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**A REPORT FOR
THE CALIFORNIA
CHERRY BOARD**

SPECIFIC ISSUES OF INTEREST TO THE CCB:

USDA Releases Korea Market Brief on Fresh Cherries

- The USDA released a [Korea Fresh Cherries Market Brief](#) as part of a new series of shorter, graphic, user-friendly reports developed by the Agricultural Trade Office (ATO) Seoul.
- Fresh cherries are one of the most popular imported fruits in Korea and the U.S. has a 73% market share.
- According to the report, U.S. cherries are considered a premium specialty fruit with a reputation for quality and safety.
- Currently, 44% of cherries are sold in grocery supermarkets and hypermarkets and 44% are sold online. The USDA predicts that online sales will continue to grow, and that cherries are well suited to online sales compared to other fruits.
- The USDA is seeking feedback on the new Market Brief format at atoseoul@state.gov.

The U.S. and Brazil Sign Agreement on Trade and Economic Cooperation

- On Monday, the U.S. Trade Representative (USTR) [announced a limited protocol](#) updating the U.S.-Brazil Agreement on Trade and Economic Cooperation (ATEC), which came into force in 2011.
- The new protocol adds three annexes to ATEC focusing on Trade Facilitation and Customs Administration, Good Regulatory Practices, and Anti-Corruption.
- USTR released an accompanying [fact sheet](#) highlighting important changes. The protocol includes provisions of potential importance to CCB members, including:
 - Acceptance of electronic documents under specific international standards, including e-Phyto electronic phytosanitary certificates;
 - A new article (Article 11) promoting good border practices in regard to Agricultural and Other Goods Vulnerable to Deterioration (AOGVD) including electronic submission of entry process documents, automation of quota administration procedures, reasonable inspection hours, and a review of entry process requirements; and
 - Online publication of draft regulations with comment periods and appropriate consideration of comments.

GENERAL ISSUES OF INTEREST TO THE CCB:

USDA Releases Updates on the EU's Green Deal

- A recently released [USDA GAIN report](#) highlights developments around the EU Green Deal relating to agriculture, including The Farm to Fork (*BCI Monitor* 5-26-20) and Biodiversity (*BCI Monitor* 9-1-20) Strategies and the EU Climate Target Plan for 2030.

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USDA Releases Updates on the EU's Green Deal (continued)

- The report highlights the status of public consultations on deforestation-free supply chains, green claims, 2018 Renewable Energy Directive (REDII), and organic production; and intra-EU conflict over the direction of an EU-wide Front of Pack labeling system.

Brazil Adds New Labeling Standard for Packaged Foods to Gazette

- Brazil [published](#) (in Portuguese) new standards on nutritional labeling of packaged foods in its Official Gazette on October 9, 2020. The new standards were adopted through two measures (in Portuguese): [Resolução da Diretoria Colegiada – RDC N° 429/2020](#) and [Instrução Normativa \(IN\) 75/2020](#).
- Based on informal translations, main changes include:
 - Mandatory front of pack labels for products high in added sugars, saturated fat, and/or sodium.
 - Changes to the Nutrition Information Table, including requiring the table to be a black font on a white background, mandatory minimum font sizes, addition of declarations per 100 g or 100 ml, and identification of total and added sugars.
 - Changes to rules governing nutritional claims, including banning claims made about products deemed to be high in added sugars, saturated fat, or sodium.
- Nutrition tables are voluntary for fruit without added ingredients that add nutritional value.
- Brazil's National Health Surveillance Agency (ANVISA) also released a [Question & Answer Document](#) (in Portuguese) to provide guidance to industry.
- The new labels enter into force on October 9, 2022. Products that are on the market on the date of entry into force will have an adaptation (grace) period of 12 months.

EU Adopts New Chemicals Strategy

- The European Commission [announced](#) the adoption of the new [EU Chemicals Strategy for Sustainability](#). The strategy is part of the EU's goal of a toxic-free environment as announced in the EU Green Deal.
- The Strategy calls for several changes to approaches for chemical use affecting the food industry including:
 - Applying the EU's hazard-based "generic approach to risk management" to ensure consumer goods, including food contact materials, do not contain chemicals that cause cancer or gene mutations, affect the reproductive or the endocrine system, or are persistent and bioaccumulative;
 - Addressing the combination effect of chemical exposures from different sources and over time, including by introducing or reinforcing provisions in food additive legislation;
 - Reinforcing the regulation of chemical contaminants in food; and
 - Phasing out the use of per- and poly-fluoroalkyl substances (PFAS), including use in food contact materials.
- The EU Commission has also provided a [Question and Answers Document](#) and [webpage](#) for The Chemicals Strategy.