

Global Food Marketer™

Educating & Enriching News of Global Food Markets



Food Export
Midwest USA



Food Export USA
Northeast



Dairy farm tour during World Dairy Expo 2023 in Madison, Wisconsin

2024 Global Trends in Shipping, Packaging, and Labeling

Key considerations when venturing into new markets

In the ever-evolving landscape of international trade, successful exporters understand the importance of adapting to changing packaging and labeling standards. From regulatory updates to shifting consumer preferences, staying ahead of the curve is essential for maintaining competitiveness in global markets. In this article, we'll explore key considerations for U.S.-based exporters and how Food Export's Branded Program can be instrumental in navigating the complexities of packaging standards worldwide.

Understanding Global Trends

The global marketplace is characterized by diverse and dynamic trends in shipping, packaging, and labeling. From stringent regulatory requirements to emerging consumer preferences, exporters must remain agile to capitalize on opportunities and mitigate risks. One such trend is the increasing focus on health and transparency in labeling, as evidenced by regulatory changes in various countries.

Key considerations when venturing into new markets (cont.)



Not only does your packaging need to be properly translated, but any mandatory information should be presented in a legible font.

In June 2022, Health Canada introduced significant amendments to the Food and Drug Regulations (FDR), including the implementation of Front-of-Package (FOP) nutrition labeling requirements. These regulations mandate the inclusion of a symbol on packaged foods high in saturated fat, sugars, and/or sodium, with a compliance deadline set for January 1, 2026. These changes are being implemented with the intent of assisting consumers in their efforts to make better informed dietary choices. Similarly motivated, Mexico has imposed restrictions limiting partially hydrogenated oils trans fatty acids to 2% of total fats in food products and prohibited the use of “cartoon” characters on packaging of foods with high sugar content.

This trend in recent regulatory amendments has also been echoed in South America, where several countries are now mandating Front-of-Package (FOP) labeling on processed foods and non-alcoholic beverages with excessive fats, salt, and sugar. The new rulings require the display of black octagon labels on product packaging. Similarly, the United Kingdom is imposing restrictions on the online and in-store presence of High Fat, Sugar, and

Salt (HFSS) foods. Meanwhile, in the European Union, the Nutri-Score system has been strengthened to provide clearer nutritional information to consumers.

Requirements for Translations and Terminology

Each country has different packaging regulations. Food labels must be easily understood by your target market’s consumers. Not only does your packaging need to be properly translated, but any mandatory information should be presented in a legible font, in addition to meeting requirements for placement and minimum font size. Word choice is also important: using terms like “natural,” “traditional,” or even “artisanal” may pose challenges for exporters who cannot back up their claims. In the U.S., the FDA has proposed an update to the definition of what can be classified as “healthy” foods (products must contain foods such as fruits, vegetables, or dairy, and meet limits for saturated fats, sodium, and added sugars).

In South Africa, proposed regulations aim to enhance transparency, prevent misleading claims, and encourage healthier food choices. These changes involve prohibiting

FOODS IMPACTED BY CANADA’S NEW FOP REQUIREMENTS

General prepackaged foods that meet or exceed 15% DV of saturated fat, sugar, or sodium.

Prepackaged foods with a small reference amount that meet or exceed 10% DV of saturated fat, sugar, or sodium.

Prepackaged main dishes with a reference amount equal or greater than 200 grams that meet or exceed 30% DV of saturated fat, sugar, or sodium.

EXEMPT FOODS

Dried, canned, fresh, or frozen whole or cut fruit and vegetables.

2% and Whole Cow’s Milk, Cheese, and Yogurt containing naturally-occurring (not added) saturated fat and sugars.

Eggs

Vegetable Oils

Nuts

Fatty Fish

terms like “smart,” “superfood,” and “nutritious,” as well as disallowing product endorsements from celebrities, medical practitioners, or other organizations. Additionally, packaged products exceeding proposed cut-off values for added sugar, saturated fats, salt, and artificial sweeteners would be required to carry warning labels. These regulations are slated to take effect in 2025.

Cultural Considerations

In 2021, Indonesia, the world’s most populous Muslim country and largest halal market, adopted the new “Halal Certification Regulation” (Government Regulation 39 of 2021), making it compulsory for products to be labeled as either halal or non-halal no later than October of 2024.

