



AUGUST 13, 2024

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Specific Issues of Interest to the CCB:

USDA Reports on Vietnam Trade Agreements Impact on U.S. Exports

- On August 12, the U.S. Department of Agriculture Foreign Agricultural Service (USDA FAS) published a [GAIN Report](#) detailing how Vietnam's free trade agreements (FTAs) with various countries are impacting the import market for agricultural products, with a focus on U.S. exports.
- The U.S. is the largest agricultural trading partner with Vietnam that does not have an FTA with the country. Vietnam's FTAs include the Association of Southeast Asian Nations (ASEAN), Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), Regional Comprehensive Economic Partnership (RCEP), ASEAN-India FTA, EU-Vietnam FTA, and UK-Vietnam FTA.
- These FTAs provide reduced tariffs and better market access for products from competitor countries, making them more competitive compared to U.S. exports. In addition to tariff benefits, competitors enjoy streamlined customs procedures, simplified registration processes for export facilities, and enhanced regulatory cooperation on sanitary and phytosanitary (SPS) measures.
- The report highlights the export of U.S. fruit including cherries to Vietnam and that the U.S. is losing market share in its export of certain fruit to Vietnam as a result of the FTAs.
- Vietnam applies a 10% most favored nation (MFN) tariff on U.S. cherries (HS 0809.29), while competitors in the CPTPP export cherries to the market duty-free. CPTPP members include Australia, Chile, New Zealand, and Canada, which were the second through fifth largest suppliers, respectively, of cherries by volume to Vietnam in 2023, after the U.S.

General Issues of Interest to the CCB:

China Opens Consultation on Voluntary Technical Guidelines for Front-of-Pack Nutrition Labeling

- Recently, China's National Food Nutrition and Health Management Standardization Working Group opened a [consultation](#) on draft "[Guidelines for Graphic Labeling of Nutritional Information of Pre-Packaged Foods](#)". Published alongside the draft was an [explanatory summary](#) of the draft's development (all links in Chinese).
- According to machine translation, the guidelines include four types of front-of-pack nutrition labeling (FOPNL): hexagonal warning signs, A through D rating logos, Smart Choice labeling, and informational nutrition labeling. For each label type, the guidelines provide design requirements and nutritional thresholds that must be met to display the associated FOPNL.
- The FOPNL outlined in the guidelines is not mandatory. However, if FOPNL is included on food products, it must comply with the guidelines.
- It is currently unclear whether these guidelines would impact cherries, though fresh fruit sold in bulk is not subject to China's current regulation on nutrition labeling, *GB 28050-2011*.
- Comments are due by October 4, 2024, and can be submitted on the [consultation portal](#) (portal may be inaccessible outside of China).

**A REPORT FOR
THE CALIFORNIA
CHERRY BOARD**

