

L'ESPORTAZIONE DEI PRODOTTI ALIMENTARI

—

PROBLEMATICHE PER LE AZIENDE

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ABOUT US...



- **1,2 milioni €**
- **10 professionisti**
- **150+ clienti da 20+ paesi (UE, US, Asia)**
- **70+ mercati coperti**
- **Expertise tecnico-legale**
- **40k+ lettori da 170+ paesi**

7 ISEVEN SERVIZI

PROBLEMATICHE EXPORT - REGOLATORIE

- **PROBLEMI SPS/TBT (WTO)**
- **PROCEDURE DI AUTORIZZAZIONE/RICONOSCIMENTO**
- **ACCESSO ALLE FONTI**
- LINGUA/TRADUZIONE
- ETICHETTATURA
- INGREDIENTISTICA: ADDITIVI, VITAMINE ETC...
- LIMITI MICROBIOLOGICI
- LIMITI PER CONTAMINANTI E PESTIDICI
- IMBALLI (MATERIALI A CONTATTO E SECONDARI)

PROBLEMATICHE EXPORT – COMMERCIALI/LOGISTICHE

- VOLUMI
- LOGISTICA
- QUESTIONI COMMERCIALI (ES. CERTIFICAZIONI)
- FATTORI RELIGIOSI/GEOPOLITICI
- FATTORI ECONOMICI LEGATI AL MERCATO DI DESTINAZIONE
- CONTROLLO DELLA SUPPLY CHAIN/PRODOTTO

WTO/OMC

- MISURE CHE POSSONO LIMITARE LA LIBERA CIRCOLAZIONE DELLE MERCI POSSONO ESSERE CLASSIFICATE SOTTO DUE TIPOLOGIE:

TBT

- Technical Barriers to Trade (es. etichettatura)

SPS

- Sanitary and Phytosanitary Measures (es. malattie animali)

GIUSTIFICATE?!



RUSSIA

- Il «ban» all'importazione dei prodotti agricoli UE è stato un problema politico legato alla crisi Ucraina/Crimea
- Casus belli ASF – African Swine fever

EMBARGO!!!

“ON 7 AUGUST 2014, RUSSIA INTRODUCED AN IMPORT BAN FOR CERTAIN AGRICULTURAL PRODUCTS ORIGINATING FROM THE UNITED STATES, THE EU, CANADA, AUSTRALIA AND NORWAY. BEEF, PORK AND POULTRY MEAT, DAIRY PRODUCTS, FRUITS AND VEGETABLES WERE THE TARGETED CATEGORIES. ON 25 JULY 2015, RUSSIA ANNOUNCED THE EXTENSION OF THE IMPORT EMBARGO BY ONE YEAR (UNTIL AUGUST 2016). FURTHERMORE THE BAN HAS BEEN EXTENDED TO OTHER FOUR COUNTRIES: ICELAND, LIECHTENSTEIN, ALBANIA AND MONTENEGRO.”

(DG AGRI)

WTO APPELLATE BODY

- THE WTO'S APPELLATE BODY TODAY CONFIRMED THAT RUSSIA'S IMPORT BANS ON LIVE PIGS, PORK AND OTHER PIG PRODUCTS FROM THE EU IS ILLEGAL UNDER INTERNATIONAL TRADE RULES. THE RULING CONCERNS A BAN IMPOSED BY RUSSIA IN JANUARY 2014 BECAUSE OF THE OUTBREAK OF AFRICAN SWINE FEVER (ASF) IN AREAS IN THE EU CLOSE TO THE BORDER WITH BELARUS. (23 FEBBRAIO 2017)
- THE **RUSSIAN MEASURE IS NOT BASED ON THE RELEVANT INTERNATIONAL STANDARDS AND VIOLATES THE RULES OF THE WTO AGREEMENT ON THE APPLICATION OF SANITARY AND PHYTOSANITARY MEASURES** (THE SPS AGREEMENT)

JAPAN

- VITAMINE E MINERALI SONO CONSIDERATI ADDITIVI
- ALLERGENI LISTA A 27 (MELE, BANANA, PESCHE E KIWI)





**L'ESPORTAZIONE DEI
PRODOTTI
ALIMENTARI –
PROBLEMATICHE PER LE
AZIENDE – CASO USA**



DRIVER PRINCIPALE

- ECONOMICO

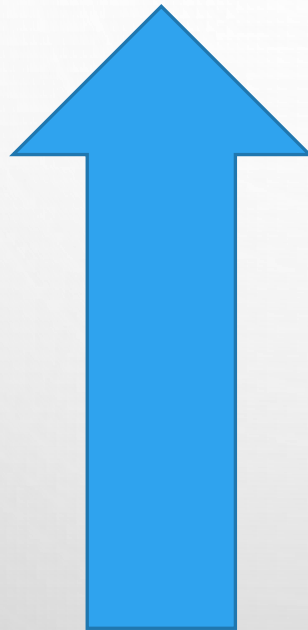
RISCHI???

Non sempre le scelte
intraprese sono
economicamente
razionali...

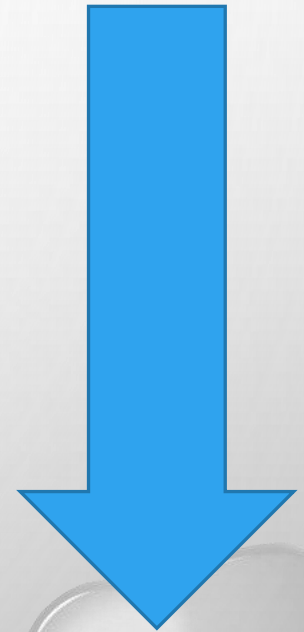


PRO E CONTRO

- **Dazi molto ridotti**
- **Mercato maturo e affidabile**
- **Legislazione disponibile e in inglese**
- **Autorità «very responsive»**
- **Possibilità infinite sia per quanto concerne i quantitativi, sia le modalità/canali di penetrazione del mercato**

