



APEC Wine Regulators Forum

Simplifying the Certification Process

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APEC Export Certification Workshop
Greenbelt, Maryland U.S.
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Overview



- Asia-Pacific Wine Trade / Trade Barriers
- 2011 WRF Seminar
 - Export Certificates
- Current TTB Work with WRF, China
- 2012 WRF meeting in New Zealand

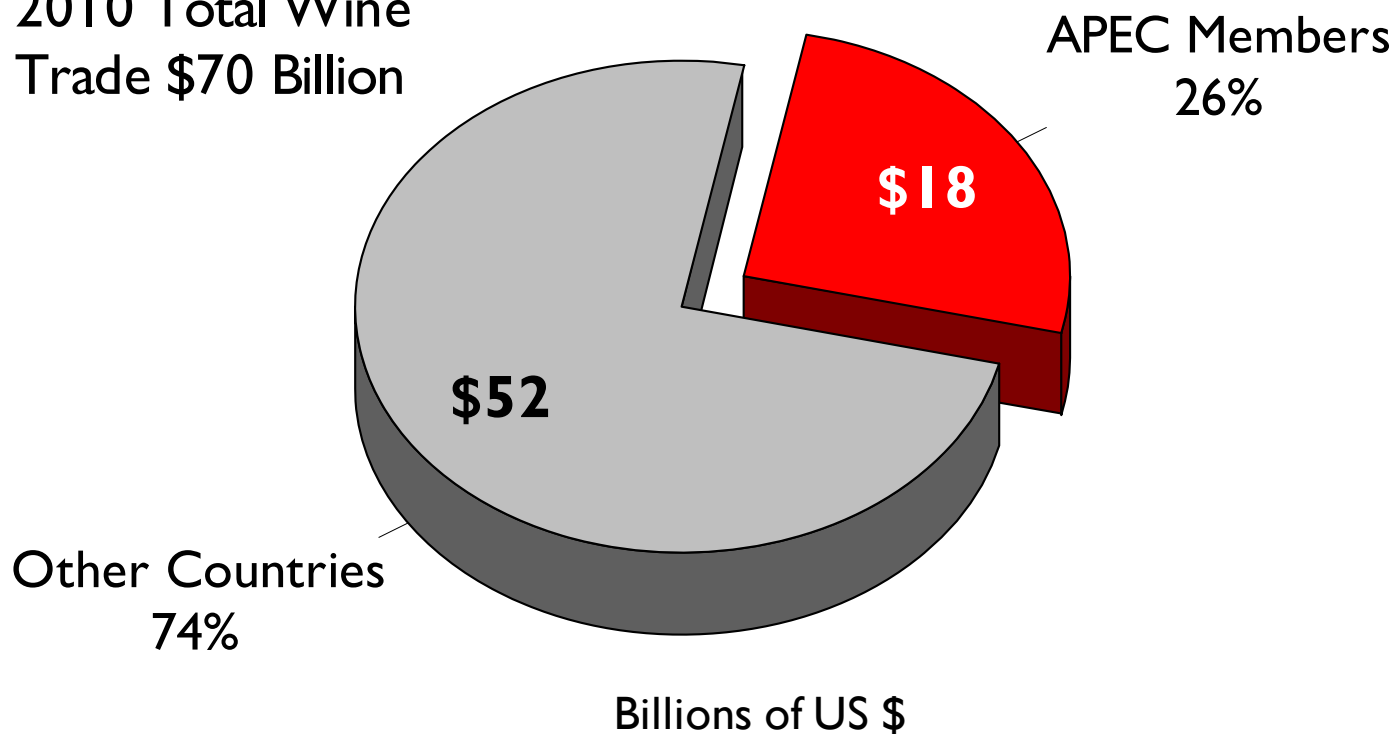
Asia-Pacific Wine Trade



- Pacific-Rim wine trade growing dramatically
- APEC economies are significant factors in the global wine trade and within Region:
 - Region trade up 300% to \$3.6 billion since 2000
 - Enormous growth in exports from Asian APEC economies (rice and other fruit wines)

APEC Economies Made Up More than One-Quarter of All Global Wine Trade in 2010, Up from 21.8% in 2000

