also additives)
12. "High In" Stamps

Alto en azúcar presente en alimentos	Alto en grasas saturadas
Más de 10 g/100g	Más de 10 g/100g
Más de 10 g/100g	Más de 10 g/100g
Más de 10 g/100g	Más de 10 g/100g
Más de 10 g/100g	Más de 10 g/100g
Más de 10 g/100g	Más de 10 g/100g
Más de 10 g/100g	Más de 10 g/100g

13. Nutritional Info



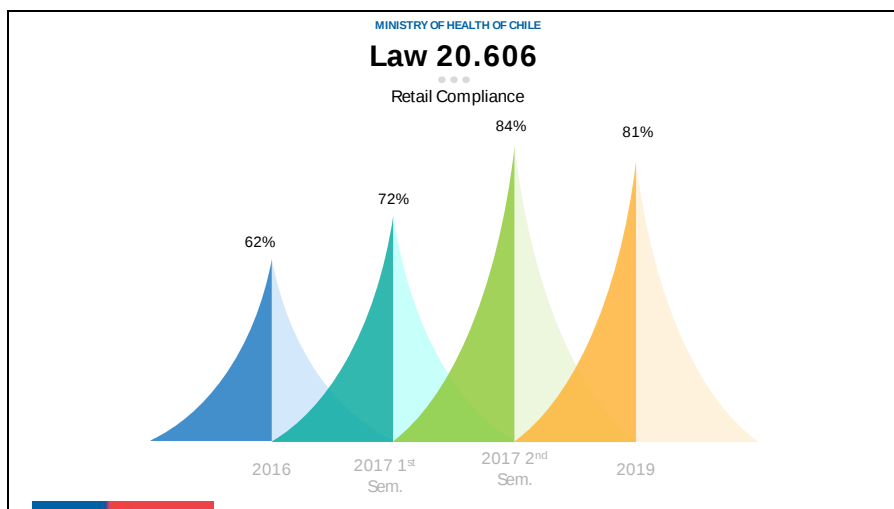
MINISTRY OF HEALTH OF CHILE

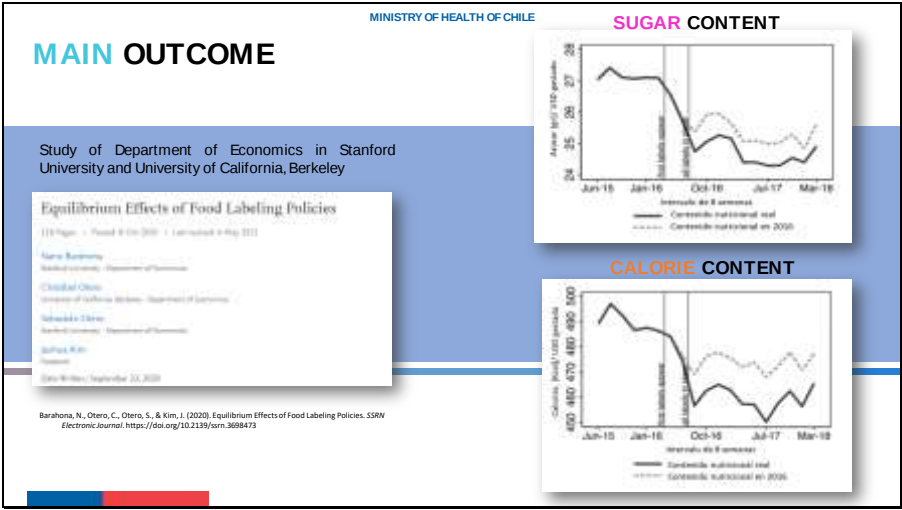
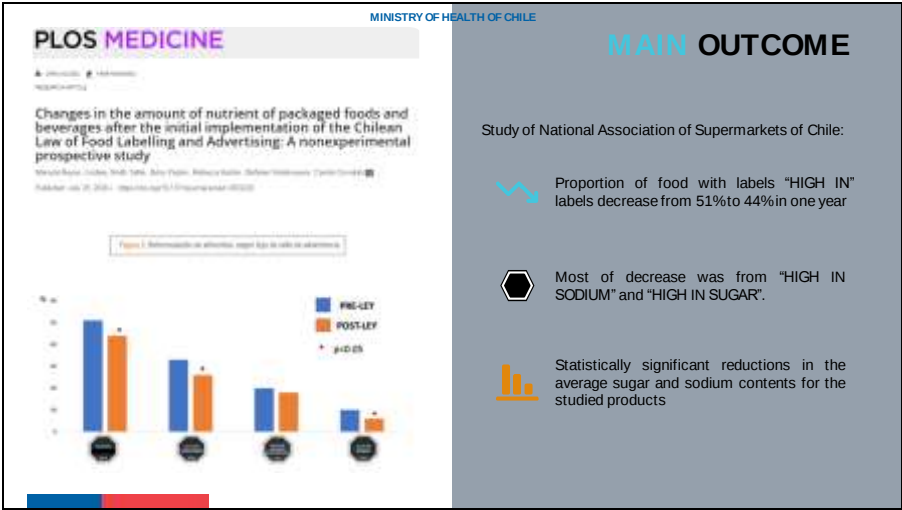
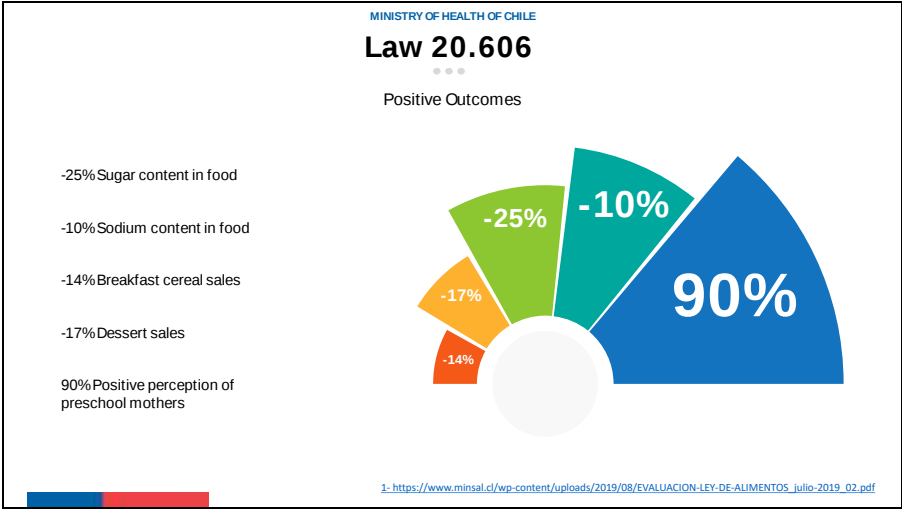
MAIN OUTCOME

-  The Ministry of Health published (2019) a review of main outcomes for the initiative.
-  Several scientific publications explored the impact of this policy.

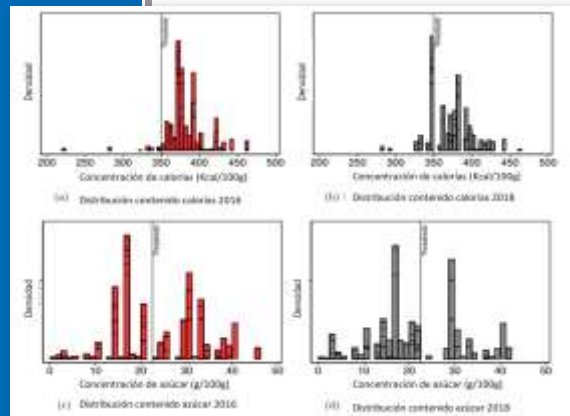


1- https://www.minsal.cl/wp-content/uploads/2019/08/EVALUACION-LEY-DE-ALIMENTOS_julio-2019_02.pdf





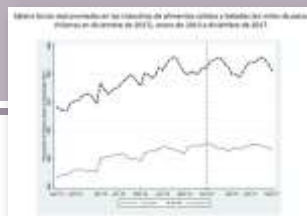
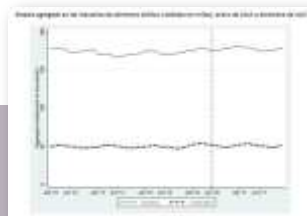
MAIN OUTCOME



33% reformulation of products "HIGH IN SUGAR"

23% reformulation of products "HIGH IN CALORIES"

MAIN OUTCOME



Study of the effect on labour market, 18 months later.

Decrease in production of labeled products, but no effect on labour in those areas.