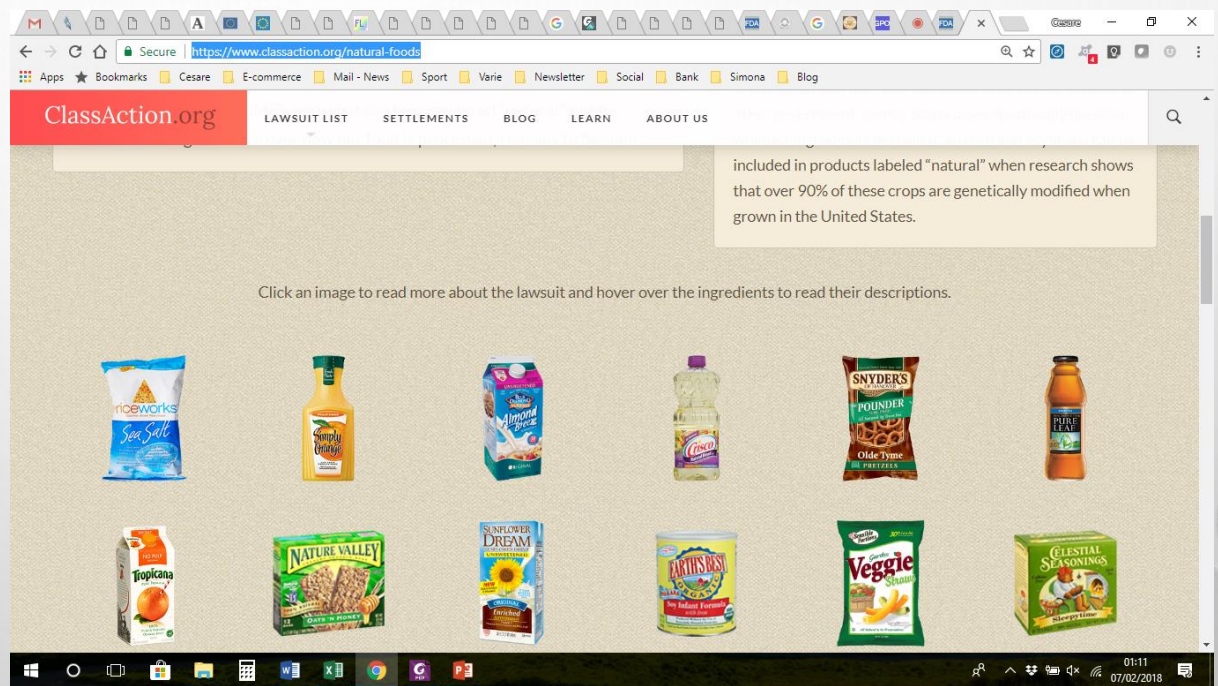


- **Estrema complessità normativa**
- **Packaging dedicato**
- **Rischi in termini di liability più elevati (anche come magnitudo)**
- **Difficoltà a trovare RC prodotto adeguate**



CLASS ACTIONS

- **Natural, all-natural, fresh, handmade...**
- **Non-regulated marketing claims are the most targeted**



«TO DO LIST»

- Individuare l'autorità competente (FDA, USDA o TTB)
- Registrazione
- Compliance su diversi aspetti:
 - Etichettatura/claims
 - Lingua
 - Limiti microbiologici
 - Limiti contaminanti
 - Limiti pesticidi
 - Materiali a contatto con alimenti
 - Composizione ingredienti regolamentati e/o additivi, aromi etc.
- Verifica requisiti «aziendali» siano soddisfatti (es. alimenti acidificati/bassa acidità)

FSMA – FOOD SAFETY MODERNIZATION ACT (2011)

- **Revisione organica sistema di diritto alimentare USA**
- **Preventive controls for human food rule (PCQI, food safety plan), include adempimenti specifici ad esempio su:**
 - **Piano HARCP (hazard analysis and risk based preventive control)**
 - **Prevenzione frodi (con impatto sanitario)**
 - **Gestione allergeni**
 - **Gestione recalls**
- **Food defense**
- **Foreign supplier verification program (FSVP)**
- **Accreditation third party rule**

SIDE-BY-SIDE COMPARISON

Original Label

New Label

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230 Calories from Fat 72

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **12%**

Dietary Fiber 4g **16%**

Sugars 1g

Protein 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

* Percent Daily Values are based on a 2,000 calorie diet.
Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Nutrition Facts