To adhere to these new regulations, imported goods certified halal in their country of origin must be registered with the [Halal Product Assurance Agency \(BPJPH\)](#). If the BPJPH does not recognize the foreign halal institution of the exporting country, halal certification for imported products must be obtained in Indonesia under the Halal Registration Regulation. Non-halal products must be clearly labeled as such, either through labels, signs, or descriptions on the packaging or the product itself. Additionally, prohibited ingredients must be highlighted in different colors within the product ingredient list, and non-halal descriptions must be easily visible, legible, and resistant to removal or damage.

Labeling Changes Affecting Dairy

Changes in dairy product labeling standards have been implemented in various countries, impacting the industry significantly. In February 2023, Indonesia introduced new standards concerning products like yogurt containing microorganisms, particularly probiotics. The Indonesian

National Agency of Drug and Food Control (BPOM) has identified 16 types of probiotics permissible for use in food products and established minimum requirements for the total number of microorganisms present in these products throughout their shelf life in order to qualify for probiotic labeling. Meanwhile, in Singapore, the implementation of Nutri-Grade labeling regulations for packaged beverages starting in 2023 has prompted revisions to nutrition labels on drinking milk products. These revisions aim to lower sugar content and attain higher grading under the new regulations.

Packaging Trends

Amid growing concerns about environmental sustainability, the packaging industry is witnessing a paradigm shift towards more environmentally conscious consumption. This trend is driving innovation in packaging materials and design, with an emphasis on recyclability, biodegradability, and reduced environmental footprint. Exporters must align their packaging strategies with evolving consumer preferences for eco-friendly solutions to meet the demands of environmentally conscious markets.

Utilizing Food Export’s Resources for Success: The Branded Program

Exporters can leverage resources such as the Food Exports Branded program to navigate guidelines and fund packaging updates that will help them succeed in new markets. This program provides valuable support and assistance to exporters, helping them navigate regulatory complexities and enhance their competitiveness in global markets. By tapping into such initiatives, exporters can access valuable insights, funding, and guidance to navigate the challenges of international trade successfully.

[Learn more about enrollment in the Branded Program.](#)



Empower Your Export Journey with Food Export's Comprehensive Resources

Food Export maintains a vast database of tools and resources to help you kickstart and supercharge your export journey. You don't need to Google "how tos" and filter through complex articles and databases of content. Go right to the source and pick the content that's right for you and what you need.



Upcoming Webinar: Food Export Documentation & Procedures June 26, 2024

Export documentation is an integral part of the export process and a key component of becoming a successful exporter. After all, the proof is in the paperwork. This webinar will provide participants with an overview of commercial and regulatory export documentation for food products.

Registration Deadline: June 26, 2024

Recorded Webinar: International Terms of Sale and Trade

Incoterms (International Commercial Terms of Sale) are designed to streamline the negotiations of contracts, communication, and payments in international trade. Since 1990 there has been a revision in Incoterms rules during the first year of each decade. Incoterms 2020 was entered into force on January 1, 2020. In this webinar we provide an overview of Incoterms 2020, including the challenges, changes to the new Incoterms, and how to use them properly.



