



U.S. Dairy  
Export Council®

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# USDEC

## Defending U.S. Dairy Exports

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Dallas, TX

November 9, 2018



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# USDEC Overview

## Background and Program Focus

- Mission: Build global demand for U.S. dairy products
- Funding: Primarily checkoff, complemented by USDA funds and support of 100+ members
- Programs:
  - Trade Policy—Get us into markets
  - Market Access—Keep us in markets
  - Marketing Assistance and Research—Providing tools to meet & compete for customer needs





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# Representing U.S. Dairy Around the World

- China
- Japan
- Mexico, including Central America
- Middle East & North Africa
- South America
- South Korea
- Southeast Asia
- United States
- Vietnam



## The Role of USDEC

- Can't impact market conditions, can't sell product. But...
- Can help exporters make their way in a complex environment.
  - Help suppliers understand and capitalize on opportunities
  - Help minimize the cost and risk of exports

# USDEC Programs Help Exporters Do Business

## Trade Policy



Defend and expand market access through beneficial free trade agreements

## Market Access & Regulatory Affairs



Address technical and regulatory constraints

## Research and Insights



Identify and capitalize on opportunities

## Global Marketing



Driving Demand for U.S. Dairy

## Crisis Preparedness



Defend image and reputation of the U.S. dairy industry in an international crisis

## Market Access & Regulatory Issues Mission

- Work to minimize potential trade constraints
- Elevate U.S. dairy industry voice in international standards setting bodies and increase adoption of scientifically-based regulations
- Support U.S. government (USG) engagement in issue resolution
- Represent U.S. dairy exporters' interests to USG for various market access concerns



## MARA Member Services

- Provide on-call service and prompt individualized attention to members on trade-related questions
  - Documentation and health certification requirements
  - Product labeling
  - Compositional requirements
  - Assist to help clear detained consignments
  - Regulatory trade barriers
  - Tariff classification guidance



# USDEC Export Guide

- Comprehensive trade reference guide for dairy exporters
- 90 countries, including EU-28

Algeria ▪ Argentina ▪ Australia ▪ Bahamas ▪ Bahrain ▪ Bangladesh  
▪ Bermuda ▪ Brazil ▪ Canada ▪ Chile ▪ China ▪ Colombia ▪ Costa  
Rica ▪ Cuba ▪ Dominican Republic ▪ Ecuador ▪ Egypt ▪ El  
Salvador ▪ European Union 28 ▪ Guatemala ▪ Haiti ▪ Honduras ▪  
Hong Kong ▪ India ▪ Indonesia ▪ Iran ▪ Iraq ▪ Israel ▪ Jamaica ▪  
Japan ▪ Jordan ▪ Korea ▪ Kuwait ▪ Lebanon ▪ Malaysia ▪ Mexico ▪  
Morocco ▪ New Zealand ▪ Nicaragua ▪ Nigeria ▪ Norway ▪ Oman ▪  
Pakistan ▪ Panama ▪ Peru ▪ Philippines ▪ Qatar ▪ Russia ▪ Saudi  
Arabia ▪ Singapore ▪ South Africa ▪ Sri Lanka ▪ Switzerland ▪  
Taiwan ▪ Tanzania ▪ Thailand ▪ Trinidad & Tobago ▪ Tunisia ▪  
Turkey ▪ United Arab Emirates ▪ Uruguay ▪ Venezuela ▪ Vietnam

# USDEC Export Guide Scope

- Comprehensive trade reference guide
  - Volume 1: Tariffs
  - Volume 2: Import Requirements
  - Volume 3: Labeling & Product Standards
  - CODEX Standards
  - Tariff Classification Guide
  - Trade Agreements





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# Market Access & Regulatory Affairs Issues



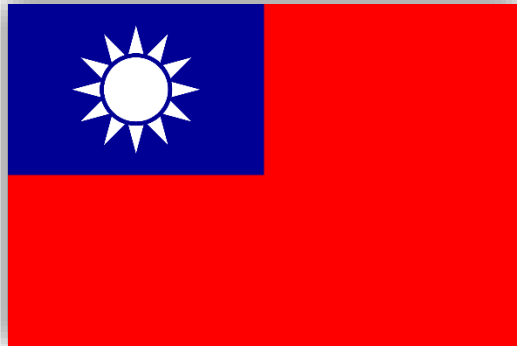
## Asia - China

- Retaliatory tariffs
  - July 6: 25% additional tariff on Chapter 4 dairy
  - September 24: 5-10% additional tariff on remaining dairy products
- Approved CNCA plant list
  - AMS audits
- Permeate



## Asia - other

- Taiwan - health certificate
- Indonesia - local content



## Middle East

- Turkey - health certificate
- GCC - Import Guide
- UAE - conformity assessment



## Mexico

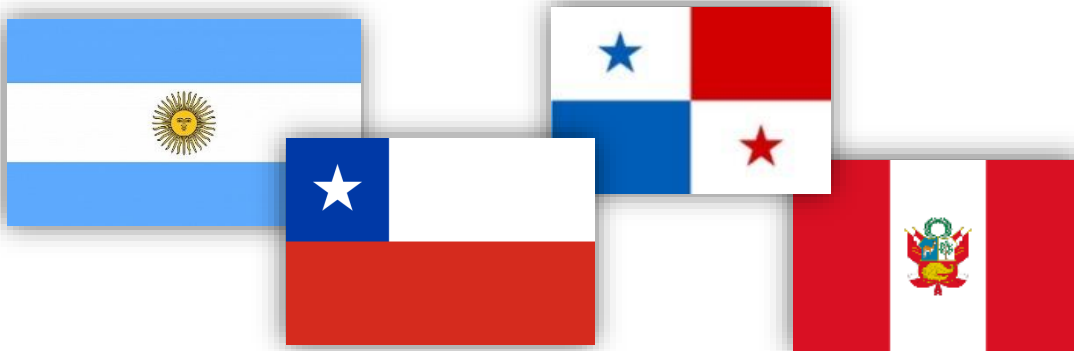
- Milk powder and cheese compositional standards
  - Drafts published in February 2018
  - USDEC submitted comments and participated in working groups
  - Revised standards posted, yet to be finalized
    - Milk powder specifications less restrictive; conformity assessment more flexible.
    - Cheese Codex specifications accepted for varietal cheese; conformity assessment pending





## Latin America

- Argentina - monograph
- Chile - reconstituted milk, country of origin labeling, and type of milk labeling
- Peru - import restrictions, labeling
- Panama – potential ban on fluid milk



## Trade Policy - USMCA

- The U.S., Mexico, and Canada are expected to sign the deal on November 30.
  - Congressional approval is needed before the agreement is enforced.
- Mexico
  - Duty-free, quota-free access to U.S. dairy products remains
  - Geographical indications
- Canada
  - New quotas for U.S. dairy products, with yearly increases



## Other - Codex Alimentarius

- Permeate
- Ongoing work
  - Food additives • Systems equivalence • Food integrity and authenticity • Paperless certification • Third-party assurance • Food hygiene • Food import and export inspection and certification systems • Nutrition and foods for special dietary uses • Antimicrobial resistance • Contaminants • Food labeling • Methods of analysis and sampling





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# Thank you

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