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%

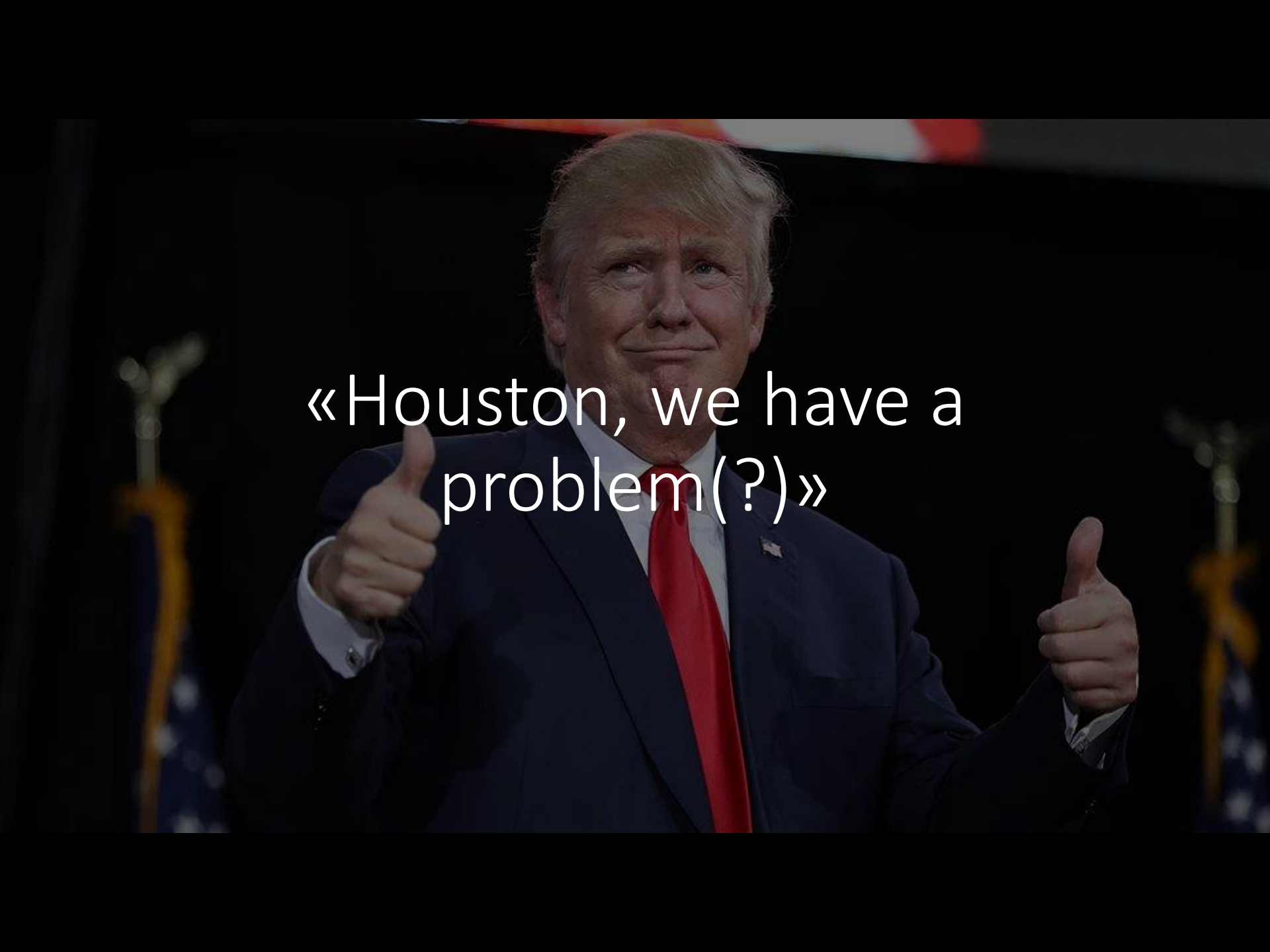
Iron 8mg 45%

Potassium 235mg 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

- NUOVI REQUISITI PUBBLICATI NEL 2016
- APPLICAZIONE APPENA DILAZIONATA A JAN. 1, 2020 E 2021
- COESISTENZA DI SCHEMI
- DIFFERENZE RISPETTO A UE SU OGNI ASPETTO

A photograph of Donald Trump, dressed in a dark suit, white shirt, and red tie, giving two thumbs up. He has a slight, knowing smile. The background is dark with some blurred elements, possibly flags. Overlaid on the image is the text «Houston, we have a problem(?)» in white, sans-serif font.

«Houston, we have a
problem(?)»



TTIP



USA – FDA REGULATIONS ON FOOD LABELLING

USA – SECTORIAL LEGISLATION

✓ **THE FEDERAL FOOD, DRUG, AND COSMETIC ACT (FD&C ACT)**

✓ **FAIR PACKAGING AND LABELING ACT**

✓ **FOOD ALLERGEN LABELING AND CONSUMER PROTECTION
ACT (FALCPA)**



“A FOOD LABELLING GUIDE” – 2013 FDA

USA – KEY CONCEPTS – PDP ([21 CFR § 101.1](#))

- ✓ The **PDP (“PRINCIPAL DISPLAY PANEL”)** is that portion of the package label that is most likely to be seen by the consumer at the time of purchase. Many containers are designed with two or more different surfaces that are suitable for display as the PDP. In that case they are alternate.
- ✓ **INFORMATION PANEL:** immediately to the right of PDP

USA – KEY CONCEPTS – LANGUAGE ([21 CFR § 101.15\(c\)](#))

- (c)(1) all words, statements, and other information required by or under authority of the act to appear on the label or labeling shall appear thereon in the **english language**
- (2) if the label contains any representation in a foreign language, all words, statements, and other information required by or under authority of the act to appear on the label shall appear thereon in the foreign language

...all or nothing!!!

USA – KEY CONCEPTS - PDP

✓ Statement of identity:

in lines generally parallel to the base of the package

✓ Net weight:

is placed as a distinct item in the bottom 30% of the PDP, in lines generally parallel with the base of the container.



USA – KEY CONCEPTS – STATEMENT OF IDENTITY ([21 CFR § 101.3](#))

✓ **Statement of identity:** use prominent print or type for the statement of identity. It shall be in bold type. The type size must be reasonably related to the most prominent printed matter on the front panel and should be one of the most important features on the PDP. Generally, this is considered to be at least 1/2 the size of the largest print on the label.

 Legal name (= **Standard of identity**), common name or descriptive.

Status of the food (sliced, frozen, etc...) should be indicated.

USA – KEY CONCEPTS – NET WEIGHT (21 CFR § 101.7)

✓ **U.S. Customary System** (ounces, pounds, fluid ounces) terms. In addition, on voluntary basis, also metric system

✓ **Conspicuous, prominent**, not confounded with the background. Font size depends from PDP surface, reference is the height of the lower case letter "o".

- Net wt 1 lb 8 oz (680g)
- Net wt 1 lb 8 oz 680 g
- 500 ml (1 pt 0.9 fl oz)
- Net contents 1 gal (3.79 L)

<i>Minimum Type Size</i>	<i>Area of Principal Display Panel</i>
1/16 in. (1.6 mm)	5 sq. in. (32 sq. cm.) or less
1/8 in. (3.2 mm)	More than 5 sq. in. (32 sq. cm.) but not more than 25 sq. in. (161 sq. cm.)
3/16 in. (4.8 mm)	More than 25 sq. in. (161 sq. cm.) but not more than 100 sq. in. (645 sq. cm.)
1/4 in. (6.4 mm)	More than 100 sq. in. (645 sq. cm.) but not more than 400 sq. in. (2580 sq. cm.)
1/2 in. (12.7 mm)	Over 400 sq. in. (2580 sq. cm.)