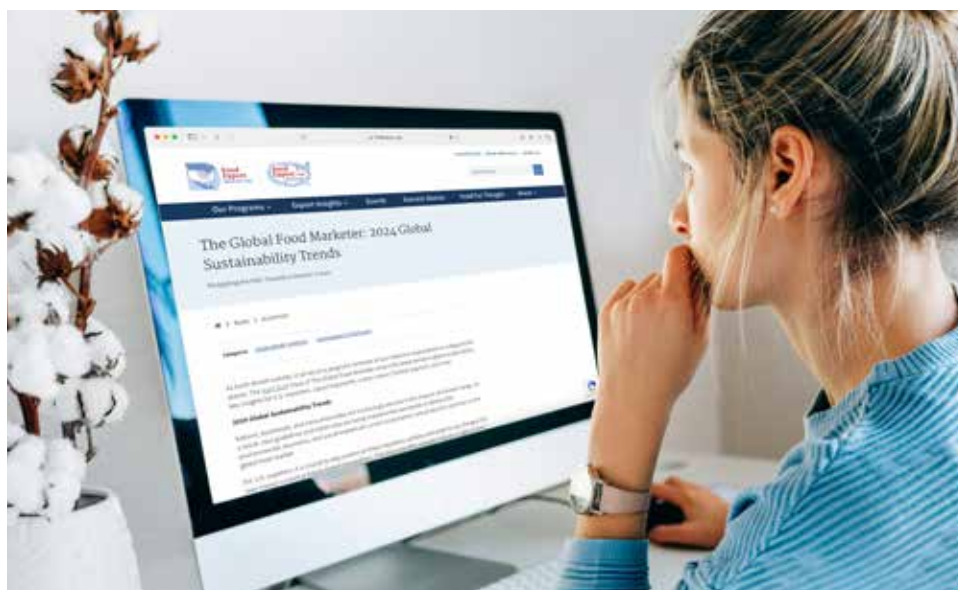
Foreign Packaging and Labeling: Learn how to properly submit a foreign packaging and labeling claim.



Market Builder: Flexible, customized research to help you discover new distributors and importers.

Food for Thought

Stay up to date with the latest in industry trends, current events, upcoming activities and more with [Food Export's official blog](#).



Singapore



#26

Among U.S. Agricultural Export Markets
in 2023

\$922.87 Million

U.S. Agricultural Exports, 2023

20.8%

Increase in Retail Sales Since 2018

Singapore is one of the world's most open economies and is **highly dependent on international trade**. Singapore is located at the cross-roads of major air and sea routes within the Asia Pacific region and serves as a **hub and major transshipment center for much of the Southeast Asian region and the Indian subcontinent**.

TOP US FOOD EXPORTS TO SINGAPORE IN 2023:



Vegetable Oils



Dairy Products



Food Preparations



Beef & Beef Products



Animal Fats



Chocolate & Cocoa Products



Processed Vegetables



Learn more about the Singaporean market in our full market profile.

UPCOMING EVENTS IN SINGAPORE:

- Food Show PLUS!™ at Pet Expo Singapore
August 2-4, 2024
- Focused Trade Mission to Singapore for Retail and Foodservice
September 30 – October 1, 2024

South Korea



#5

Largest Export Market
for U.S. Agriculture

\$10.54 Billion

U.S. Agricultural Exports, 2022

Korea imports 70% of food and agricultural products

from the world and depends heavily on food and agricultural imports. Consumers closely follow international food trends.

Korea is a fast-paced market where **new ideas and trends are eagerly tried and accepted**. Rising incomes are creating demand for diverse and quality food.

TOP U.S. EXPORTS OF PROCESSED FOODS IN 2022:



Nuts



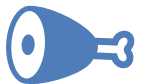
Coffee



Fruits



Bakery
Products



Processed
Meats



Prepared/
Preserved
Seafood



Fats and Oils



Alcoholic and
Non-alcoholic
Beverages



Processed
Vegetables,
Pulses



Learn more about the South Korean market in our full market profile.

UPCOMING EVENTS IN SOUTH KOREA:

- **Focused Trade Mission to Korea for Innovative, Healthy, & Convenient Products in Retail and Foodservice**
October 29-30, 2024
- **Food Show PLUS!™ at Seoul International Café Show**
November 7-9, 2024

France



\$1 Billion

U.S. Food and Agricultural Exports
in 2023

\$273.6 Million

in U.S. Processed Foods Exports in 2021

More than 75% of the French population lives in urban areas, where there is a **strong demand for international cuisine**, and French per capita income is near that of the U.S.

Domestic distribution systems are efficient and **American food and food products can be appealing.**

TOP EXPORTS TO FRANCE:



Wine & Distilled Spirits



Prepared/ Preserved Seafood



Food Preparations and Ingredients



Dog and Cat Food



Condiments and Sauces, Jams and Jellies



Processed Vegetables, Pulses, and Snack Foods



Dried Fruits and Nuts



Specialty Foods, including organic and kosher products



Discover more about the French market in our full Country Profile.