No impact on added employment neither in real wages.

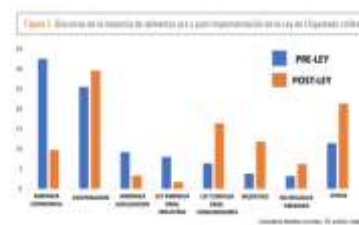


Fajana, G., Cordero, A., Wainrib, J. M., Soto, F. M., & Png, I. M. (2020). The effects of the Chilean food policy package on aggregate employment and real wages. Food Policy, xxx, 102216. <https://doi.org/10.1016/j.foodpol.2020.102216>

MAIN OUTCOME



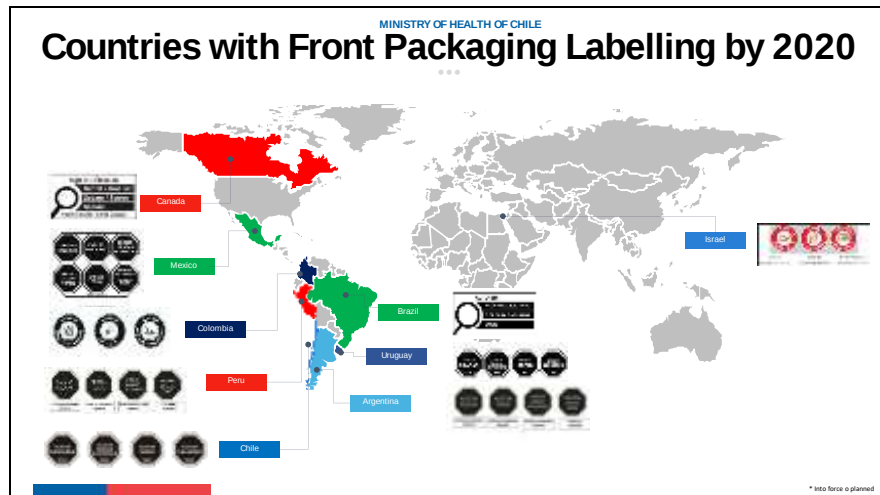
FAO & University of Chile study on the impact on the food productive sector (2021)



FAO & INTA Universidad de Chile. (2021). IMPACTO DE LA LEY CHILENA DE ETIQUETADO EN EL SECTOR PRODUCTIVO ALIMENTARIO. <http://www.fao.org/3/i03208es/i03208es.pdf>

Decrease of negative speech, increase of positive speech.





MINISTRY OF HEALTH OF CHILE

FUTURE CHALLENGES

- Strategic alliances among sectors and internationally.
- Law monitoring and surveillance.
- Law implementation on micro-companies (<90K USD/Y).
- Results evaluation system.
- Keep policy awareness and positive perception on population.
- Evaluate and reach other related areas.
- Strengthen front packaging labelling policy and expand it.

MINISTRY OF HEALTH OF CHILE



<https://www.minsal.cl/reglamento-de-la-ley-de-etiquetado-de-alimentos-introduccion/>



Session 5:
Petr Bobrovskiy



**APEC Conference on Pre-Packaged Food
Packaging and Labelling
(SCSC 7 20 19T)**

**Packaging and labeling of packaged food:
standardization and regulatory framework in
Russia and Eurasian Economic Union**

Session 5: Packaging and Labelling Requirements
Petr Bobrovskiy, Chairman of Technical Committee for
standardization №223 "Packaging" of Rosstandart, Chair of ISO
TC 122/SC3
17-18 November 2021



Regulatory framework: Eurasian Economic Union

Customs Union 2010 - 2014: Russia, Belorussia, Kazakhstan.
Since 2015 EAEU was established: Armenia and Kyrgyzstan joined the Union

↓

EAEU nowadays:
5 countries, 184 million people, 20 million square km, GDP \$2 trillions

Common
technical regulation

Common
customs regulation

Common
job regulation



Eurasian Economic Union free trade agreements

- Signed and acting: Vietnam, Singapore, Serbia.
- Expected to be signed soon: Iran, Israel.
- In process: Egypt, Indonesia.

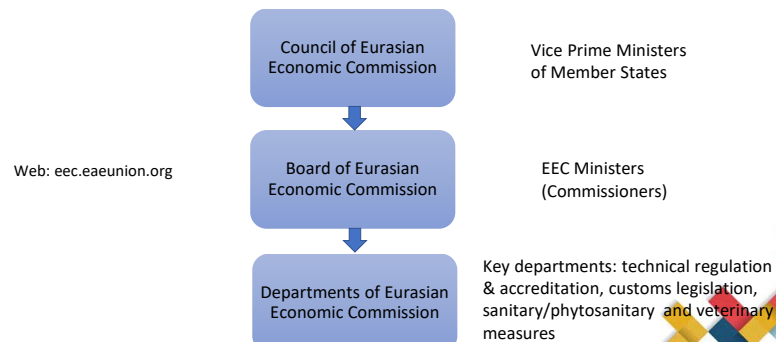
More information: www.eaeunion.org



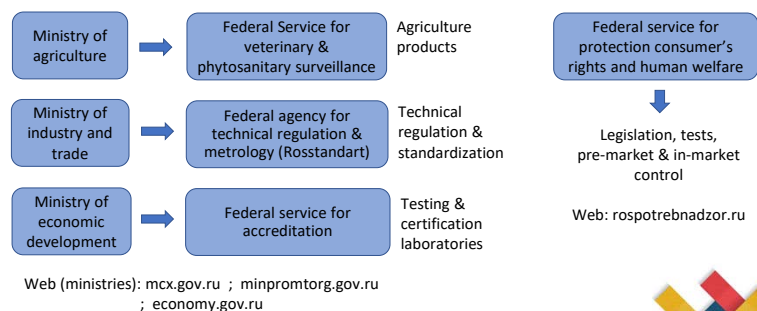
Eurasian Economic Union regulatory basis

- Main regulating document for any goods category: specific Technical regulation/reglament (TR). Each TR includes list of standards, which are considered as a part of TR requirements.
- If the category doesn't have its own TR, it should meet Uniform Sanitary Epidemiological and Hygienic Requirements.
- Some categories are exception → regulation at national level.

Eurasian Economic Commission – main regulatory body



Main Russian state bodies for packaged food market



Mandatory requirements for packaged food (technical regulation at EAEU level)

All food	TR 021/2011 «On food safety» TR 022/2011 «Food labeling» TR 005/2011 «On packaging safety»	Since 2022 there will be also TR 047/2018 on alcohol
Juices	TR 023/2011 «Juice products from fruits and vegetables»	
Fat and oil products	TR 024/2011 «Fat and oil products» (like margarine, sauces, vegetable oil)	
Diet food products	TR 027/2012 «On safety specific diet food products» (diet for sportsmen, pregnant women, etc.)	
Food supplements and flavor	TR 029/2012 «Safety requirements for food supplements and flavors»	
Milk, dairy products	TR 033/2013 «On safety milk and dairy products»	
Meat products	TR 034/2013 «On safety meat and meat products»	Since 2023 there will be also TR on poultry meat
Fish products	TR 040/2016 «On safety fish and fish products»	
Bottled water	TR 044/2017 «On safety packaged water, incl. mineral water»	

Mandatory requirements for packaged food (national level - Russia)

- Federal Law №29 «On safety and quality of food»
- Federal Law №2300-1 «On protection consumer rights»
- Federal Law №171 «State regulation of manufacturing and turnover alcohol and alcohol-containing products»
- Federal Law №280 «Organic food products»
- Governmental decrees
- Ministries orders and other secondary legislation

Mandatory track & trace systems (national level - Russia)

Labeling system by means of identification «Honest mark»	Mandatory for milk and dairy products, packaged water (since 2022), beer (since 2022). Requires labeling on packaging.
Mercury system	Agriculture food products, food ingredients, some dairy, meat and fish products. Requires to be registered.
EGAIS system	All alcohol and alcohol-containing food products. Requires to be registered and in some cases labeling on packaging.

Standards for packaged food

- EAEU Member states (including Russia) use GOST standards. GOST are interstate (regional) standards, which are used in CIS (12 countries, ex-USSR republics).
- Russian national standards have the title GOST R.
- Due to agreement with ISO there are identical GOST standards – in this case the title is GOST ISO.
- National standardization state body in Russia – Rosstandart.

Web: rst.gov.ru

Examples for Mandatory Labeling Requirements



Mandatory label for all goods (products) in EAEU – it means that the product meets mandatory requirements of technical regulation.