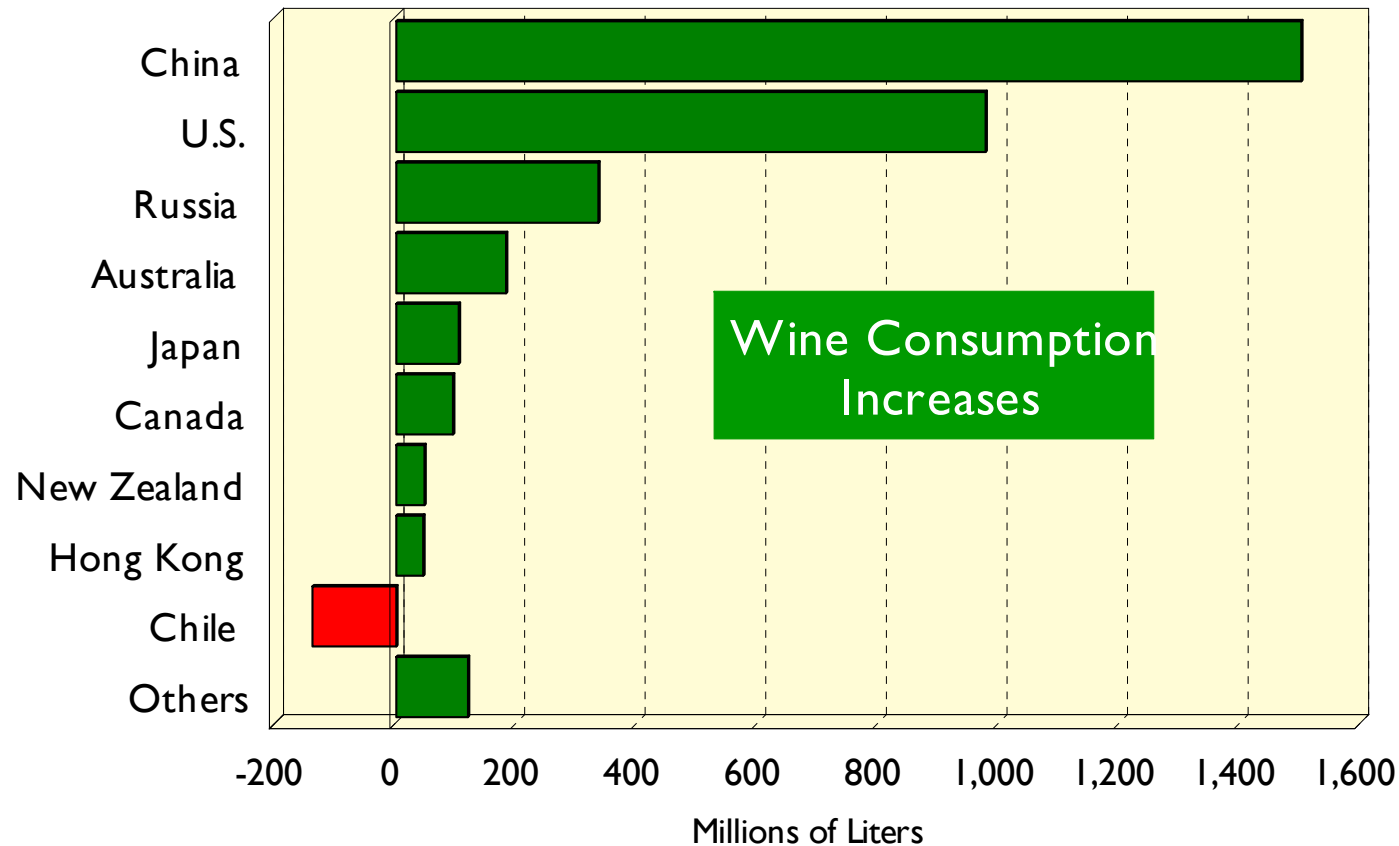
2010 Total Wine Trade \$70 Billion



Source: Global Trade Information Services.