USA – KEY CONCEPTS – STATEMENT OF IDENTITY (21 CFR § 101.3)

✓ Standards of identity:



USA – KEY CONCEPTS – COUNTRY OF ORIGIN

The country of origin statement (i.e. Product of Italy, Made in Italy) must be conspicuous.

If a domestic firm's name and address is declared as the firm responsible for distributing the product, then the country of origin statement must appear in close proximity to the name and address and be at least comparable in size of lettering.

(FDA/CBP (Customs and Border Protection) Guidance and Customs regulation 19 CFR 134)

USA – KEY CONCEPTS – FBO NAME/ADDRESS ([21 CFR § 101.5](#))

- ✓ **Name and address of the manufacturer, packer or distributor.** Unless the name given is the actual manufacturer, it must be accompanied by a qualifying phrase which states the firm's relation to the product (e.g., “manufactured for” or “distributed by”)....if there are not...the **IMPORTER**.
- ✓ **Street address** if the firm name and address are not listed in a current city directory or telephone book;
- ✓ **City or town;**
- ✓ **State** (or country, if outside the United States); and
- ✓ **ZIP code** (or mailing code used in countries other than the United States).

USA – KEY CONCEPTS – INGREDIENTS LIST

(21 CFR § 101.4)

- ✓ **Ingredients: ...**
- ✓ **Descending order by weight** (below 2% order is free)
- ✓ **Flavorings** (21 CFR § 101.22)
- ✓ **Additives**
- ✓ **Compound ingredients** shall declare sub-ingredients
- ✓ **Intervening material prohibited**
- ✓ placed on the same label panel as the name and address of the manufacturer, packer or distributor
- ✓ letters that are at least one-sixteenth (1/16) inch in height based on the lower case letter “o” (1,6 mm). The letters must not be more than three times as high as they are wide, and the lettering must contrast sufficiently with the background so as to be easy to read.



USA – KEY CONCEPTS – ALLERGENS

8 major allergens:

- Milk
- Wheat
- Egg
- Fish
- Tree nuts
- Soybeans
- Peanuts
- Crustacean shellfish

USA – KEY CONCEPTS – ALLERGENS

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 (milk), eggs, vanilla, natural and artificial flavoring, salt, leavening (sodium acid pyrophosphate, monocalcium phosphate), lecithin (soy), mono- and diglycerides.

Any Cookie Company
College Park, MD 20740

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

USA – KEY CONCEPTS – ALLERGENS

<i>Common or usual name</i>	<i>Scientific name</i>
Almond	<i>Prunus dulcis</i> (Rosaceae)
Beech nut	<i>Fagus</i> spp. (Fagaceae)
Brazil nut	<i>Bertholletia excelsa</i> (Lecythidaceae)
Butternut	<i>Juglans cinerea</i> (Juglandaceae)
Cashew	<i>Anacardium occidentale</i> (Anacardiaceae)
Chestnut (Chinese, American, European, Seguin)	<i>Castanea</i> spp. (Fagaceae)
Chinquapin	<i>Castanea pumila</i> (Fagaceae)
Coconut	<i>Cocos nucifera</i> L. (Arecaceae (alt. Palmae))
Filbert/hazelnut	<i>Corylus</i> spp. (Betulaceae)
Ginko nut	<i>Ginkgo biloba</i> L. (Ginkgoaceae)
Hickory nut	<i>Carya</i> spp. (Juglandaceae)
Lichee nut	<i>Litchi chinensis</i> Sonn. (Sapindaceae)
Macadamia nut/Bush nut	<i>Macadamia</i> spp. (Proteaceae)
Pecan	<i>Carya illinoensis</i> (Juglandaceae)



Pine nut/Pinon nut	<i>Pinus</i> spp. (Pineaceae)
Pistachio	<i>Pistacia vera</i> L. (Anacardiaceae)
Sheanut	<i>Vitellaria paradoxa</i> C.F. Gaertn. (Sapotaceae)
Walnut (English, Persian, Black, Japanese, California), Heartnut	<i>Juglans</i> spp. (Juglandaceae)

USA – KEY CONCEPTS – NUTRITION FACTS (21 CFR § 101.9)

- Always in a **box**
- Black and white
- Mandatory format, different ones if there's not space
- Any legible type style may be used, not just Helvetica.



USA – NEW FIBERS DEFINITION (21 CFR § 101.9)

- ❑ The new definition of dietary fiber is based on the **beneficial physiological effects in humans** (examples: lowering postprandial blood glucose levels, lowering blood cholesterol levels, improving laxation) instead of the previous chemical definition.
- ❑ New definition and daily value for dietary fiber:
- ❑ Whole sources that are intrinsic and intact in plants.
- ❑ Isolated or synthetic sources determined by FDA to have physiological benefits.

Included: 7 specific fibers, specifically [beta-glucan soluble fiber](#), [psyllium husk](#), [cellulose](#), [guar gum](#), [pectin](#), [locust bean gum](#), [hydroxypropylmethylcellulose](#).

USA – NEW FIBERS DEFINITION (21 CFR § 101.9)

❑ Not included, but under FDA review and open for public comment:

26 of the most common other fibers, specifically:

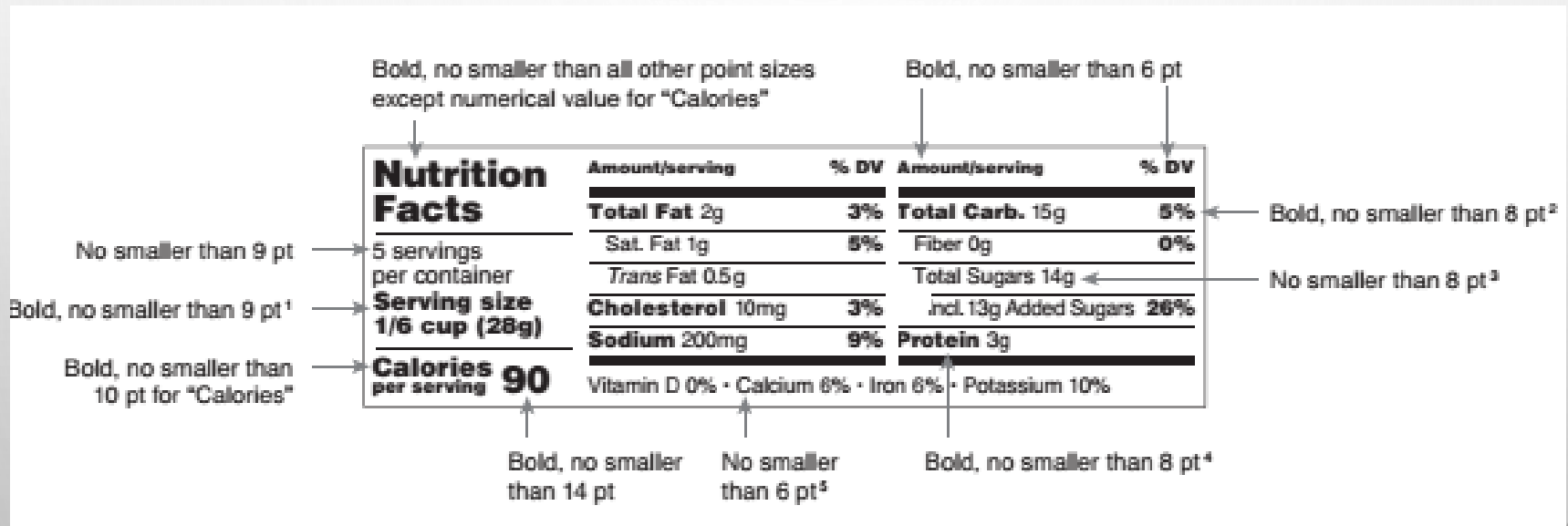
gum acacia, alginate, apple fiber, bamboo fiber, carboxymethylcellulose, corn hull fiber, cottonseed fiber, galactooligosaccharides, inulin/oligofructose/synthetic short chain fructooligosaccharides, karaya gum, oat hull fiber, pea fiber, polydextrose, potato fibers, pullulan, rice bran fiber, high amylose corn/maize starch (resistant starch 2), retrograded corn starch (resistant starch 3), resistant wheat and maize starch (resistant starch 4), soluble corn fiber, soy fiber, sugar beet fiber, sugar cane fiber, wheat fiber, xanthan gum, xylooligosaccharides

❑ The daily value for dietary fiber increased from 25 grams to 28 grams based on a 2,000 calorie diet.

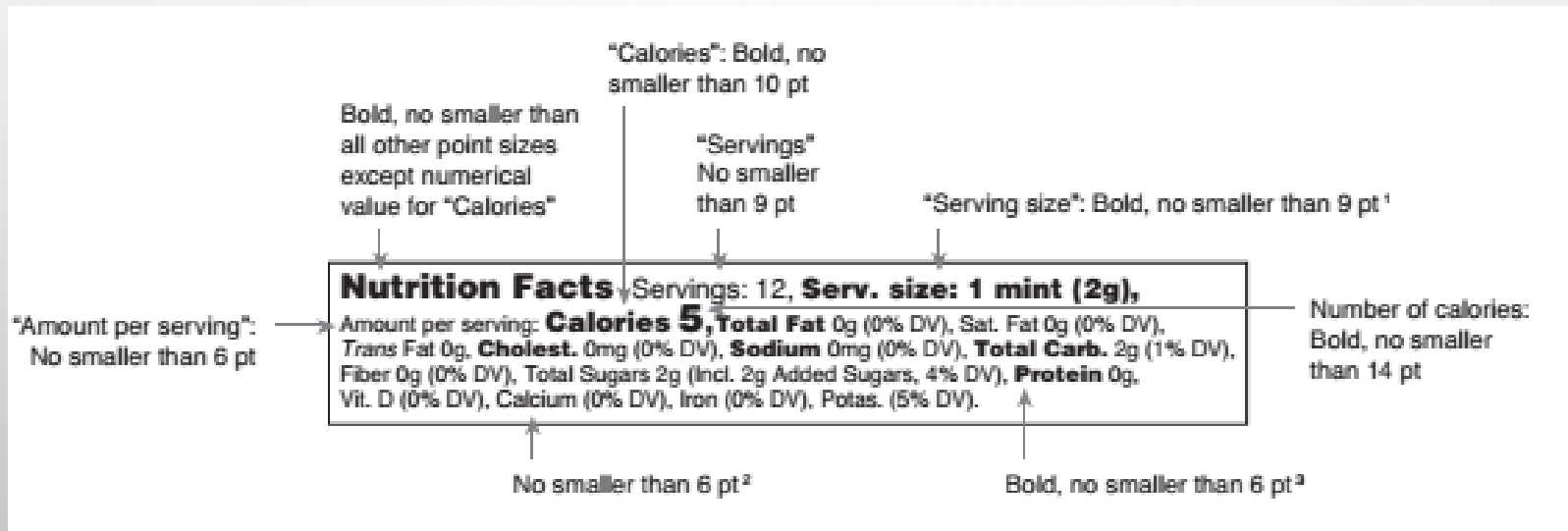
	Nutrition Facts	← Bold, no smaller than all other point sizes except numerical value for "Calories"
No smaller than 10 pt with 1 pt of leading Bold, no smaller than 10 pt ¹	8 servings per container Serving size 2/3 cup (55g)	
	Amount per serving	← 7 pt rule
Bold, no smaller than 6 pt Bold, no smaller than 16 pt 3 pt rule	Calories 230	← Bold, no smaller than 22 pt
	<small>% Daily Value*</small>	← Bold, no smaller than 6 pt
No smaller than 8 pt with 4 pt of leading ²	Total Fat 8g 10%	
	→ Saturated Fat 1g 5%	
	→ <i>Trans</i> Fat 0g	
Bold, no smaller than 8 pt with 4 pt of leading ³	Cholesterol 0mg 0%	
¼ pt rule centered between nutrients (2 pt leading above and below)	Sodium 160mg 7%	← Bold, no smaller than 8 pt ⁴
	Total Carbohydrate 37g 13%	
	Dietary Fiber 4g 14%	
	Total Sugars 12g	← All labels enclosed by ½ point box rule within 3 point of text measure
Shortened rule above Added Sugars declaration	→ Includes 10g Added Sugars 20%	
	Protein 3g	
	Vit. D 2mcg 10% • Calcium 260mg 20%	
	Iron 8mg 45% • Potas. 235mg 6%	← No smaller than 8 pt with 4 pt of leading and 10 pt bullets ⁵
No smaller than 6 pt with 1 pt of leading	<small>* 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.</small>	