Label

Label



354644474564859
0002100234555431

Mandatory track & trace label in Russia for those goods (products) which are subject to Track & trace system «Honest mark».

Example of food product label (chocolate)

Packaging material labeling – mandatory by TR 005/2011

mandatory information for consumer (production date)



EAEU label – mandatory by technical regulation

voluntary certification label

standard № – mandatory if product is manufactured according to the standard

mandatory information for consumer (manufacturer, storage, ingredients and nutrition facts)

Russian national voluntary certification system

Federal agency for
technical regulation &
metrology (Rosstandart)

National
certification
system

System is operated by
Russian standardization institute
Web: ncs.gostinfo.ru



Label of the system

Thank you for your attention!

Petr Bobrovskiy

Chairman of Russian Technical committee for standardization №223 «Packaging»

Chairman of Interstate Technical committee for standardization №223 «Packaging»
(for CIS countries)

Chair of ISO TC 122 / Subcommittee №3 «Performance requirements and tests for means of
packaging, packages and unit loads»

tk223@vniismt.ru

Session 5:
Douglas Balentine

APEC Conference
on Pre-Packaged Food Packaging
and Labelling (SCSC 7 2019T)

United States Food Labeling Requirements and Serving Size Information

Session # 5 – Packaging and Labelling Requirements
Douglas Balentine, PhD
United States Food and Drug Administration

November 18, 2021



FDA Food Responsibilities

- To help meet consumer demands, the United States imports about 15 percent of its overall food supply. Today more than 200 countries or territories and roughly 125,000 food facilities plus farms supply approximately 32 percent of the fresh vegetables, 55 percent of the fresh fruit, and 94 percent of the seafood that Americans consume annually. But this increasingly globalized and complex marketplace has also placed new challenges on our food regulatory and safety systems.

**~75%
of food supply
regulated by
FDA**

What Must be on a Food Label?



- Statement of identity (what the food is)
- Net Quantity of Contents (how much is in the package)
- Name and place of business (who makes the food and where are they located)
- Ingredient statement (what is in the food)
- Nutrition Labeling (unless there is an exemption)
- Allergen Labeling (if needed)
- Other material facts about the food

3 3

Principal Display Panel (PDP)

FDA

- Portion of label most likely to be seen by consumer at time of purchase
- Package can have alternate principal display panels



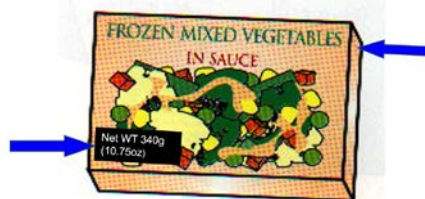
4

4

Principal Display Panel Must Contain

FDA

- Statement of identity (name or nature of the food)
- Net quantity of contents statement (amount of food)



5

5

Statement of Identity

FDA

Is the name of the food

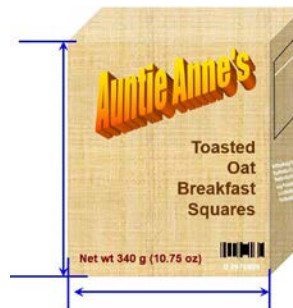
- Name required by law or regulation
 - Butter
 - Cheddar cheese
- Food Standards
- Common or usual name of a food
 - Tomato soup
- Appropriately descriptive term
 - Chocolate chip cookies with walnuts

6

6

Net Quantity of Contents Statement

- Amount of food in package
 - Weight – pound/ounce, grams
 - Volume – gallon/fl. oz. mL
- Must be placed on PDP, lower 30%, parallel to base, conspicuous
- Should state in metric and must state U. S. Customary measure
- Area of PDP determines type size



7

7

Information Panel

- Panel to the immediate right of PDP
- If this panel is unusable, then next panel to right

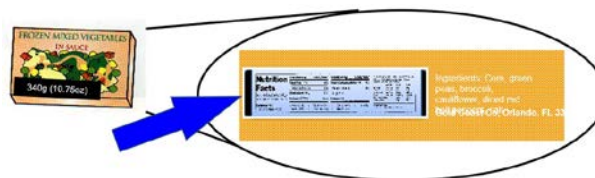


8

8

Information Panel Contains

- Name and address of firm
 - Example: manufacturer, packer, or distributor
- Ingredient list
- Nutrition Facts label (unless exempt)
- Allergen information (if applicable)



9

9

Name and place of Business (ex: manufacturer, packer, or distributor)



- Unless actual manufacturer “distributed by”, “manufactured for”
- Address (city, state, zip code)
- Web address is not an acceptable substitute
- Country of origin required by U.S. Customs and Border Protection



10

10

Ingredient Statement



- Each food ingredient listed in descending order of predominance by weight
- Use common name of ingredients
- Must declare subingredients
- May group ingredients under 2%
- Some spices & flavors may be listed generically
- Minimum type size (1/16 of an inch)



INGREDIENTS: Corn, Water, Sugar, Modified Corn Starch, Salt

11

11

Nutrition Labeling



- Required on most products offered for sale
- The serving size is based on Reference Amounts Customarily Consumed (RACC)
- Exemptions and special labeling provisions
 - Examples:
 - Small Business exemptions
 - Insignificant amount of nutrients in food (plain tea)
- Generally, if a food contains a claim then it must have a nutrition label

12

12

Servings:
larger,
bolder type

Definition →

New:
added sugars

Change
in some
nutrients
required

New Label / What's Different?

8 servings per container
Serving size 2/3 cup (55g)

Amount per serving
Calories 230

	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Serving sizes updated

Calories:
larger type

Daily Values Updated

Actual amounts declared

New footnote

Examples of Label Formats

Nutrition Facts Servings: 12, Serv. size: 1 mini (2g)
Amount per serving: **Calories 5**, **Total Fat** 1g (2% DV), **Sat. Fat** 0g (0% DV), **Trans Fat** 0g, **Cholest.** 0mg (0% DV), **Sodium** 0mg (0% DV), **Total Carb.** 1g (1% DV), **Fiber** 0g (0% DV), **Total Sugars** 0g (0% DV), **Added Sugars** 0g (0% DV), **Protein** 0g, **Vit. D** 0% DV, **Calcium** 0% DV, **Iron** 0% DV, **Potas.** 0% DV

	% Daily Value*
Total Fat 1g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 150mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vit. D 2mcg 10%	
Calcium 260mg 20%	
Iron 8mg 45%	
Potas. 240mg 6%	

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition Facts/Datos de Nutrición
8 servings per container/8 raciones por envase
Serving size/Tamaño por ración 2/3 cup/2/3 taza (55g)

	% Daily Value*
Total Fat/Grasa Total 8g	10%
Saturated Fat/Grasa Saturada 1g	5%
Trans Fat/Grasa Trans 0g	
Cholesterol/Colesterol 0mg	0%
Sodium/Sodio 160mg	7%
Total Carbohydrate/Carbhidrato Total 37g	13%
Dietary Fiber/Fibra Dietética 4g	14%
Total Sugars/Azúcares Totales 12g	
Includes 10g Added Sugars/Incluye 10g azúcares añadidos	20%
Protein/Proteínas 3g	
Vitamin D/Vitamina D 2mcg	10%
Calcium/Calcio 260mg	20%
Iron/Hierro 8mg	45%
Potassium/Potasio 240mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

†% Daily Value (DV) le indica cuánto un nutriente en una porción de alimento contribuye a una dieta diaria. 2,000 calorías al día se usó para el etiquetado de nutrición general.

Allergen Labeling (FALCPA)

- Amended the FD&C Act Section 403(w)
- Defines the term “major food allergen”
- Defines term “name of the food source from which the major food allergen is derived”
- Requires specific label declarations for major food allergens for all foods regulated by FDA except:
 - raw agricultural commodities (fresh fruits and vegetables)
 - ingredients exempt from the definition of a major food allergen

Eight Major Food Allergens



- Milk



- Tree Nuts



- Egg



- Wheat



- Fish



- Peanuts



- Crustacean Shellfish



- Soybeans



Note: Sesame will be added as the ninth major food allergen

When Food Allergen Labeling Is Required



- When a major food allergen's common or usual name does not already identify its food source.

AND

- When that major food allergen's food source is not already identified elsewhere in the statement of ingredients for another allergenic ingredient.

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Two Ways to Label Products Containing Major Food Allergens



OPTION 1 OPTION 2

Nutrition Facts

Ingredients: Enriched flour (wheat flour, malted barley, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), sugar, partially hydrogenated cottonseed oil, high fructose corn syrup, whey, eggs, vanilla, natural and artificial flavoring, salt, leavening (sodium acid pyrophosphate, monocalcium phosphate), lecithin, mono- and diglycerides.