UPCOMING EVENT IN FRANCE:

• Food Show PLUS!™ at SIAL Paris October 19-23, 2024

Success Stories



PRETZELS BOUND FOR SOUTH KOREA

In March of 2021, Karl Brown, President of [Pretzel Pete, Inc.](#), received a trade lead from Food Export-Northeast for a buyer in South Korea who was interested in his pretzel product line. [Read more about how this one trade lead turned into a \\$500,000 product sale.](#)



MULTIPLE FOOD EXPORT PROGRAMS HELP SEAFOOD COMPANY INCREASE EXPORTS

Since 2018, [Bristol Seafood, LLC](#) (the first Fair Trade-certified seafood company in the U.S.) has been participating in various Food Export programs. [Learn more about their experience and how they gained entry into the Singaporean market with a \\$31,000 export sale.](#)



24 YEAR BRANDED PROGRAM PARTICIPANT STILL FINDING EXPORT GROWTH

Continuing to find export growth with the Branded Program, St. Louis, Missouri based [RIBUS, Inc.](#) uses the Branded Program to gain brand awareness in existing export markets, while also gaining new foreign buyer contacts worldwide. [Learn more about their experience.](#)

Moving On from the U.S. Market

The benefits of exporting for U.S. companies are expanding and have a major impact on a company's growth. Howard Gordon, Branded Program Manager for Food Export-Northeast, shares some reasons why pursuing foreign markets is important.



[Read more about Howard's top five and learn about available resources to help you start your export journey.](#)

- 1 THERE'S INTERNATIONAL DEMAND FOR U.S. AGRICULTURAL-BASED PRODUCTS.**
- 2 EXPORTING IMPROVES A COMPANY'S COMPETITIVE ADVANTAGE.**
- 3 EXPORTING IS PROFITABLE FOR BUSINESSES AND EMPLOYEES.**
- 4 COMPETING WORLDWIDE REDUCES RISK.**
- 5 THERE'S PLENTY OF SUPPORT AVAILABLE.**

Product Highlights



Plant-Based Products

Plant-based products are gaining popularity worldwide as consumers become more health-conscious, recognize the environmental consequences of livestock farming, and express concerns about animal welfare. Plant-based products are gaining popularity worldwide as consumers become more health-conscious or seek alternatives to animal-based products.

Interested in meeting qualified international buyers who are seeking products in the plant-based sector? [Register for our Plant-Based Food Buyers Mission.](#)

NUTS

- As awareness of the health benefits of nuts continues to grow, they are increasingly chosen as convenient snack options, particularly with those living in countries with busier lifestyles and health-conscious consumer preferences. Despite facing challenges such as price hikes due to inflation and supply chain disruptions, nuts are anticipated to maintain strong performance over the next five years.

SNACK FOODS

- Midwestern and Northeastern companies are pioneers in producing salty snacks like pretzels, potato, and tortilla chips. Industry experience and production capabilities enable regional suppliers to efficiently produce great-tasting snacks that cater to local tastes while accommodating the need for smaller portions, innovative packaging, healthier ingredients, and long shelf-life.
- Health-conscious consumers are driving the growth of value-driven snacks, particularly those with health claims integrated into their brand identity. Winning snack propositions combine innovative flavors with

desirable health claims like low sugar and vegan options and convenient packaging for on-the-go consumption that addresses consumers' sustainability priorities.

CONDIMENTS AND SAUCES

- From spicy to sweet and subtle accents to bold flavors, the products in this category reflect the ethnic and cultural diversity of the regions. The passion for barbeque (BBQ) is evident in the distinctive assortment of BBQ sauces made by local companies. New England traditions are also on display in the variety of specialty products enhanced with the flavor of maple syrup.
- Largest categories of exported condiments and sauces from the Midwest and Northeast:
 - Asian Marinades and Sauces
 - Barbeque (BBQ) Sauces
 - Croutons
 - Hot Sauces
 - Hummus
 - Maple-flavored Sauces
 - Honey-flavored Sauces
 - Meat Coatings, Glazes, Marinades, and Rubs
 - Mustard and Ketchup
 - Nut-based Spread/ Nut Butters
 - Pizza and Pasta Sauces
 - Pickled Vegetables and Relishes
 - Preserves
 - Salad Dressings and Vinegars
 - Salsa
 - Sauce/Sout Mixes and Bases
 - Spreads
 - Table Sauce
 - Toppings (Ice Cream, Pizza, Salad)