<p>¹ "Serving size" declaration may be decreased to no smaller than 8 pt bold if additional space is needed for the declaration</p>	<p>² Saturated fat, <i>Trans</i> Fat, Dietary Fiber, Total Sugars, Added Sugars, voluntary nutrients (if listed) and their g/mg values: No smaller than 8 pt with 4 pt of leading</p>	<p>³ Total Fat, Cholesterol, Sodium, Total Carbohydrate, and Protein: Bold, no smaller than 8 pt with 4 pt of leading</p>	<p>⁴ % Daily Values for nutrients above lower 7 pt rule: Bold, no smaller than 8 pt</p>	<p>⁵ Vit. D, Calcium, Iron, Potas., voluntary nutrients (if listed) and their mg/mcg values and % Daily Values: No smaller than 8 pt and with 4 pt of leading</p>
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- ✓ Less than 12 square inch total labeling surface
- ✓ Less than 40 square inch total labeling surface, but is uneasy to accomodate nutrition facts



- ✓ Less than 12 square inch total labeling surface
- ✓ Less than 40 square inch total labeling surface, but is uneasy to accommodate nutrition facts



USA – RACC ([21 CFR § 101.12](#))

- REFERENCE AMOUNTS CUSTOMARILY CONSUMED PER EATING OCCASION

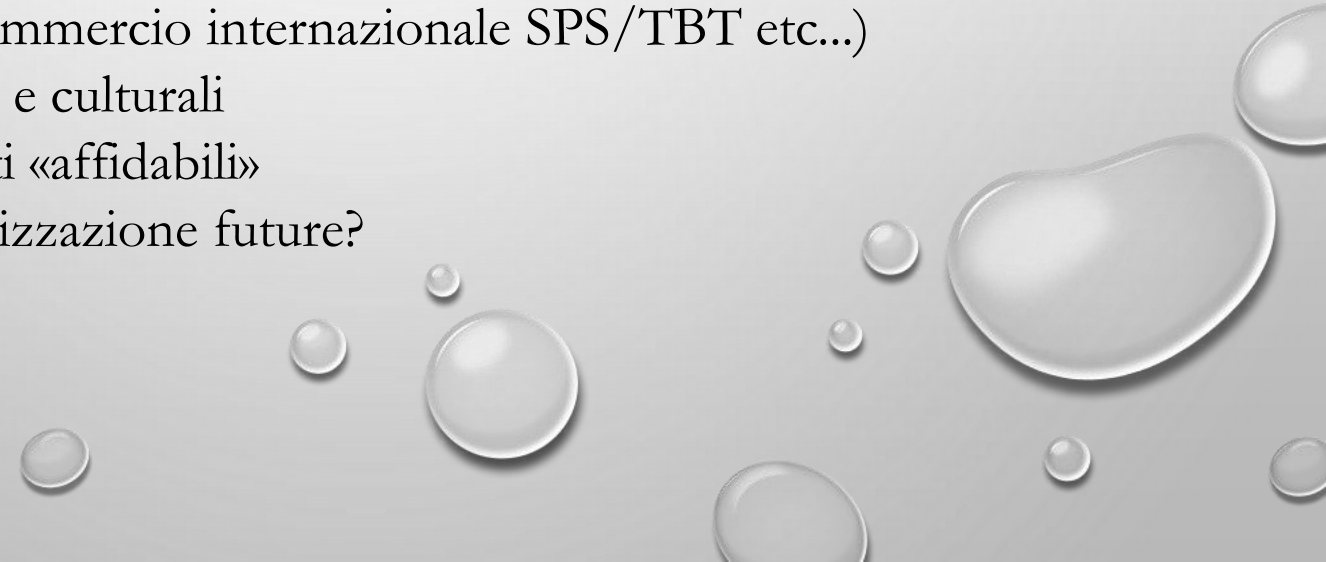
Mixed Dishes:		
Appetizers, hors d'oeuvres, mini mixed dishes, e.g., mini bagel pizzas, breaded mozzarella sticks, egg rolls, dumplings, potstickers, wontons, mini quesadillas, mini quiches, mini sandwiches, mini pizza rolls, potato skins	85 g, add 35 g for products with gravy or sauce topping	_piece(s) (_g)
Measurable with cup, e.g., casseroles, hash, macaroni and cheese, pot pies, spaghetti with sauce, stews, etc	1 cup	1 cup (_g)
Not measurable with cup, e.g., burritos, enchiladas, pizza, pizza rolls, quiche, all types of sandwiches	140 g, add 55 g for products with gravy or sauce topping, e.g., enchilada with cheese sauce, crepe with white sauce ¹³	_piece(s) (_g) for discrete pieces; _fractional slice (_g) for large discrete units

The background features a large, semi-transparent red circle with five yellow stars of varying sizes, reminiscent of the Chinese flag. The entire scene is framed by several realistic water droplets of different sizes, some with highlights and shadows, scattered around the edges.