Contains: Wheat, Milk, Egg and Soy.

Any Cookie Company
College Park, MD 20740

Cocoa Crispers Bar
Chocolate Candy with Crisped Rice

Nutrition Facts

	Amount Per Serving	% Daily Value*
Total Fat	10g	20%
Total Sugar	20g	40%
Total Protein	5g	10%
Total Fat	10g	20%
Total Sugar	20g	40%
Total Protein	5g	10%

Ingredients: Milk Chocolate (Sugar, Milk, Cocoa Butter, Chocolate, Vanilla), Corn Syrup, Whey, Cocoa Powder, Crisped Rice (Rice, Sugar, Salt, Malt), **Wheat** Flour, Soy Protein, Ovalbumin (Egg), Natural **Peanut** Flavor.

OR

Ingredients: Milk Chocolate (Sugar, Milk, Cocoa Butter, Chocolate, Vanilla), Corn Syrup, Whey, Cocoa Powder, Crisped Rice (Rice, Sugar, Salt, Malt), Flour (**Wheat**), Soy Protein, Ovalbumin (**Egg**), Natural Flavor (**Peanut**).

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Multiple Languages



If the label has any text in a second language, then all required elements must be in both English and the second language.

Serving Sizes



- Per the Nutrition Labeling and Education Act, serving sizes are calculated based on the Reference Amounts Customarily Consumed (RACCs) and are required on the Nutrition Facts label and are the basis for determining nutrition information
- Products up to and including 200% of the RACC are labeled as single serving products.
- Products between 200% and 300% of the RACC are required to have dual column nutrition labeling.

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Labeling Single-Serving Packages (100%-200% of RACC)



Calories and other nutrients must be declared for the entire package rather than per serving because people typically consume the entire package in one sitting.

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Dual Column Labeling



- Required on packages that can be consumed in one or multiple sittings
- Nutrition information presented per serving and per package
- For packages that contain 200% and up to and including 300% of the RACC (Reference Amount Customarily Consumed)
 - A 3 oz (90 g) bag of chips would be labeled per serving [1oz (30 g)] and per package [90 g]

Nutrition Facts			
2 servings per container		1 cup (255g)	
Serving size	Per serving	Per container	
Calories	220	440	
Total Fat	5g 6%	10g 13%	
Saturated Fat	2g 10%	4g 20%	
Trans Fat	0g	0g	
Cholesterol	15mg 5%	30mg 10%	
Sodium	240mg 10%	480mg 21%	
Total Carb.	35g 13%	70g 25%	
Dietary Fiber	6g 21%	12g 43%	
Total Sugars	7g	14g	
Incl. Added Sugars	4g 8%	8g 16%	
Protein	9g	18g	
Vitamin D	8mcg 25%	16mcg 50%	
Calcium	200mg 15%	400mg 30%	
Iron	1mg 6%	2mg 10%	
Potassium	470mg 10%	940mg 20%	

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Bioengineered Food Disclosure

- Bioengineered Food: A food that contains genetic material that has been modified through in vitro rDNA methods and for which the modification could not be otherwise obtained through conventional breeding or found in nature. (note the genetic material must be detectable in the food)
- Disclosure: On-package text (information panel or principal display panel) or Symbol, Electronic/Digital or Text message.

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Resources



- A Food Labeling Guide (<https://www.fda.gov/regulatory-information/search-fda-guidance-documents/guidance-industry-food-labeling-guide>)
- Changes to the Nutrition Facts Label (<https://www.fda.gov/regulatory-information/search-fda-guidance-documents/guidance-industry-food-labeling-guide>)
- Changes to the Nutrition Facts Label (Spanish) (<https://www.fda.gov/food/nutrition-facts-label-in-spanish>)
- CFSAN Education Resource Library (<https://www.fda.gov/food/resources-you-food/cfsan-education-resource-library>)
- Food and Cosmetics Information Center (FCIC) (<https://www.fda.gov/food/resources-you-food/industry-and-consumer-assistance-cfsan>)
- Bioengineered Foods Disclosure (<http://www.ams.usda.gov/be>)

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Session 7:
Dominic Milan

APEC Conference on Pre-Packaged Food
Packaging and Labelling
(SCSC 7 20 19T)

Food Packaging and Labelling

Dominic Milan
Nov 17, 2021

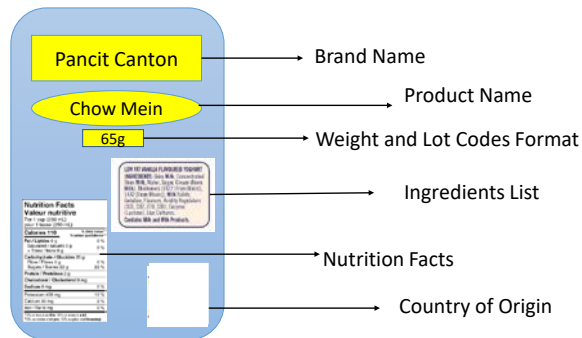
PROBLEM

**EXPORTING IS DIFFICULT
TIME CONSUMING
AND EXPENSIVE**

PROBLEM

One of the most difficult aspect is **PACKAGING** and **LABELING**

Basics of Packaging



Translations

MIDDLE EAST	Arabic
UNITED STATES	English
CANADA	English and French
AUSTRALIA	English
EUROPE	Euro Language

Challenges Encountered by SMEs

1. Minimum Production Capacity
2. High MOQ for Packaging
3. 'Chicken or Egg' Problem
4. Technical Knowledge
5. Determining Which Markets to Enter



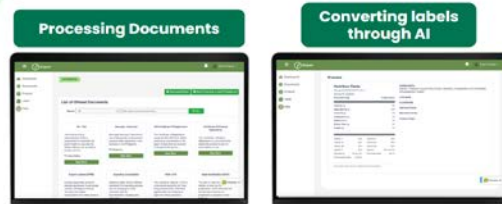
is a one-stop end to end platform for cross border trade and fulfillment services

HOW THE BUSINESS WORKS



- 1 Register at 1Export
- 2 Become compliant with requirements
- 3 Sell to Wholesalers, Retailers, Resellers
- 4 Consolidate and ship products
- 5 Buyers pay upfront or with terms

HOW THE BUSINESS WORKS

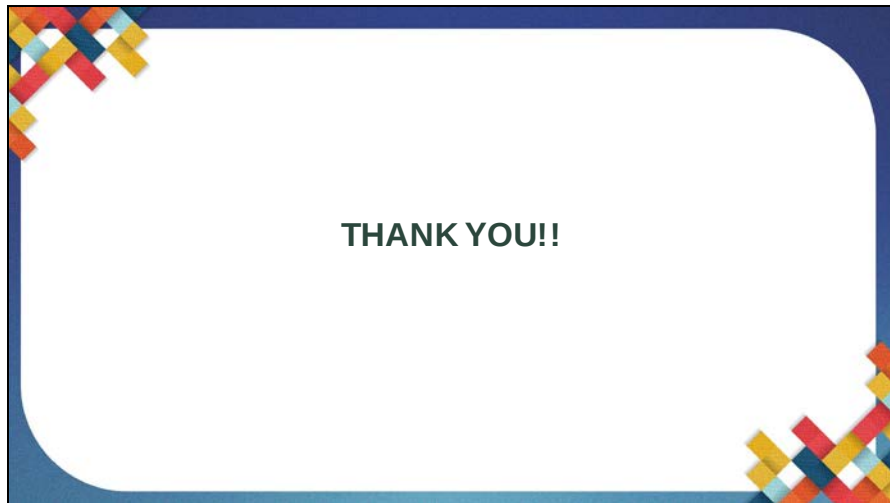


Packaging Innovation

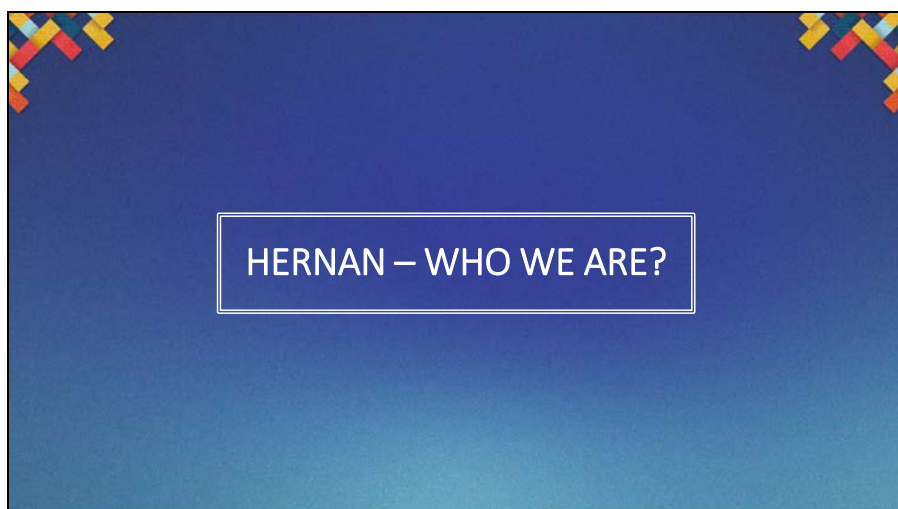


PROS OF ENTERING THE EXPORT MARKET

1. USD is the currency used
2. Potential for Product Growth in another Market
3. Learnings for Manufacturing and Product Growth
4. More Market Availability, More Sales
5. Salvage Sales in the Philippine Market