Change in Wine Consumption by Economy Since 1990

Consumption Has Grown Considerably in Most APEC Economies



Sources: OIV, TDA, Global Wine Statistical Compendium

Growth in Trade Barriers



- Unnecessary rules cost APEC economies \$1 billion/year
 - Impacts all economies (producing and non-producing)
- Eliminating duplicative trade barriers:
 - Protects consumers
 - Reduces the costs of cross-border trade
 - Generates revenue for APEC economies



Seminar on Key Issues in Wine Regulation

September 18-19, 2011 • San Francisco, California • Wine Regulatory Forum



- In 2002, World Wine Trade Group first discussed APEC
- In 2008, APEC endorsed “*Wine Regulatory Forum*”
- U.S. organized first WRF Seminar on Sept. 18-19, 2011
 - 110 regulators/stakeholders from 18 of 21 APEC countries
- Goals:
 - Maximize participation
 - To promote Regulator dialogue and cooperation
 - Learn International organizations/standards
 - Build confidence in regulatory regimes

Seminar Highlights



- Presentations from Chile, China, Japan, Korea, Mexico, Peru, Chinese Taipei, Thailand
- Review of Key Int'l Organizations: WTO, Codex, APEC
- Best Practices in Regulation: WWTG Mutual Acceptance
- Good Regulatory Practices
- Regulators-Only Meeting
- TTB Compliance Laboratory Tour





APEC Wine Certification



- While consumer safety is critical, wine is a “low risk food”
- Acid and alcohol make it an unfavorable environment for growth of pathogenic microorganisms

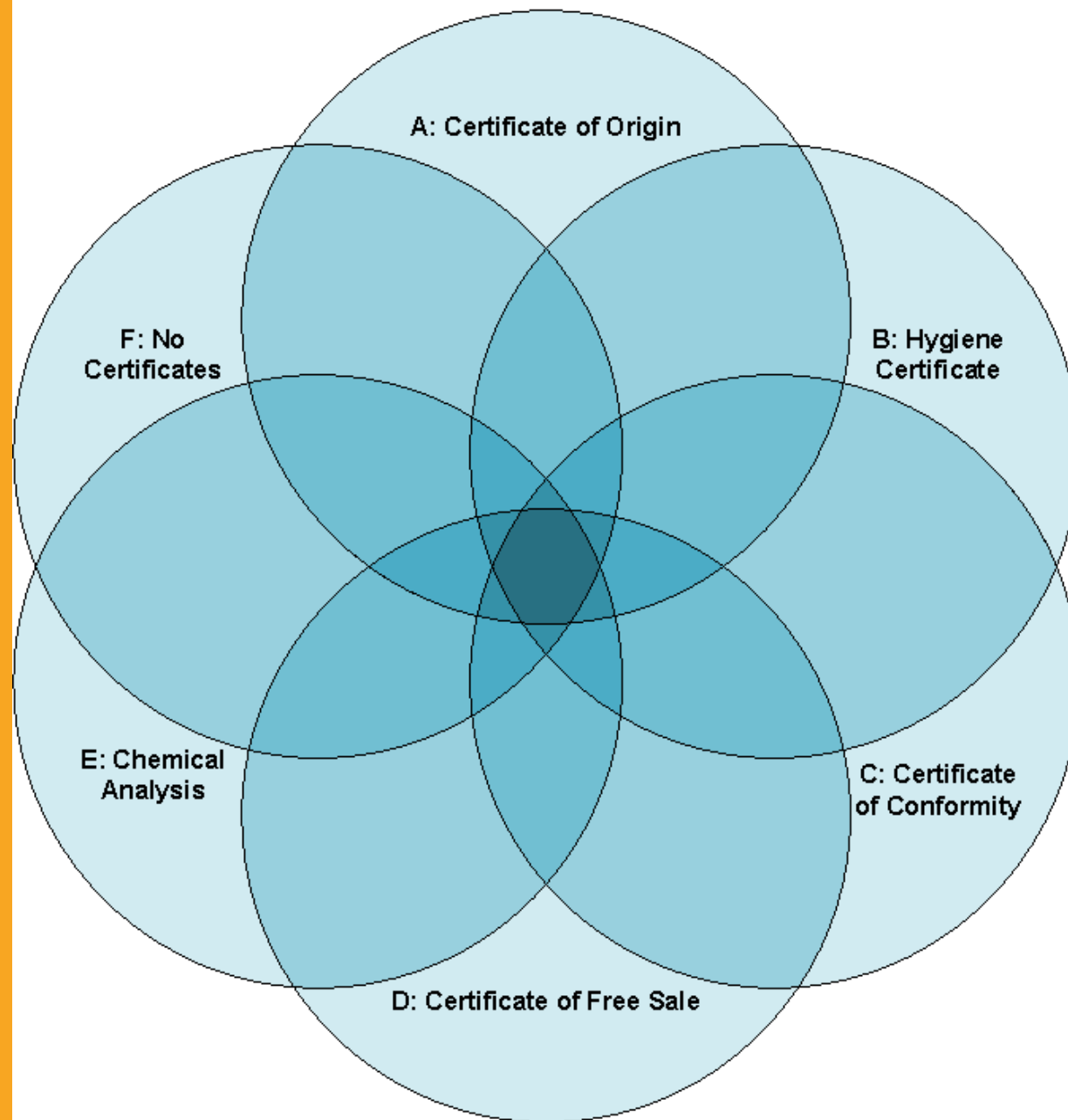
- Codex Principles For Food Import and Export Inspection and Certification:
 - Consider costs to consumers and industry
 - Rules should be no more restrictive of trade than is necessary to achieve the required level of protection

