

Trade Notes...

FAS public affairs specialist
Donald Washington is at (202) 720-3101;
E-mail: Donald.Washington@usda.gov

FDA Proposes New Regulations To Protect Food Supply

The FDA (Food and Drug Administration) is proposing two new regulations to protect the U.S. food supply against terrorist acts and other threats. The first regulation would require domestic and foreign facilities that manufacture, process, pack or hold food for human or animal consumption in the United States to register with the FDA by Dec. 12, 2003. The second proposal would require U.S. purchasers or U.S. importers or their agents to submit to the FDA prior notice of food shipments, also starting December 2003. All products within each shipment must be identified, as well as the name of the manufacturer and the growers, if known. The proposed regulations implement the Public Health Security and Bioterrorism Preparedness and Response Act of 2002 (the Bioterrorism Act). Registration is one of several tools that will help the FDA act quickly in responding to a terrorist attack on the U.S. food supply. In the event of an outbreak of food-borne illness, such information will help the FDA and other authorities to determine the source and cause of the problem. In addition, the registration information will enable the FDA to quickly notify the facilities that might be affected by the outbreak. Under the proposal, all domestic food facilities would be required to register. Except for specific exemptions, the new regulation applies to all food and feed facilities regulated by the FDA. The entire Act may be viewed on the FDA Web site: www.fda.gov/oc/bioterrorism/bioact.html

Olympic Trade Mission to Athens Wins Export Sales

FAS sponsored a trade mission to Athens, Greece, to introduce U.S. companies to the unique marketing opportunities presented by the 2004 Summer Olympic Games. Mission activities included presentations on the Greek market and on the Olympic catering bidding process, site visits to supermarkets and a visit to the opening ceremony of the International Food and Drinks Exhibition. The four participants included a fruit and vegetable processing company, a grocery products trading company, a company selling ready-to-serve seafood entrées and dips and a catering services company. The participants had 24 one-on-one meetings with importers. They expect \$50,000 in sales over the next 12 months and an additional \$5 million in sales during the 2004 Summer Olympic Games.

China Becomes Largest Importer of U.S. Dried Whey

In 2002, China imported 39,074 tons of U.S. dried whey, valued at \$16 million, surpassing Canada to become the largest importer of this U.S. product. USDEC (the U.S. Dairy Export Council) has used FAS export marketing programs, such as the Market Access, Foreign Market Development and Emerging Markets Programs, over the past eight years to conduct trade missions, seminars and other activities to increase awareness of food and feed applications for U.S. whey in China. From 1998 to 2002, exports of U.S. dried whey to China increased 243 percent. Currently, most dried whey is used to produce swine feed. The total Chinese feed market is expected to grow by 50 percent over the next eight years.