Session 7:
Anna Teo





ABOUT



Co-founder, CEO,
Musang Queen of Malaysia

THE BACKBONE OF HERNAN CORPORATION

Anna Teo

A Leader, An Entrepreneur

"Former air stewardess Anna Teo, stamps her name by exporting the King of Fruits in large numbers."

Anna Teo started a food manufacturing and trading business in 1996, known as Hernan Corporation Sdn. Bhd (Malaysia). As early as 2004, Hernan Corporation exported its first container load of durians by sea to Brisbane, Australia.

Anna has aspired to become the leader in durian business. Her ultimate goal has turned Hernan to be a fully integrated durian company in exporting fresh and frozen fruits, as well as durian confectioneris.



ABOUT



Leading Exporter

Incorporated in 1996, Hernan Corporation is a leading exporter of the finest quality of Malaysian food and frozen durian products. Over the years, it has grown by leaps and bound with its export business spreading to Australia, China, Canada, Indonesia, Japan, Netherlands, UK and USA.





ABOUT



Distributor & Buyer

Complementing its export business, Hernan Corporation distributes dry food, local herbs and spices, as well as snacks and confectioneries that are uniquely Malaysian. Our company also holds 'Sole Distributor' rights to several renowned local brands to meet the international markets needs.



ABOUT HERNAN

A Manufacturer and Cold Chain Operator

Hernan Corporation is also the leading manufacturer and cold chain operator in producing frozen durian products and durian desserts. Our company is equipped with excellent refrigeration capability to produce premium quality products to satisfy our customers.

ABOUT HERNAN

A Grower with Quality Difference

With a sterling reputation for durian and tropical fruit products, Hernan Corporation grows its own fruits to ensure the finest quality of fruits. We are a grower with quality difference as only the highest premium grade of durian species and tropical fruits are cultivated in our orchard.

ABOUT HERNAN

ENRICHING THE WORLD

with our durian and durian products

Australia (2005)	South Korea (2016)
New Zealand (2006)	UK (2017)
Netherlands (2008)	Brunei (2017)
USA (2009)	Taiwan (2018)
Canada (2009)	Japan (2019)
France (2010)	Indonesia (2019)
China (2011)	Vietnam (2019)
Hong Kong (2012)	Saudi Arabia (2019)
Singapore (2016)	



CHALLENGES IN PACKAGING & LABELLING

CHALLENGES IN PACKAGING & LABELLING

1. REGULATORY OR COMPLIANCE

Different economy import's requirement / regulation differs from one to another. In many cases, we need to work with our overseas' Importers or Distributors to obtain such information.

- **Nutritional Information**
If there is new market/economy to penetrate cannot use the existing NIP, need to follow that economy's format (which needs to incur additional cost to test new NF)
- **Ingredient List**
Certain economy accept E-numbers declaration, while certain economy need to specify the name of the sub ingredient.
- **Packaging Info**
 - Positioning of nutritional info, barcode, wordings (E.g. Net Weight, Importer details, etc.) may differ
 - Format of the wordings (E.g. Net Weight, Importer details, etc.) or barcode may differ

In addition, as we cannot standardize the packaging for all economies, thus need a lot of storage space to keep the packaging stocks. Hence, additional costs could be incurred.

Nutritional Information (of Different Economies)

Nutrition Facts الحقائق الغذائية	
1 Serving per container 6 سوابق 120	
Amount per serving	
Calories السعرات الحرارية 120	
Total Fat 5g	
Saturated Fat 3g	
Trans Fat 0g	
Cholesterol 10mg	
Sodium 10mg	
Total Carbohydrate 15g	
Dietary Fiber 3g	
Total Sugar 10g	
Protein 5g	

To Middle East

Nutrition Declaration / Voedingssamenstelling / Information Nutritionnelle / Nährwertdeklaration / Declaration Nutritionnelle	
Nutrition Facts per / Voedingselemente per /	
Value Nutritionnel per / Nährwerte pro /	
Valeur Nutritionnelle pour	
Energy / Energie /	
Fats / Lipides /	
Saturated / Saturés /	
Trans / Trans /	
Cholesterol / Cholestérol /	
Sodium / Sodium /	
Total Carbohydrate /	
Dietary Fiber /	
Total Sugar /	
Protein /	

To Europe

Nutrition Facts Valeur nutritive	
per 100g	
Calories/Calories 260	
Fat/Lipides 5g	
Saturated Saturated 4g	
Trans/Trans 0g	
Carbohydrate/Glucides 53g	
Sugars/Sucres 19g	
Protein/Protéines 1g	
Cholesterol/Cholestérol 0mg	
Sodium/Sodium 20mg	
Potassium/Potassium 150mg	
Calcium/Calcium 20mg	
Iron/Fer 0.5mg	

To Canada

营养成分表		
项目	每100克	NRV%
能量	1029 千焦	12%
蛋白质	2.5 克	4%
脂肪	12.6 克	21%
- 饱和脂肪	11.4 克	57%
- 反式脂肪	0 克	-
碳水化合物	0 克	0%
- 糖	29.0 克	10%
- 膳食纤维	15.4 克	-
钠	2.9 克	12%
钾	47 毫克	2%

To China

Export to China

Chinese words need to be bigger than the English words

Nutrifacts need to follow China's format

HERNAN FOOD

榴蓮班戟

DURIAN BANJIAN

酥点

Keep Fresh at: 18°C

保持新鲜：18°C 冷藏

Serving Suggestion

建议食用方法：冷藏后食用

净含量：150克(4粒装)

营养成分表

项目	每100克	营养素参考值%
能量	1117 千焦	13%
蛋白质	3.0 克	5%
脂肪	10.2 克	17%
碳水化合物	38.8 克	13%
钠	29 毫克	1%

净含量：150克(4粒装)

Export to China

Food Label for Food Service Product

China's format.
Date is
YYYY / MM / DD

Net Weight needs to have minimum height of 6mm

产品类型：冷冻加工糕点

配料：水、榴莲果肉、糯米粉、白砂糖、淡奶油、水、氧化棕榈仁油、玉米糖浆、白砂糖、硬脂酰乳酸钠、单、双甘油脂肪酸酯、硬脂酰三醇、酪蛋白酸钠(牛奶衍生物)、食用盐、准许调味料、黄原胶、瓜尔胶、羟丙基淀粉、植脂末、抗氧化剂(B321)、乳化剂(B471)、小苏打粉、白砂糖、面包屑、大米粉、山梨糖醇、面粉、吉士粉、β-胡萝卜素、

过敏原：包含小麦和牛奶

原产国：马来西亚

生产日期：年/月/日

保质期：年/月/日

贮藏方法：-18℃冷冻保存。

食用方法：无需解冻，开封后立刻在180℃的热油中炸5-8分钟即可食用。

生产商：HERNAN CORPORATION SDN BHD

进口商：

地址：

电话：

营养成分表

项目	每100克	营养素参考值%
能量	1117 千焦	13%
蛋白质	3.0 克	5%
脂肪	10.2 克	17%
碳水化合物	38.8 克	13%
钠	29 毫克	1%

净含量：1 千克

CHALLENGES IN PACKAGING & LABELLING

2. LANGUAGE BARRIERS

There are language barriers which certain importing economies require for the information in the packaging to appear in both English & importing economy language.

E.g.

- All imports to Canada requires both English and French words.
- All imports to Middle East requires both English and Arabic words.

