Role of Private Sector for Development of Regulatory Food Standards
• About FIA
• The Role of Private Sector in Codex Standards Setting
• The Role of Private Sector in National Food Standards Setting
• The Role of Private Sector in Regional Harmonisation of Standards
• Conclusions
MISSION

To represent the food and beverage industry in Asia – promoting a climate for sustainable growth and serving as a regional knowledge hub for science-based advocacy.

Using the power of partnership to launch a sustainable, multi-stakeholder regional effort to improve diets and stabilise the rates of obesity and chronic disease in Asia.

Using the power of partnership to scale up food safety capacity, building to protect businesses and governments in Asia.

Using the power of partnership to reduce costs and improve efficiency by accelerating the harmonisation of food laws in the ASEAN Economic Community.

Built on the shared values of sound science & public-private partnership

Underpinned by: Efficient governance, first-class communications and highly-motivated members and staff
FIA AND THE PLATFORMS

ARoFIIN
Asia Pacific
Thailand, Malaysia, Indonesia, Vietnam, Philippines, China

WHO/FAO
WFA, IFBA, ITIC, ILSI, National associations

GFSP
China, Southeast Asia

CODEX
AFBA
ASEAN Secretariat, National association capacity-building
The Role of Private Sector in Codex Standards Setting
Established by FAO and the WHO in 1963 to develop harmonised international food standards, which protect consumer health and promote fair practices in food trade.

It is referenced by the WTO Agreement on Sanitary and Phytosanitary Measures (SPS Agreement) in resolving trade disputes: WTO members that wish to apply stricter food safety measures than those set by Codex may be required to justify these measures scientifically.
Codex: The Golden Standard

Key reference in developing national standards

Harmonisation of standards globally

Key reference in trade negotiations and disputes
# Codex: A Multi-Stakeholders Approach through Members & Observers

<table>
<thead>
<tr>
<th>CODEX Membership Type</th>
<th>Can provide inputs to Codex (proposals, data, positions, comments, etc.)</th>
<th>Have voting power</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>187</strong> Codex Members</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>• 186 Member Countries + EU</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>234</strong> Codex Observers</td>
<td>√</td>
<td>X</td>
</tr>
<tr>
<td>• 54 IGOs, 164 NGOs, 16 UN</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Step 0
- A Codex Member / Observer proposes a new work

Step 1
- Commission approves the new work and designate a subsidiary body (Codex Committee) to carry out the work

Step 2
- Committee drafts the standard, usually through a working group

Step 3
- Proposed draft standard circulated for comments

Step 4
- Committee approves the proposed draft, and submits to the Commission for pre-approval

Step 5
- Commission endorses the proposed draft standard and sends back to the Committee for further work

Step 6
- Committee continues to draft the standard and collect comments

Step 7
- Committee approves the draft, and submits to the Commission for approval

Step 8
- Commission adopts the draft, which becomes official Codex standard

Possible to omit step 6 & 7: Called Step 5/8

Industry Inputs (through NGOs)
FIA positions submitted to shape Codex standards.

- Support countries to implement Codex standards.
- Coordinate with National Codex Contact Points for alignment of regional positions.
The Role of Private Sector in National Food Standards Setting
Procedure of National Standards Setting

1. Planning: new project proposal
2. Confirm new standards projects
3. Draft standards
4. Collect public comments
5. Approve and publish standards
6. Review draft standards
7. Implementation and monitoring
8. Revise and re-evaluate
SPS & TBT Notifications for WTO Members

- National Governments notifies WTO about new draft regulations
- WTO members may give comments to the draft regulations
- Commenting period is usually 60 days.

G/SPS/N/PHL/344
Date: 12/12/2016
Title: Committee on Sanitary and Phytosanitary Measures - Notification - Philippines - Mushroom
[English (pages 2, size 85kb)] [French (pages 3, size 100kb)]

G/SPS/N/THA/239/Add.1
Date: 12/12/2016
Title: Committee on Sanitary and Phytosanitary Measures - Notification - Thailand - Fresh fruits and vegetables - Addendum
[English (pages 1, size 84kb)] [French (pages 2, size 90kb)]

G/SPS/N/USA/2913
Date: 12/12/2016
Title: Committee on Sanitary and Phytosanitary Measures - Notification - United States - Pesticides - Residues
[English (pages 2, size 82kb)] [French (pages 2, size 102kb)]