TTB Certification Compendium



- U.S. Tax and Trade Bureau issues 1,846 wine certificates per year (1,485 to APEC economies)
- In 2011, TTB conducted APEC-wide review of certification requirements, finding:
 - Countries where no certificates required
 - Required certificates
 - Required analyses
 - Recommended certificates/analyses

Country	Cert. of Origin	Hygiene Cert.	Cert. of Conformity	Cert. of Free Sale	Chemical Analysis	No Certs.
Australia						x
Brunei						
Canada						
Chile					x	
China	x					
Chinese Taipei						
Hong Kong		x				x
Indonesia			x	x	x	
Japan		x			x	
Malaysia	x					
Mexico	x	x		x	sometimes req.	
New Zealand						x
Papua New Guinea						x
Peru	x			x	x	
Philippines		x		x	x	
Republic of Korea						x
Russia	x	x	x	x	x	
Singapore	x	x			x	x
Taiwan	x					
Thailand	x					
USA			x		x	
Vietnam					x	



Australia: F

Brunei: No importation of alcohol beverages

Canada: A (The individual provinces require business and/or agent registration paperwork)

Chile: E (Only for bulk shipments (density, alcohol content, TA, VA, RS, total dry extract, sulfites, chlorides))

China: A

Chinese Taipei: A (Not required, but encouraged (sulfur dioxide, methanol, lead))

Hong Kong: B (not required, but encouraged), F

Indonesia: C, D, E (Either Certificate of Conformity or Certificate of Free Sale, but not both)

Japan: B, E

Malaysia: A

Mexico: A, B, D, and sometimes E

New Zealand: F

Papua New Guinea: F

Peru: A, D, E

Philippines: B, D, E

Republic of Korea: F

Russia: A (not required, but recommended), B, C, D and E (Required to get Certification of State Registration; Hygiene Certificate replaced by Certification of State Registration; Certificate of Conformity replaced by Declaration of Conformity)

Singapore: A, B, E, F (Not required, but encouraged))

Thailand: A

USA: C, E (None required for EU and VWTG grape wines)

Vietnam: E

Seminar Outcomes



- Build on Established Networks
 - Participate in Codex, APEC and WWTG
- Reduce Trade Barriers
 - Utilize TTB *Certification Compendium*
 - Refer to the CODEX guidance on certificates
 - Participate in APEC:
 - Food Safety Cooperation Forum
 - Export Certificate Workshop

Outcomes (cont'd)



- Develop Forward-Looking Work Plan:
 - Include Stakeholders in discussions
 - Exchange information on regulatory developments
 - Accept E-certificates or Consolidate certifications
 - Identify opportunities to continue the dialogue

Next Steps



- Continue regular WRF communications
 - TTB organized WRF calls in Dec. 2011, April 2012
 - TTB and AQSIQ discussing consolidating 3-4 certificates TTB now issues for exports to China
- New Zealand organizing next APEC WRF meeting
 - Wine Risk Assessment and Management
 - November 5-6, 2012 in Auckland, NZ
 - Joint APEC/WWTG Regulators session on Nov. 7

Thank You



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