MEET YOUR IMR

Leonardo Silveira

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River Global is Food Export-Midwest's and Food Export-Northeast's In-Market Representative in Brazil, Chile, Colombia, and Peru. As a Representative, River Global (R.G.) is Food Export's eyes and ears in the region, continuously checking and reporting on up-to-date market trends and opportunities. R.G. also spreads the word to importers in South America about opportunities with Midwest and Northeast companies.

Headquartered in São Paulo, Brazil, R.G. has over 20 years of experience in marketing, public relations, trade, events, and market access. R.G. delivers customized solutions by providing all the information, expertise, and support its clients need to expand or establish their businesses in South America. The River Global team is engaged, driven, and passionate about their client's objectives and is prepared to manage and deliver multiple projects simultaneously and operate in an environment with time-sensitive deliverables. The company also operates in Bogotá, Colombia; Lima, Peru; and Santiago, Chile.

Leonardo Silveira has been conducting Food Export activities in South America since 2017. He is an Economist with a bachelor's degree in International Relations and an MBA in Strategic Business Management and International Relations. Fluent in English, Portuguese, and Spanish, his experience lies within trade promotion, business operations, education and training, designing of documentation and reports, advisory, auditing, and international protocol. Before joining River Global, Leonardo worked in the franchising operation business and for the Brazilian government. Leonardo loves to work on trade events, guide groups of American companies around South America, and find opportunities for success stories for U.S. companies in the region.



**Tune into the
Food Export Podcast
starting June 12 to hear
Leonardo's insights on
South American exports!**

Upcoming Activities



Training Webinars

Stay informed with our insightful webinars for the latest market updates and trade strategies. Watch for announcements of upcoming webinars and browse our library of past webinars at www.foodexport.org.

Events & Buyers Missions

Look for Food Export teams at these upcoming global events, where we connect with industry leaders and showcase international trade opportunities.

ERD Early Registration Deadline **SRD** Standard Registration Deadline

- ▶ **Food Show Plus!™ @ Seafood Expo Asia** Singapore, Singapore
September 11-13, 2024 | **SRD** 06/20
- ▶ **Food Show Plus!™ @ Food Tech Summit & Expo** Mexico City, Mexico
October 2-3, 2024 | **ERD** 06/07 **SRD** 07/05
- ▶ **Food Show Plus!™ @ FIGAP 2024** Guadalajara, Mexico | October 16-18, 2024
ERD 06/27 Standard Registration Deadline: 07/25
- ▶ **Food Show Plus!™ @ SIAL Paris** Paris, France | October 19-23, 2024
ERD 07/02 | **SRD** 07/25
- ▶ **Food Show Plus!™ @ Seoul International Cafe Show** Seoul, South Korea
November 7-9, 2024 | **ERD** 07/20 | **SRD** 08/17
- ▶ ***Back-to-Back Focused Trade Mission to Singapore**
September 30-October 1, 2024 | **SRD** 07/11
- ▶ ***Back-to-Back Focused Trade Mission to Jakarta, Indonesia**
October 3-4, 2024 | **SRD** 07/11
- ▶ **Focused Trade Mission to Korea for Innovative, Healthy, and Convenient Products in Retail and Foodservice** October 29-30, 2024
ERD 06/27 | **SRD** 08/08
- ▶ **Plant-Based Food Buyers Mission @ 2024 Plant-Based World Conference & Expo** September 10, 2024 | **ERD** 07/02 | **SRD** 07/30
- ▶ **Value-Added Feed Ingredients Buyers Mission at the 2024 World Dairy Expo** October 2, 2024 | **ERD** 07/26 | **SRD** 08/23

If you are a buyer or a seller interested in participating in any of our in-person events and learning more, please contact info@foodexport.org.

Global Food Marketer™

FOOD EXPORT ASSOCIATION OF THE MIDWEST USA[®] AND FOOD EXPORT USA™-NORTHEAST

We are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products.

Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA.

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