G/SPS/N/USA/2914
Date: 12/12/2016
Title: Committee on Sanitary and Phytosanitary Measures - Notification - United States - Pesticides - Residues
[English (pages 2, size 81kb)] [French (pages 2, size 99kb)]
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<tr>
<th>Issues</th>
<th>Challenge</th>
<th>Neutral</th>
<th>Positive</th>
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</thead>
<tbody>
<tr>
<td>Additives and Ingredients</td>
<td></td>
<td>Singapore to Ban INS 216/217</td>
<td>Indonesia Proposed New Regulation on Processing Aids</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>India Issued 11,000 Final Provisions for Food Additives</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Korea Amended the Food Additives Classification System</td>
</tr>
<tr>
<td>Contaminants, Hygiene and Pesticides</td>
<td>Taiwan Proposes New Regulation on Contaminants in Foods</td>
<td>Taiwan Revised Pesticide Residue Limits in Foods</td>
<td>Macao Established a New Standard for Maximum Limits of Mycotoxins in Foods</td>
</tr>
<tr>
<td>General Labelling</td>
<td></td>
<td></td>
<td>ASEM Finalised General Standard for the Labelling of Pre-packaged Foods</td>
</tr>
<tr>
<td></td>
<td></td>
<td>India Proposed to Amend Labelling Requirements for Carbonated Fruit Beverages and Fruit Drinks</td>
<td>India Proposed to Amend Labelling Requirements for Edible Fats and Oils</td>
</tr>
<tr>
<td>Halal</td>
<td>Indonesia to Implement Law on Halal Product Assurance</td>
<td>Codex Discussed Proposed New Work on the Labelling of Halal Products</td>
<td></td>
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<tr>
<td>Nutrition Labelling</td>
<td>Codex Approved New Work on FOP Labelling</td>
<td>Sri Lanka Proposed Regulation on Colour Coding of Sugar Levels in Beverages</td>
<td>Korea Proposed to Revise NRFs for Certain Nutrients</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Taiwan Approved New Health Claims for Zinc, Chromium and Protein</td>
</tr>
<tr>
<td>Packaging</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td>Industry – MOH Dialogue Regarding Toys Packed in Food</td>
<td>Hong Kong to Impose Levy on Glass Bottles for Beverages</td>
<td>India Proposed Standard for Non-Carbonated Water-Based Beverages</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>India Amended Standard for Chocolates</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Taiwan Issued New Standard for Chocolates</td>
</tr>
</tbody>
</table>
Industry Contributing to National Standards Setting

- Industry positions, comments submitted to national authorities
The Role of Private Sector in Regional Harmonisation of Standards
• Non-tariff measures increasing in prominence and complexity in all countries.
• NTBs include opaque rules, arbitrary standards that are not based in science, and Customs and other import procedures that are slow, costly and excessive.
• Among all NTBs, Technical Barriers to Trade (TBT) and Sanitary and Phyto-Sanitary (SPS) measures are found to be the most burdensome.
• The various barriers can raise food prices, undermine food quality, impact on food availability and impose extra burdens on small businesses.
• The foremost recommendation is to improve communication between stakeholders.
• Use consensus building to drive public-private partnership to reduce uncertainty.
Opportunities in ASEAN Regional Integration

A single market and production base
A highly competitive economic region
A region of equitable economic development
A region fully integrated into the global economy

2nd Fastest-growing economy

<table>
<thead>
<tr>
<th>Country</th>
<th>GDP Growth 2013 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>7.7</td>
</tr>
<tr>
<td>ASEAN</td>
<td>5.2</td>
</tr>
<tr>
<td>India</td>
<td>5.0</td>
</tr>
<tr>
<td>United States</td>
<td>2.2</td>
</tr>
<tr>
<td>Japan</td>
<td>1.6</td>
</tr>
</tbody>
</table>

3rd Population

- CHINA: 1,340
- INDIA: 1,195
- ASEAN: 625
- EU: 502
- USA: 310
- JAPAN: 128

Source: ASEANStat, IMF, WB
“Indonesia’s food and beverage associations foresee no significant change in the business landscape unless standards and regulations are harmonised”.

- Adhi Lukman, Chairman, GAPMMI

### Example: Regulatory Status for Sweeteners in Different Countries

#### Table 3. Permitted Maximum Levels of Selected Sweeteners in Hard Candies in Asia, Codex, EU and US

(Unit: mg/kg. Based on Codex category 5.2.1 hard candy.)