L'ESPORTAZIONE DEI PRODOTTI ALIMENTARI – FOCUS CINA



PRO E CONTRO

- Economie in enorme espansione
 - Appetito per prodotti occidentali
 - Bacino di potenziali clienti immenso. Alcuni settori totalmente inesplorati
 - La complessità dell'ambito regolatorio in Asia è elvatissima (policy in tema di nutrizione e sicurezza alimentare, differenze regolatorie, problematiche di commercio internazionale SPS/TBT etc...)
 - Barriere linguistiche e culturali
 - Non sempre mercati «affidabili»
 - Possibilità di armonizzazione future?
- 

DIFFERENZE CULTURALI



ETICHETTATURA

- **Obbligatoriamente in cinese.** Altre lingue ammesse ma non in dimensioni maggiori.
- **Contenuto obbligatorio**
 - Nome prodotto
 - Ingredienti (ordine, compound, contenuto enfatizzato %)
 - Data di produzione**
 - Data di scadenza
 - Condizioni di conservazione
 - Informazioni su importatore**
 - Quantità
- **Contenuto raccomandato**
 - Evidenziare ingredienti contenenti allergeni
 - Lotto
 - Istruzioni per uso

ETICHETTATURA NUTRIZIONALE

▪ Contenuto obbligatorio

- energia
- carboidrati
- proteine
- grassi
- sodio
- NRV%
- (fortificanti nutrizionali)

项目	每100克	营养素参考值%	项目	每100克	营养素参考值%
能量	1521 千焦	18 %	碳水化合物	72.3 克	24 %
蛋白质	11.4 克	19 %	膳食纤维	3.0 克	12 %
脂肪	2.0 克	3 %	钠	0 毫克	0 %

▪ Contenuto opzionale

- 32 sostanze nutrienti
- Differenza visiva rispetto a contenuto obbligatorio



**L'ESPORTAZIONE DEI PRODOTTI
ALIMENTARI – FOCUS GIAPPONE**

ETICHETTATURA

- Name of the product
- Names of the ingredients (generic names in descending order by weight) and their origin (mandatory for certain foodstuffs, contain ingredients the origin of which may influence the quality of the product)
- Country of origin
- Net content (drained weight and total quantity, if applicable)
- Best-before date or use-by date
- Name and address of the person responsible for the labelling (i.e. The manufacturer, processor, packer, importer or distributor)
- Storage instructions.

ETICHETTATURA ALLERGENI

Labeling Requirement	Allergen
Mandatory	Egg, Milk, Buckwheat, Wheat, Peanuts, Crab, Shrimp/Prawn
Recommended	Abalone, Mackerel, Squid, Salmon, Salmon Roe, Cashew Nut, Walnut, Matsutake Mushroom, Sesame, Soybean, Yam, Apple, Banana, Kiwifruit, Orange, Peach, Beef, Chicken, Gelatin, Pork

ETICHETTATURA NUTRIZIONALE

	Processed Food (prepackaged food)	Fresh Food	Food Additives
Mandatory	Yes*	No	Yes*
Voluntary	Yes	Yes	Yes

* Excluding food for business use. Also, food products which fulfill certain criteria (small amounts of nutrients, small business operators) are exempted from mandatory labelling.

Mandatory	Energy, Protein, Fat, Carbohydrates, Sodium (as Salt equivalent)
Voluntary	Vitamins, minerals, etc other than those written above



Nutrition Declaration

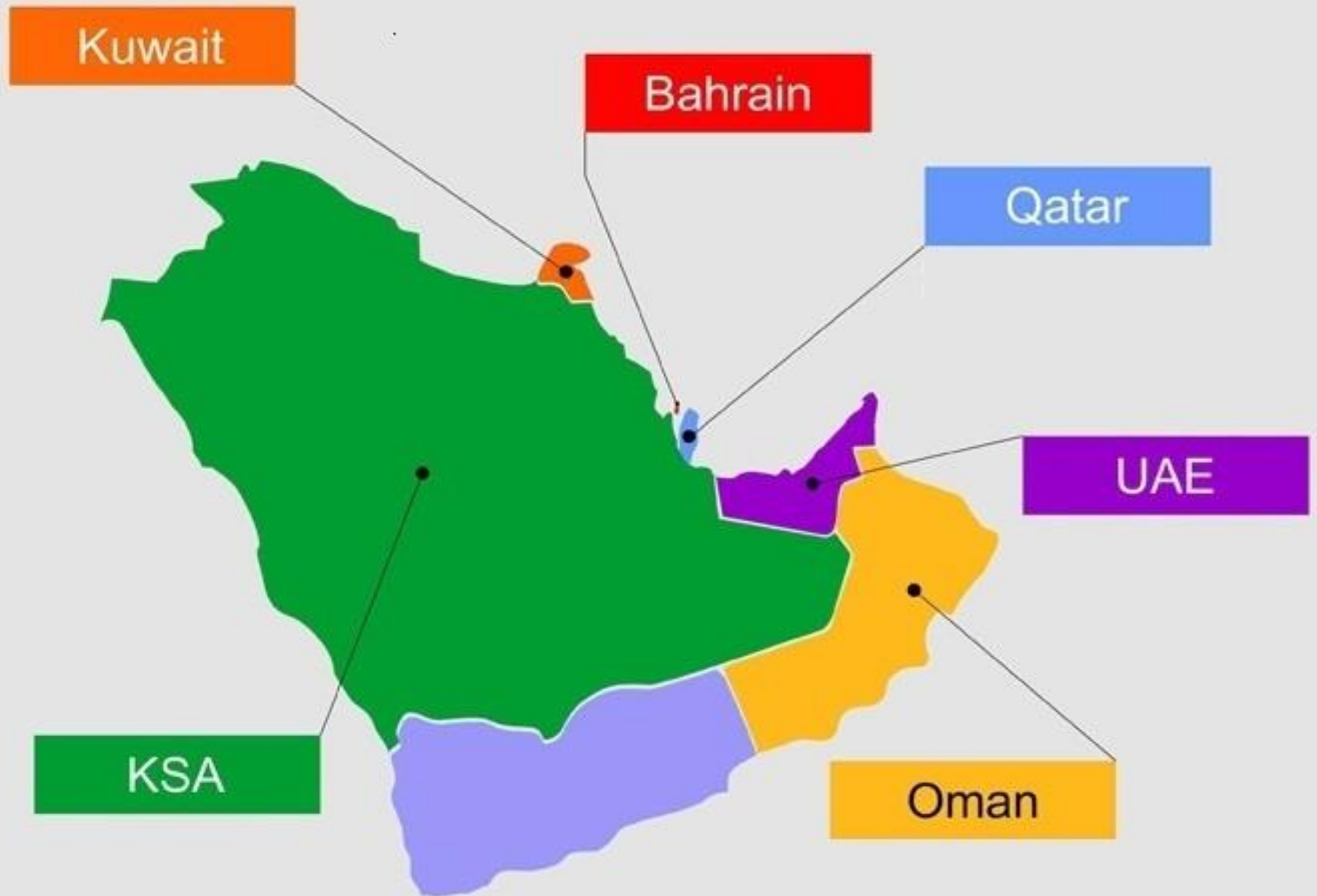
Reference amount (per 100g or 100ml, per serving (indicate the amount for one serving), per package or other unit)