Export to Canada. The need to incorporate French language



Export to Middle East. The need to incorporate Arabic language



Export to our Netherland's distributor. The need to incorporate **5** different languages.
i.e. **ENGLISH, DUTCH, SPANISH, DANISH** and **FRENCH**

Frozen Durian Pancake – 68102
Bovoren Durian Pannekooek
Panqueque Durian Congelado
Gaffronneer Durian Plankuchen
Pancake Durian Congelê

Nutrition Declaration / Voedingsewaardevermelding / Information
Nutritional / Nährwertdeklaration / Declaration Nutritionnelle

Nutrition Facts per / Voedingsewaarde per / Valor Nutricional por / Nährwerte pro / Valeur Nutritionnelle pour	100g
Energy / Energie / Valor Energético / Energie / Energie	1150kJ 275kcal
Fat / Vetten / Grasvett / Fett / Grassene of vetlich / vettvett / de las coules / davon (dort) Saturates / Verzärgte Veltvett / Acides Gras Saturés	69.0g
Carbohydrate / Kohlenhydrate / Hidratos de Carbono / Kohlenhydrate / Glucides of vetlich / vettvett / de las coules / davon (dort) Sugars / Suikers / Azúcares / Zucker / Sucres	12.4g
Protein / Eiwitten / Proteïnen / Eiwiss / Protéines	31g
Salt / Zout / Sal / Sale / Sel	18.4g

Net Weight / Nettogewicht / Peso Neto / Nettogewicht / Poids Net: 150g (5oz)

Ingredients / Ingrediënten / Ingredientes / Zutaten / Ingredientes:
(EN) Filling: Durian Paste (30%), Non-Dairy Whipped Cream (10%), Unsweetened Palm Kernel Oil (5%), Corn Syrup, Sugar, Emulsifier (E465, E471, E472, E473), Thickener (E412, E413, E414, E415, E416, E417, E418, E419, E420, E421, E422, E423, E424, E425, E426, E427, E428, E429, E430, E431, E432, E433, E434, E435, E436, E437, E438, E439, E440, E441, E442, E443, E444, E445, E446, E447, E448, E449, E450, E451, E452, E453, E454, E455, E456, E457, E458, E459, E460, E461, E462, E463, E464, E465, E466, E467, E468, E469, E470, E471, E472, E473, E474, E475, E476, E477, E478, E479, E480, E481, E482, E483, E484, E485, E486, E487, E488, E489, E490, E491, E492, E493, E494, E495, E496, E497, E498, E499, E500, E501, E502, E503, E504, E505, E506, E507, E508, E509, E510, E511, E512, E513, E514, E515, E516, E517, E518, E519, E520, E521, E522, E523, E524, E525, E526, E527, E528, E529, E530, E531, E532, E533, E534, E535, E536, E537, E538, E539, E540, E541, E542, E543, E544, E545, E546, E547, E548, E549, E550, E551, E552, E553, E554, E555, E556, E557, E558, E559, E560, E561, E562, E563, E564, E565, E566, E567, E568, E569, E570, E571, E572, E573, E574, E575, E576, E577, E578, E579, E580, E581, E582, E583, E584, E585, E586, E587, E588, E589, E590, E591, E592, E593, E594, E595, E596, E597, E598, E599, E600, E601, E602, E603, E604, E605, E606, E607, E608, E609, E610, E611, E612, E613, E614, E615, E616, E617, E618, E619, E620, E621, E622, E623, E624, E625, E626, E627, E628, E629, E630, E631, E632, E633, E634, E635, E636, E637, E638, E639, E640, E641, E642, E643, E644, E645, E646, E647, E648, E649, E650, E651, E652, E653, E654, E655, E656, E657, E658, E659, E660, E661, E662, E663, E664, E665, E666, E667, E668, E669, E670, E671, E672, E673, E674, E675, E676, E677, E678, E679, E680, E681, E682, E683, E684, E685, E686, E687, E688, E689, E690, E691, E692, E693, E694, E695, E696, E697, E698, E699, E700, E701, E702, E703, E704, E705, E706, E707, E708, E709, E710, E711, E712, E713, E714, E715, E716, 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APEC Conference on Pre-Packaged Food
Packaging and Labelling
(SCSC 7 2019T)

SMEs PACKAGING CHALLENGES

Kathreen Ann S. Ocampo
November 18, 2021

BRIEF COMPANY BACKGROUND

RPO FINE FOODS CORPORATION

- Started as a homebased business in 1999
- Incorporated and registered under Philippine SEC in 2013
- Products: Wow Mani, Wow Kasoy and Wow Bawang
- Our products are available in selected local supermarkets and exporting in USA, Canada, Middle East
- Philippine FDA Certified
- Halal Certified
- US FDA Facility Registered



Packaging Challenges We Encountered

1. Difficulties complying with international standards and government regulations
2. Strong Market Competition
3. High cost of Packaging Equipment and more Eco-Friendly packaging materials
4. Marketing & Branding constraints
5. Changing Consumer Preferences

How did we cope up with the challenges?

- RPOFFC secured all necessary documentary requirements and certification with Philippine FDA, Local Business and sanitary permits and licenses. On process- GMP & HACCP Certification
- Review and monitor market trends and prices of competitors
- Maximize free online marketing thru social medias- Facebook, Instagram, Shopee and Lazada
- Modify and upgrade brand packaging designs.
- Continuous research and development on consumers preferences

PACKAGING IMPROVEMENTS

OLD



NEW



With the assistance of Philippine DTI-EMB and upgrading of product packaging we were able to penetrate mainstream market such WARMART In USA and Lulu Supermarket in Dubai.



USA - WARMART



DUBAI

The Philippine SMEs still needs a lot of assistance from both the government and private organizations to overcome the packaging and labelling challenges. We fervently hope that thru the APEC conference we can impart our wish to have an aligned domestic labelling and packaging regulations with the international standards to be able to export our products globally. We also look forward to learn the latest trends, innovations on sustainable and eco friendly packaging.

Thank you and Stay Safe.

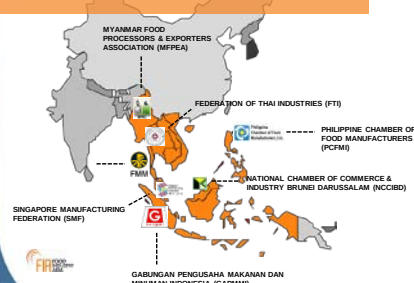
Session 7:
Teresa Lo

APEC Conference on Pre-Packaged Food Packaging and Labelling (SCSC 7 20 19T)

Labelling Requirements and Impact on Trade

Teresa Lo
18 November 2021

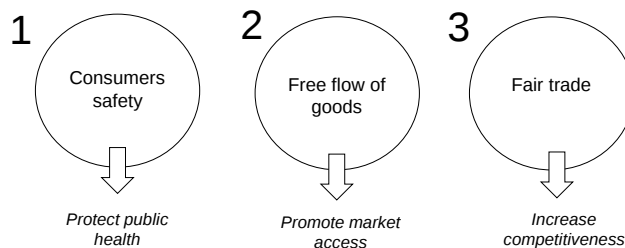
AFBA consists of national associations in South East Asia involved in the food sector



VISION & MISSION

- Support **harmonisation** efforts across South East Asia and provides a voice for the ASEAN food industry
- Coordinate industry efforts to deliver effective input and practical guidance on ASEAN policies to unlock the food sector's growth potential in and out of our region.

