



# BRYANT CHRISTIE INC.

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I N T E R N A T I O N A L   A F F A I R S   M A N A G E M E N T

**James C. Christie**  
**President, Bryant Christie Inc.**

Bryant Christie Inc. helps companies and organizations open, access and expand international markets. Founded in 1992, we focus on the agricultural, food, and beverage sectors.



# Global Trade Implications

- Trade in Processed Products
  - 40% of U.S. Agriculture Exports and Rising
  - Export Opportunities Increasing
  - Products Must Be Compliant with Regulations of Importing Markets
- Importance of Emerging Markets
  - Value of Exports to Emerging Markets in 2011:
    - Coarse Grains: \$7.5 Billion
    - Red Meats: \$4.4 Billion
    - Poultry: \$1.4 Billion
    - Dairy: \$2.7 Billion
  - Prone to Trade Challenges
  - Goal is to Harmonize Food Additive Regulations



# Food Additive Use in the Supply Chain

## Example: Grain

- Stored Grain
  - Preservatives (e.g. Propionic acid)
  - Dust control agents (e.g. Mineral oil)
- Flour
  - Flour treatment agents (e.g. Chlorine)
  - Dough conditioners (e.g. Ascorbic acid)
- Bread
  - Emulsifiers, Stabilizers, Thickeners (e.g. Lecithin, Carrageenan)
- Pasta (Instant Noodles)
  - Flavor enhancers (e.g. MSG)
  - Colors (e.g. Tartrazine)
  - Antioxidants (e.g. Propyl gallate)



# Trade Challenges

- Lack of Transparency in Regulations
  - Lack of English Translations
  - Variations in Terminology and Structure
- Overly Restrictive Food Additive Standards
- Standards that are Not Science-Based
- Wide Discrepancies in National Requirements
- Protectionist Tactics to Block Products
- Lack of Infrastructure to Facilitate Additive Approvals
- Consequences of Noncompliance
  - Shipments Rejected Upon Entry
  - Products Recalled From Shelves



# Challenges of Interpreting Regulations

- Poorly Translated or Untranslated Legislation
- Poorly Defined or Undefined Additive Terms
- Ambiguous and Undefined Food Product Terms
  - General terms: “Snack”, “Dessert”, “Beverage”
  - Culturally-specific foods: “Yeot” in South Korea, “Chomiryo” in Japan
  - Ambiguous terms: “Jelly”, “Biscuit”
  - Foods not classified by Codex: “Whale bacon”



# Advantages of the Database

- Provides a Single Source of Information for Exporters
- Builds Transparency
- Adds Clarity to Requirements
- Allows Side-by-Side Comparisons to Deter Protectionism
- Provides Data to Assist U.S. Negotiators
- Offers Open Access to Expose Standards that are Not Science-Based or Unnecessarily Restrictive



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Thank You!

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