

NOVEMBER 12, 2019

## INSIDE THIS ISSUE

- **South Korea Addresses Misleading Claims on Food Labeling**
- **South Korea Drafts Food Labeling Revision**
- **Australian Fires Threaten Cherry Production**
- **U.S.–EU Negotiating Deadline Approaching**
- **EU–Singapore FTA Approved**

**A REPORT FOR  
THE CALIFORNIA  
CHERRY BOARD**

## SPECIFIC ISSUES OF INTEREST TO THE CCB:

**South Korea Addresses Misleading Claims on Food Labeling**

- On October 28, South Korea published [final regulations](#) (in Korean) on food labeling and advertising. The regulations are intended to prevent misleading food labeling practices.
- The regulations apply to food that is intended to be sold directly to consumers, not to ingredients in food processing or manufacturing.
- The regulations restrict the use of potentially misleading terms, such as “superfood” or “natural”. It also requires that normative claims, such as “Number 1 Brand” or “10% More Nutrient X than Brand Y”, clearly show the source for that claim.
- These regulations go into effect immediately, but some enforcement actions will not begin until March 2021.

**South Korea Drafts Food Labeling Revision**

- South Korea [notified the WTO](#) of a [proposed revision](#) (in Korean), proposed on October 24, to food labeling regulations. If approved, the revision will go into effect on January 1, 2022.
- The revision adds an exception to labeling requirements for fresh, single-ingredient products in clear containers. However, the packaging must still be labeled with the name of the manufacturer and the lot number, according to the WTO notification.
- The regulation also amends the acceptable range of error for nutrition content labeling.
- Comments are due to [tbt@korea.kr](mailto:tbt@korea.kr) by January 11, 2020.

## GENERAL ISSUES OF INTEREST TO THE CCB:

**Australian Fires Threaten Cherry Production**

- A state of emergency has been declared in Australia as bush fires have spread to major cities and agricultural areas in Queensland and New South Wales.
- The fires could disrupt the Australian cherry industry. New South Wales is one of the major areas for cherry production in Australia, and the cherry harvest is currently ongoing.
- In 2018, Australia exported \$58 million in fresh sweet cherries, primarily to China and Hong Kong.

**U.S.–EU Negotiating Deadline Approaching**

- On November 13, the Trump administration faces a deadline to decide whether to levy tariffs on European auto parts in response to the [Section 232 investigation](#) into auto imports and U.S. national security.
- Japanese auto imports are also scheduled for review, but the USTR announced that the U.S. will not levy tariffs on Japan following the negotiation of the U.S.–Japan Trade Agreement. (*Continued on next page.*)

- The administration can choose to impose tariffs of up to 25% on autos from the EU, end the USTR investigation without imposing tariffs, or extend the deadline and continue the USTR investigation.
- The EU has said it will retaliate with tariffs on U.S. products if the U.S. imposes tariffs on EU autos.

#### **EU–Singapore FTA Approved**

- The [EU–Singapore Free Trade Agreement](#) has been approved by EU member states and will enter into force on November 21.
- The agreement will remove most of the remaining tariffs on goods traded between the EU and Singapore, with some exceptions for fresh produce. Tariffs on fresh cherries will not be eliminated for either side.
- The agreement will also ensure special protection for European products with Geographical Indications and increase phytosanitary cooperation.
- The EU is a major supplier of food products to Singapore, but Singapore exports very few agricultural or food products to the EU.