

JANUARY 6, 2026

## INSIDE THIS ISSUE

- **2025 in Review for the Global Cherry Industry**
- **Chinese Cherry Market Sees Price Drops Following Record Chilean Imports**
- **Japan Opens Consultation on Food Labeling Amendments**
- **Vietnam Opens Consultation on Policy Document for Food Safety Law**

## GENERAL ISSUES OF INTEREST TO THE CCB:

## 2025 in Review for the Global Cherry Industry

- On December 26, a media report was [published](#) on 2025 highlights for the global cherry industry indicating that the global focus for the year has been quality and resilient logistics.
- Chile continues to dominate the cherry export market during the Northern Hemisphere counter-season with much of its volume bound for China. Western countries, including the U.S. and European Union, on the other hand, have struggled with climate concerns, limited labor pools, and rising production costs.
- The USDA expects that world stone fruit production will drop by over 10% in the 2025/26 marketing year, primarily due to lagging western production. In the face of these headwinds, producers report emphasizing quality and competitive pricing.
- Notable events in 2025 include the opening of the Chinese market to Spanish cherries, the diversification of Argentina away from China to more niche cherry export markets, and the Chilean inauguration and expansion of its 'Cherry Express,' streamlining transit to Asian markets.

## Chinese Cherry Market Sees Price Drops Following Record Chilean Imports

- Media [reports](#) indicate that wholesale prices in the Chinese cherry market fell between 15% and 25% in December relative to earlier in the year.
- This price decline is attributed to Chile's record 2025 export season, with shipments estimated at 655,000 metric tons, approximately 90% of which is expected to be routed to China.
- Coupled with dedicated shipping capacity, which has reduced sea transit time to 23 days, this record crop has allowed Chilean cherries to further build on their commanding market share in the Chinese market.

## Japan Opens Consultation on Food Labeling Amendments

- On December 26, Japan's Consumer Affairs Agency opened a [consultation](#) on [amendments to the Food Labeling Standards](#) (both in Japanese).
- Based on machine translation, the proposed amendments include the following articles of potential interest:
  - Various updates to the labeling of individual items, including exceptions to labeling requirements, new definitions, design considerations, and mandatory labeling requirements. For further analysis of these provisions, professional translation will need to be commissioned.
- The amendments are scheduled to enter into force April 1, 2026. All updates except regarding allergen labeling have a four-year transition period.
- The comment deadline is January 30, 2026. Comments may be submitted online through the [consultation portal](#) (in Japanese).

A REPORT FOR  
THE CALIFORNIA  
CHERRY BOARD

**Bryant Christie Inc. – Seattle**  
2033 Sixth Avenue, Suite 1030  
Seattle, WA 98121  
Phone: (206) 292-6340 Fax: (206) 292-6341

**Bryant Christie Inc. – Sacramento**  
2005 "I" Street, Suite 200  
Sacramento, CA 95811  
Phone: (916) 492-7062 Fax: (916) 492-7061

### Vietnam Opens Consultation on Policy Document for Food Safety Law

- On December 26, Vietnam opened a [consultation](#) (in Vietnamese) on a policy document to guide the amendment of the *Law on Food Safety*. The proposed policy would shift the country's food safety regime to a risk-based model.
- The proposals presented in the policy document are aimed at modernizing Vietnam's *Law on Food Safety* in five ways:
  - Strengthen the management of food production businesses. This could mean high-risk food producers and businesses will face stricter requirements, including mandatory international quality certifications, enhanced pre- and post-market inspections, and tighter oversight of advertising.
  - Decentralize state management authority for food safety at the national level and delegate responsibility to the local level.
  - Establish risk-based market entry controls for pre-packaged and processed foods. These types of foods will be classified into high-, medium-, and low-risk categories, with entry restrictions to be required only for high-risk products. Meanwhile, lower-risk products will be subject to simplified entry controls and targeted inspections.
  - Adhere to risk- and compliance-based inspection of imported foods. Imported food will be inspected using a tiered method based on product risk and compliance history.
  - Implementing stricter control of potentially hazardous ingredients and food additives. Ingredients, additives, and processing aids prone to non-compliance will be subject to enhanced inspection frequency.
- The policy document under consultation does not elaborate on specific details of the above policy goals. It is expected, however, that these details will be published prior to Vietnam's next legislative drafting session in early 2026.
- The comment deadline is January 5, 2026. All comments can be submitted via email to [tan\\_pem@yahoo.com](mailto:tan_pem@yahoo.com).