<table>
<thead>
<tr>
<th></th>
<th>Artificial Sweeteners</th>
<th>Sugar Alcohols</th>
<th>Natural Extracts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Acesulfame-K</td>
<td>Advantame</td>
<td>Sorbitol</td>
</tr>
<tr>
<td>Codex</td>
<td>500</td>
<td>NE</td>
<td>GMP</td>
</tr>
<tr>
<td>EU*</td>
<td>500</td>
<td>10</td>
<td>GMP</td>
</tr>
<tr>
<td>US</td>
<td>GMP</td>
<td>GMP</td>
<td>GMP</td>
</tr>
<tr>
<td>Brunei</td>
<td>5000²</td>
<td>GMP</td>
<td>GMP</td>
</tr>
<tr>
<td>Indonesia</td>
<td>500</td>
<td>3000</td>
<td>GMP</td>
</tr>
<tr>
<td>Malaysia</td>
<td>x</td>
<td>GMP</td>
<td>GMP</td>
</tr>
<tr>
<td>Philippines</td>
<td>3500</td>
<td>10000</td>
<td>GMP</td>
</tr>
<tr>
<td>Singapore</td>
<td>500</td>
<td>GMP</td>
<td>GMP</td>
</tr>
<tr>
<td>Thailand</td>
<td>500</td>
<td>3000</td>
<td>GMP</td>
</tr>
<tr>
<td>China</td>
<td>2000</td>
<td>3000</td>
<td>GMP</td>
</tr>
<tr>
<td>India</td>
<td>500</td>
<td>200</td>
<td>GMP</td>
</tr>
<tr>
<td>Japan</td>
<td>2500</td>
<td>GMP</td>
<td>GMP</td>
</tr>
<tr>
<td>Taiwan</td>
<td>GMP</td>
<td>GMP</td>
<td>GMP</td>
</tr>
</tbody>
</table>

*EU: confectionery with no added sugar
²: for use in special dietary foods
³: for use in low energy soft drinks
Example: Three difference Nutrition Information Panels (NIPs) on the same package
Top 5 Priority TBTs for the food industry to Overcome in ASEAN

1. Labelling (nutrition labelling)
2. Product registration
3. Import/Export Certification
4. MRLs for contaminants, pesticide residues
5. Analytical Methods
How is Industry Mitigating These Challenges?

- Economic Ministers Meeting (AEM)
- Senior Economic Officials Meeting (SEOM)
- ASEAN Consultative Committee on Standards & Quality (ACCSQ)
- Prepared Foodstuffs Product Working Group (PFPWG)

- Ministers on Agriculture and Forestry (AMAF)
- Senior Officials on Agriculture & Forestry (SEM-AMAF)
- ASEAN Task Force on CODEX (ATFC)
- Task Force on Harmonisation

- Health Ministers Meeting (AEM)
- Senior Officials Meeting on Health Development (SOM HD)
- ASEAN Expert Group on Food Safety (AEGFS)
- Task Force on MRA for prepared food

- Ministers Meeting in Science & Technology (AMMST)
- Committee on Science & Technology (COST)
- Sub-Committee on Food Science & Technology (SCFST)
- ASEAN Food Safety Network
Driving Harmonisation in ASEAN

2013
- Launch of the ASEAN Food & Beverage Alliance (AFBA)
- Mapping ASEAN nutritional labelling regulations

2014
- AFBA White Paper on Harmonisation
- Harmonisation Report
- 4 Case studies published as fact sheets

2015
- FOP GDA Nutrition Labelling Guideline
- Presented at 19th PFPWG Meeting, Bangkok
- SMF-AVA Annual Dialogue, Singapore
- Position paper to ASEAN General Standard for the Labelling of Pre-packaged Foods

2016
- AEC Scorecard for Agri-food sector
- Registered in Singapore
- Accreditation to ASEAN
- Position to ASEAN MRA for Inspection and Certification on Food Hygiene for Prepared Foodstuff Products
- Harmonisation of nutrition labelling in ASEAN
CONCLUSIONS

• Private sector plays a key role in national standards setting

• National regulatory standards not only affects domestic products, but also affects trade

• International / Regional harmonisation of regulation is important for economic integration

• Capacity building and information exchange through public-private partnership are essential for effective implementation and better convergence of regulations
THANK YOU