OBJECTIVES OF HARMONISATION



ADDRESSING NON-HARMONISATION OF NUTRITION LABELLING

2017

- Study conducted on the trade impact of non-harmonised nutrition labelling in ASEAN
- Examined the nutrition labelling framework and challenges that are faced by industry members

2018

- Report launched in Singapore
- Key findings shared at dialogue session with ASEAN stakeholders



REGULATORY LANDSCAPE OF BACK-OF-PACK NUTRITION LABELLING

- Mandatory for **selected types of food**
- Declaration of nutrition information in **per serving basis** and based on the **Recommended Daily Intake (RDI)**

- Mandatory for **selected types of food**
- Declaration of nutrition information in **per 100 g or 100 ml, or per serving, or both**

- Mandatory for **all prepackaged foods, excepted for certain types of food**
- Declaration of nutrition information in **per 100 g or 100 ml, or per serving, or both**

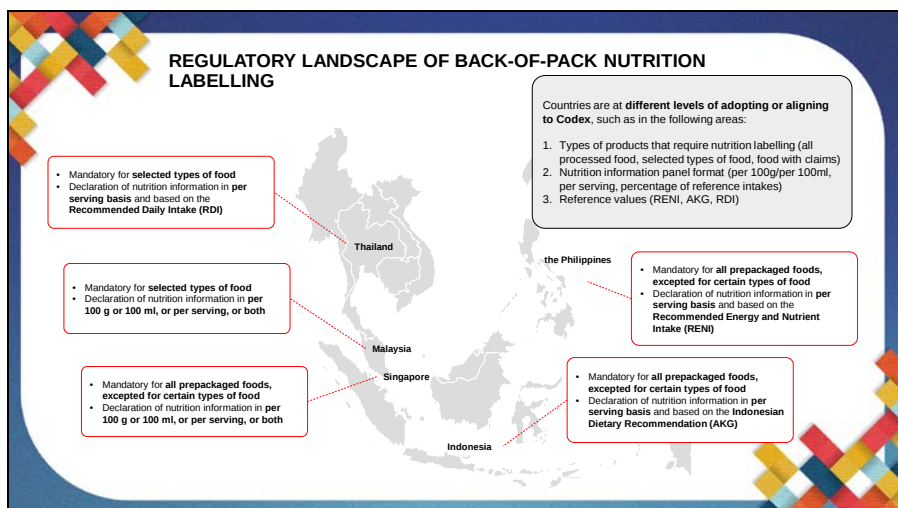
Countries are at **different levels of adopting or aligning to Codex**, such as in the following areas:

1. Types of products that require nutrition labelling (all processed food, selected types of food, food with claims)
2. Nutrition information panel format (per 100g/per 100ml, per serving, percentage of reference intakes)
3. Reference values (RENI, AKG, RDI)

the Philippines

- Mandatory for **all prepackaged foods, excepted for certain types of food**
- Declaration of nutrition information in **per serving basis** and based on the **Recommended Energy and Nutrient Intake (RENI)**

- Mandatory for **all prepackaged foods, excepted for certain types of food**
- Declaration of nutrition information in **per serving basis** and based on the **Indonesian Dietary Recommendation (AKG)**

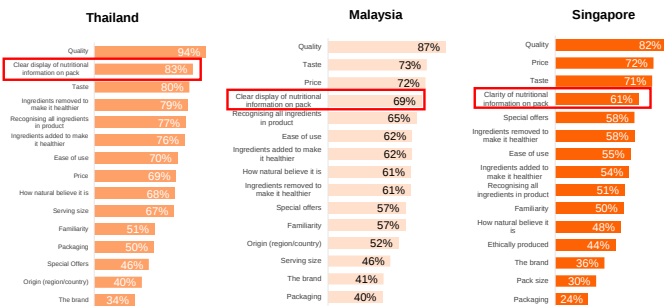


CHALLENGES

- 1 Limitation of space on product labels, especially for product packed in small packaging.
- 2 Fulfilling mandatory labelling requirements on product without compromising the readability of the information.
- 3 Greater challenge for businesses that adopt the same label for multiple markets where businesses have to fulfil the requirements in each of the market, e.g. different labelling and language requirements

FROM THE CONSUMERS' LENS

What do consumers say is important to them when choosing food and drink?



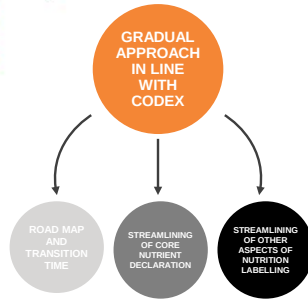
Source: FIA-IGD Healthier Product Reformulation Report

THE NEED FOR STANDARDISED NUTRITION LABELLING INFORMATION

NUTRITION LABELLING HARMONISATION

- 1 **Industry**
 - Gain easier market access with more efficient use of resources through streamlined labelling
 - Provide standardised way in the communication with consumers through product package
- 2 **Consumers**
 - Access to consistent nutrition-related information from product label
 - Make informed purchases of product based on individuals' needs and preferences
- 3 **Food Authorities**
 - Allow easier monitoring
 - Reduce non-compliance

OPPORTUNITIES FOR HARMONISATION



- Nutrition labelling streamlining efforts to be rolled out in a **gradual approach** that is **in line with international guidelines** and allows for **sufficient transition time** for local industry members
 - Ensure appropriate road map to ensure **feasibility for all businesses** and **sufficient transition time**.
 - **Streamline core nutrient declaration** with Codex or other countries in the region
 - Follow through the next steps in the **streamlining of other aspects of nutrition labelling** with Codex or other countries in the region, such as nutrient reference values, nutrition information panel format, tolerance level and compliance

REGULATORY DEVELOPMENT OF FOOD LABELLING

In December 2020, the Food Safety and Standards (Labelling and Display) Regulations was introduced. The form of **barcode/global trade identification number (GTIN)** has been introduced as a method of presentation;

- Nutritional information of prepackaged foods may additionally be provided in such form.
- Exemption of the following items on the labelling requirements for prepackaged foods, non-retail container is permitted if the information is provided in barcode/GTIN form
 - Address of brand owner/manufacturer/packer or bottler
 - License number of manufacturer/marketer/packer/bottler

At the **46th Session of the Codex Committee on Food Labelling**, the use of technology in food labelling has been discussed. In general, the Committee agreed to start new work on the use of technology in food labelling and the new work was approved at the 44th Codex Alimentarius Commission meeting.

In May, the second draft Regulation Governing Labelling of Small Prepackaged Food was proposed whereby **electronic means** have been proposed in addition to the common labelling approach. In this case, business may disclose the labelling via either the traditional method or **electronic means ("QR code")** for small packaged foods.

CODEX

Chinese Taipei

India

POTENTIAL SOLUTION THROUGH DIGITAL PRODUCT IDENTITIES

- 1 Digital product identities is a tool that can be leveraged on to open up new and innovative ways to engage with consumers.
- 2 Product information can be displayed on off-label websites.
- 3 If there can be alignment on the core information to be put on product labels, digital product identities can be utilised to provide other product information beyond the core information that is required on product labels, based on individual country's requirements.

POTENTIAL SOLUTION THROUGH DIGITAL PRODUCT IDENTITIES



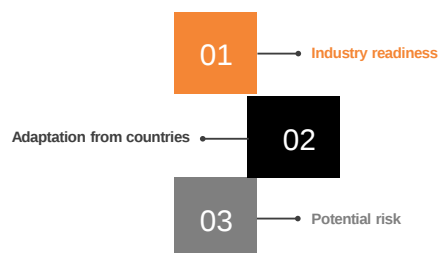
- Consumers are able to access additional information which is beyond what is presented on product labels by scanning on the QR code or bar code.
- Scanning can give results that is based on country requirements (language, nutrient content based on country requirements), adjusted to the market where the product is scanned.

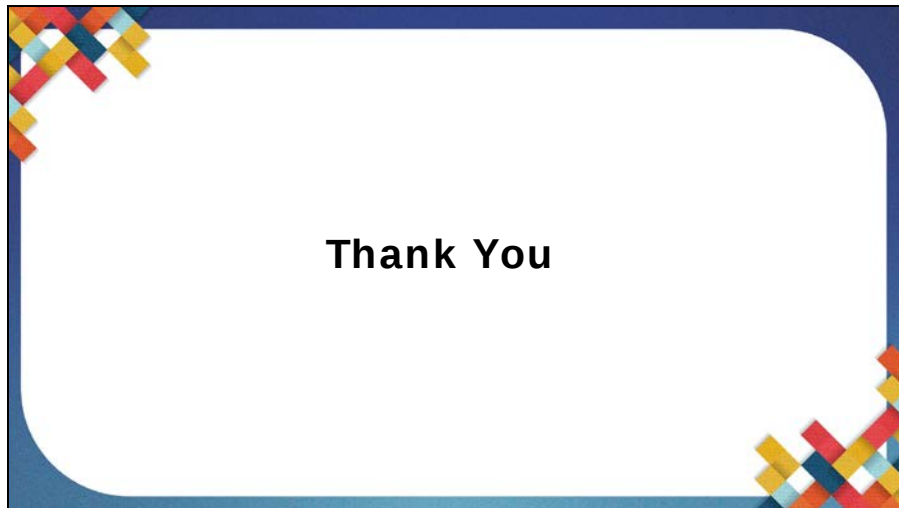
POTENTIAL SOLUTION THROUGH DIGITAL PRODUCT IDENTITIES

By leveraging information that is embedded in 2D barcodes on product packaging, access to more information about products can be provided and this could include:

- Country of Origin Labelling
- Nutrition Labelling
- Traceability data / recall status
- Best before/expiry date
- Certification information
- Consumer handling and storage information
- Product information page
- Ingredient list
- Allergen
- Sustainability and recycling

AREAS FOR CONSIDERATION





Session 7:
Andrew Stephens



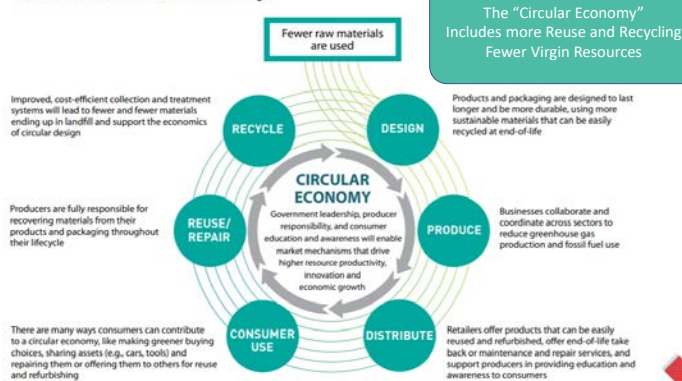
Why is USDA/FAS Looking at This?