Energy	kcal
Protein	g
Fat	g
Carbohydrate	g
Salt equivalent	g



L'ESPORTAZIONE DEI PRODOTTI ALIMENTARI – FOCUS GCC

GCC Member States



CARATTERISTICHE

- Commercianti, meno attenzione su sicurezza alimentare, approccio molto pratico
- Distribuzione della ricchezza
- Canali distribuzione
- Lusso



ETICHETTATURA OBBLIGATORIA (1)

- **Brand and product name** of the foodstuff, including a summarised description of the food item
- **ingredients in descending order** according to their weight or volume
- **net weight** (metric units, and drained weight, if applicable) or volume
- **name or E-number** of all additives included, if any
- **conditions of storage**, if applicable (defined by law in most cases)
- **instructions for use and/or method of preparation** for consumption, if applicable
- **country of origin**

ETICHETTATURA OBBLIGATORIA (2)

- **name and address of the responsible person**, e.g. the manufacturer, packer, distributor or importer
- **barcode** of the product
- **lot or batch identification**
- **production and expiry dates**, to be printed or stamped directly on the original labels by the producer in the format dd-mm-yyyy for products with a total shelf life (minimum durability) of less than three months and mm-yyyy for other products
- list of ingredients which may cause **hypersensitivity**

ETICHETTATURA OBBLIGATORIA (3)

- written statement indicating an **irradiation treatment** in close proximity to the food name, if applicable
- **nutritional information** (GSO standard 2233/2012). Mandatory disclosure of amount of calories, carbohydrates, proteins, fats and other components that may affect the product's nutritional value or consumers

COUNTRY OF ORIGIN

- **Obbligatorio** su tutti i beni («Made in...»)
- Deve essere **fissa e irremovibile** (es. stampata, incisa cucita)

VARIE...

- **Lingua Arabica** e inglese opzionale
- **Alcohol non ammesso** in nessun prodotto
- **Maiale deve essere chiaramente identificato** (non basta elenco ingredienti)
- **Halal** (obbligatorio su carne e derivati)
- **Warnings su energy drinks**



– Halal Slaughtering Certificate for Export of Meat and Meat Products

Halal Slaughtering Certificate for exporting to GCC Countries		Logo		نموذج شهادة الذبح الحلال للحوم المصدرة لتول مجلس التعاون لدول الخليج العربية			
1. Certificate details		تفاصيل الشهادة					
1.1 Halal Slaughtering Certificate Reference No.	الرقم المرجعي للشهادة الذبح الحلال	1.2 Source					مصدرها
1.3 Date:							تاريخها
2. The Authorized slaughterhouse:		المسبح المرخص					
2.1 Name of the Slaughterhouse	اسم المسبح	2.2 Address of the Slaughterhouse					عنوان المسبح
2.3 Veterinary Approval No	رقم التصريح البيطري	2.4 Name and Address of Competent Authority Issuing the Veterinary Approval					اسم وعنوان الجهة الرسمية المسبحة للتصريح البيطري
3. Authorized Meat Cutting Establishment		مركز لتقطيع اللحوم المرخص					
3.1 Name of the Meat Cutting Establishment	اسم مركز لتقطيع اللحوم	3.2 Address of Meat Cutting est.					عنوان مركز لتقطيع اللحوم
3.3 Veterinary Approval No	رقم التصريح البيطري	3.4 Name and Address of Competent Authority Issuing the Veterinary Approval					اسم وعنوان الجهة الرسمية المسبحة للتصريح البيطري
5. Identification of the meat and meat Products		توصيف وتصنيف اللحوم ومنتجاتها					
Name & Description of Meat/Processed Food	Species (meat carcass/cats)	Brand Name	Slaughtering Date	Expiry Date	No Packages	Barcode	Total Weight
اسم ووصف المادة الغذائية	نسلخ (الأنواع الخاصة بالذبح)	العلامة التجارية	تاريخ الذبح	تاريخ الانتهاء	عدد القارود	رقم الشفرة	الوزن الكلي
6. Halal Slaughtering Attestations		إفادة الذبح الحلال					
Slaughtering has occurred in an approved slaughterhouse and under the supervision of the designated Islamic Agency which has been approved by the concerned authorities in the GCC and in presence of the Islamic Agency representative, by Muslim butchers using the knife and in a place where swine is not permitted to be slaughtered.		تم الذبح بمسبح معتمد من قبل الجهات المختصة بدول المجلس وتحت إشراف هيئة إسلامية معتمدة من قبل الجهات المختصة بدول مجلس التعاون الخليجي وبحضور مفرضها. وذلك باستخدام السكين وبأيدي فنيين مسلمين وفي مكان يسمح فيه بذبح العنزير.					
The fresh meat (chilled or frozen) originated from a country and an establishment that is authorized to export Halal meat to GCC, and the animal source is Halal. ²⁷		أن منتجاً اللحوم الطازجة/المجمدة أو مجمدة من دولة ومسبح مسموح لها التصدير إلى دول مجلس التعاون الخليجي و مصدرها حيوانات حلال.					
7. Responsible body for signature		الجهة الرسمية المسبحة المسؤولة بالتوقيع					
Name	الاسم	Official Stamp				الختم الرسمي	
Position	الوظيفة	Date				التاريخ	
Signature	التوقيع						



**L'ESPORTAZIONE DEI PRODOTTI
ALIMENTARI – FOCUS INDIA**

ETICHETTATURA OBBLIGATORIA – PARTICOLARITA'

- Production date
- Maximum retail price (MRP)
- Veg/non veg logo
- FSSAI Logo and importer code



GRAZIE PER L'ATTENZIONE!



Cesare varallo

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