- Supporting the Biden administration's sustainability objectives while seeking to avoid unnecessary barriers to trade
 - Addressing technical regulations on packaging and recycled content
 - Participating in international engagement on reducing marine plastic pollution
 - Ensuring food and agriculture exporter awareness of and ability to meet new packaging requirements

The Ocean Plastic Pollution Crisis



What is a Circular Economy?



Source: Strategy for a Waste Free Ontario – Building the Circular Economy

Examples of Civil Society Activities:

- Advocacy
- Beach Litter “Brand Audits”
- Supporting Legislative Action

2019 EU Single Use Plastic Ban is Based on Beach Litter Surveys

Would survey results in Asia lead to different product restrictions?

10 most common single-use plastic items on European beaches

Alternatives to Plastic? (Reusable / Recyclable / Package Free)

Examples of #zerowaste:
Refillable Containers, Paper Coke Bottle,
Package Free Retailers,
Laser Printed Fruit

Challenges:
Cost, Consumer Preference,
Functionality, Inability to Scale, Carbon
Footprint in Life Cycle Analysis

Only #1 PET and #2 HDPE are widely recycled in the USA

Plastic Resin Identification Codes

Quick Reference Guide

Plastic Item	(A) % of Total (367) U.S. Material Recovery Facilities that Accept the Item	1 PETE Polyethylene Terephthalate	2 HDPE High-Density Polyethylene	3 PVC Polyvinyl Chloride	4 LDPE Low-Density Polyethylene	5 PP Polypropylene	6 PS Polystyrene	7 Other
PET #1 Bottles & Jugs ¹	100%	Common Products: • water bottles • soda bottles • peanut butter jars	Common Products: • milk jugs • 5 gal buckets • shampoo bottles • laundry detergent containers	Common Products: • vinyl • tubing/pipette • siding • auto product bottles	Common Products: • laundry baskets • bread bags • squeeze bottles • plastic film	Common Products: • yogurt containers • amber-colored pill bottles • coffee cup lids • crates • kitty litter buckets	Common Products: • styrofoam cups • solo cups • egg cartons • to-go containers	Common Products: • toys • sippy cups • cd/dvds • lenses
HDPE #2 Bottles & Jugs ¹	100%							
PP #5 Tubs	53%							
PP #5 or PS #6 Coffee Pods	0%							



Challenges in Recycling Multi-Material Flexible Packaging



- Flexible packaging is the fastest growing and second largest segment in the USA -- now 50% of food packaging
- Ranks top 3 beach litter survey globally (oceanconservancy.org 2021)
- **Polyethylene mono-material** flexible packaging can be recycled and is primarily collected at retail locations in the USA.
- **Multi-material flexible packaging** varies from three layers up to nine, with different resins in each layer. PET, PVC, PVDC, Paper, Aluminum foil or degradable polymers **render these unrecyclable** per Association of Plastic Recyclers Design Guidance.



Regulatory Initiative Examples:

- **Bans or restrictions** on single-use plastics
- **Mandatory Recycled Content** for plastic packaging (and design requirements – EU tethered bottle cap)
- **Extended Producer Responsibility** - scheme to fund recycling





Government of Canada

Gouvernement du Canada

Canadian Ministry of Environment and Climate Change (ECC)

Regulatory Analysis

Snack Food wrappers

“problematic” but exempt because of “essential function.”

	Environmentally problematic		Value recovery problematic			Exemption considerations	
	Prevalent in environment	Known or suspected to cause environmental harm	Hampers recycling and/or wastewater treatment	Non-recyclable, low or very low recycling rate	Barriers to increasing recycling rate	Performs essential function	No viable alternatives
Cutlery	✓	✓	✓	✓	✓	In some cases, for security	
Straws	✓	✓	✓	✓	✓	In some cases, for accessibility	
Food packaging and service ware made from problematic plastics	✓	✓	✓	✓	✓		
Other bags (for example, garbage)			✓	✓	✓		
Snack food wrappers	Some kinds		Some kinds (for example, bioplastics)	✓	✓	✓	
Multi-packaging			✓	✓	✓		
Disposable personal care items			✓	✓	✓		
Beverage bottles and caps	✓	✓					

Canadian Ministry of Environment and Climate Change (ECC)

Regulatory Analysis

Snack Food wrappers “problematic” but exempt because of “essential function.”

Common Elements of Recent “All of the Above” Plastic Regulations as of October 2021 (Similarities and Differences in Rapidly Evolving Regulations)

Regulatory Measures	EU Directive 2019	California, USA 2020	Canada 2020	Chile 2020	Philippines Draft Legislation
Ban on Single Use: straws, stirrers, cutlery, etc.	Yes	No Some city bans.	Yes	Yes. Includes sachets for sauces.	Yes –in Bill 9147 Includes multilayer sachets.
Minimum Recycled Content (MRC) for PET Beverage Bottles	Yes 25% by 2025 30% by 2030	Yes 15% by 2022 25% by 2025 50% by 2030	Not yet. Federal Ministry now in consultations to determine rates.	15% by 2025 25% by 2030 50% by 2040 70% by 2060	No –But Bill 9147 requires companies to reduce plastic “footprint”
Extended Producer Responsibility (EPR) Scheme (Tax)	Yes	No Yes in: Maine (2021), Oregon (2021)	Yes. Implemented by 5 Provinces.	No But see Draft decree, May 2019	Yes –in Bill 9147
Labeling on Recyclability or End of life disposal	Yes Compulsory label on disposal for wipes, cigarettes,...	Yes Prohibits (2024) recycling symbol unless can actually be recycled in California	More planned in Phase 2 National Action Plan	Yes Eco-labeling for certified plastics (e.g. compostable)	Yes –in Bill 9147
Consumer Awareness Plans	Yes Using EPR funds	No	More in Phase 2 Action Plan	Yes. New mandate in 2021	Yes –in Bill 9147

What Next? Integrated Approach for Packaging Sustainability Needed

- Regulatory and Non-Regulatory Solutions
- Alternatives to Single-Use when practical
- Solid Waste Management Infrastructure must be increased
- Recycling needs more capacity and new technology
- Food contact material safety regulations for recycled materials
- Improve markets for recycled materials
- Greater consumer awareness of packaging options and how to recycle
- Design alternative packaging and systems before banning existing
- Whole of Government / Multi-Ministry Approach

USDA/FAS Activities:

- **Participate in Interagency Coordination**
 - Department of State-led UNEP working group
 - Collaboration with Commerce, EPA, USTR, FDA
- **WTO engagement**
 - Notify and Comment in TBT Committee
 - Plastic Packaging in TBT Thematic Session 2022
- **Stakeholder Outreach and Learning Agenda**
- **USDA GAIN Reports on Food and Agricultural Import Regulations and Standards (FAIRS)**
 - New sub-section for packaging sustainability measures

PROPOSAL FOR COOPERATION ON MEASURES TO ADDRESS PLASTIC PACKAGING POLLUTION
NINTH TRIENNIAL REVIEW
Submission from the United States

MPACT Presents
BIO-BASED PLASTICS
CONTRIBUTION TO THE
CIRCULAR ECONOMY

GAIN
Global Agricultural
Information Network

Section III	Packaging and Container Regulations
	Sub-Category: Packaging Sustainability Measures

Andrew Stephens
USDA Foreign Agricultural Service, Washington DC
Andrew.Stephens@USDA.gov